



Digital Communications Assistant

SALARY:	£15 / Hour
HOURS:	10 hours / week (Flexible working pattern)
LOCATION:	Working from home with potential for UK travel
TERM:	Freelance for 6 Months
REPORTS TO:	Rach Coleman (Communications Manager)

ABOUT US

Trash Free Trails (TFT) is a community-focused, non-profit organisation. Our mission is to (re)connect people with nature through the simple, yet meaningful act of removing single-use pollution from wild places.

We describe Trash Free Trails as “small-normous”. We are a young divergent organisation, adapting as we grow. We know where we are heading and have a plan and a whole bunch of projects to help us achieve our mission. We are doing this with a commitment to measure and share the difference we are making to our environment and our communities. This is achieved with the support of our partners, and importantly our TrashMob - our global volunteer community.

It is our job to continue to provide inspiration, information and tools for people to forge connections to the environment, to community and themselves.

THE OPPORTUNITY

The Digital Communications Assistant will join our small but passionate team, supporting our work to inspire and inform our community with the knowledge, resources and stories they need to (re)connect with nature and remove single-use pollution from the places they love.

We’re looking for an experienced and self-motivated individual who loves to tell innovative and engaging stories across a variety of mediums and has a particular affinity for social media communications.

The successful candidate will be working with our core team as well as international volunteers, partners and peers to showcase the breadth of TFT’s work and impact.

THE ROLE

Purpose

If we were to use one word to sum up what this role is trying to achieve, it would be 'connection'. The Digital Communications Assistant will support our front-facing work, connecting on a daily basis with our community, ambassadors, peer organisations and more, bringing energy and passion to the stories TFT tells.

Main Responsibilities

Social Media

- Support the weekly running of the Trash Free Trails social media accounts, including Instagram, Facebook, Twitter, Youtube and LinkedIn
- Create impactful, story driven content for social media that connects powerfully with our audiences and community across photo, video and graphic content
- Draft copy for social media reflective of the TFT 'voice' and brand identity with focus on community activation and engagement
- Be responsible for scheduling social media content via Later and Meta, utilising content optimisation tactics
- Support regular upkeep of social media including responding to inquiries, sharing community content and engaging with peer organisations
- Collaborate across TFT's channels to identify storytelling opportunities and potential future collaborations
- Support experimentation and progression of TFT's digital content and online presence, highlighting opportunities for innovation alongside Communications Manager

Press

- Support the drafting of press releases and media alerts across TFT programmes and projects

Website

- Create content for the website in line with communication objectives and project priorities within our brand guidelines
- Ensure that our web content follows content best practice, in terms of SEO and user experience.

Email and Newsletter Communications

- Support the distribution of project communications' packs to partners and peers
- Contribute to the development of newsletter content

Insights and Strategy Development

- Support the upkeep of reporting and evaluation of social media outputs
- Maintain high level of accessibility across all digital communications

Events

- Potential attendance at key TFT events, focusing specifically on content-capture, community coalescence and documentation

PLEASE NOTE this list is to provide a comprehensive overview of the potential areas of work the successful candidate may cover while in post. It does not accurately reflect a weekly tasklist.

Key Working Relationships

- Reports to: Rach Coleman (Communications Manager)

PERSON SPECIFICATION

The position is for an energetic, dynamic and dedicated individual focused on their own development in parallel with the goals of the organisation. The ideal candidate will have a personal connection to the outdoors come rain or shine.

ABOUT YOU

- You will have a proactive and collaborative approach, lots of initiative and thrive on being a bright thinker.
- You will be a driven storyteller, invested in creative, engaging and innovative modes of connecting with communities.
- You will be inspired by TFT mission and projects, and bring your own unique perspective to our diverse team.
- You will take pride in your work and hold in high regard the credibility, brand and reputation of TFT, quality of delivery and your own professionalism.

	ESSENTIAL	DESIRABLE
SKILLS	Excellent written, editing and communication skills. Outstanding digital content skills. Proven ability to work independently, taking the initiative to solve problems whilst knowing when to defer decision making and seek involvement of team members. Ability to self-manage and prioritise workflow to deliver communication plans to deadlines. You are proficient in the use of Microsoft Office suite, Google	<i>Knowledge of working with project management tools to mediate competing task priorities and deadlines.</i>

	Workspace and remote-working tools. A self-starter with a flexible attitude who thrives in a result driven, creative environment and strives to deliver high standards.	
KNOWLEDGE AND EXPERIENCE	At least 1 year working in a role with a focus on digital communications and/or social media Knowledge of content activation to optimise social channels and tools to drive engagement. Experience of content creation for digital outputs Skills in creative content development, such as photo editing and video editing – knowledge of Adobe Creative Suite.	<i>Experience of working with digital advertisement.</i> <i>Experience in the Environmental, Outdoor or Charity sectors.</i>
BEHAVIOURAL QUALITIES	You are open, honest and upfront...about how your work is progressing, when you need help with something, owning up to mistakes. And if something at Trash Free Trails has turned you off then you feel able to tell us. Like you, as an organisation we always want to evolve and improve. No Radio Silence: You don't hesitate to tell us when you are going off grid for a while and you leave making sure there are essential and/or time critical tasks left to complete. Mucking In: We are small, you are joining a family who support and respect each other to get things done, working flexible hours where necessary. This is how we keep responsive to the fast-moving world around us. Making connections is a key part of your role, but you know how	

	to do this the right way and don't get distracted by shiny things. Believe in or mission: You'll need to be aligned to TFT values, with a demonstrable personal connection to the outdoors. Fun 2nd! - We really hope that you will often consider working for TFT to be FUN, but not at the expense of your work. You are patient and aware that everyone is trying their best.	
EDUCATION AND QUALIFICATIONS	Demonstrable experience in a similar or relevant position. Full driving licence.	<i>Advanced DBS check</i>

VALUES

To inspire people to find connecting with the natural world and to empower community ownership of our trails, we are guided by 8 values. Here is what they mean and how we apply them to our roles.

- Everyone is welcome; we are riders, runners and roamers. Anyone who wants to protect our trails and the wild places they take us.
- Respect our volunteers above all else; the time and talent they donate to our cause is a huge honour and responsibility.
- Be that Spark; our biggest opportunity to make a difference: is by creating that spark for more people to connect with nature and want to take good care of it.
- Be solution focused; we will never use blame, shame, guilt, or aggression as a tactic. We focus our efforts on positive action: at an individual and community level.
- Think Long Term; believe that no single thing is 'responsible' for the litter issue. It is a symptom of hugely complex, interconnected systems.
- Celebrate single volunteer acts; however 'big' or 'small' it makes an incredible difference.
Make sure your impact is a positive one; commit to leaving a positive trace each time we visit our trails and wild places.
- Do it Ourselves; we and everyone who joins our cause will be the ones who make a difference. We can encourage, coach, empower and inspire others. Ultimately, only we can Do It Ourselves.

HOW TO APPLY

Thank you for considering joining the Trash Free Trails Team.

Trash Free Trails is committed to proactively challenge bias and offer a fair and equitable recruitment process for all applicants who can carry out the duties of the post. If you have specific support requirements in relation to your application, please contact rach@trashfreetrails.org

To apply, please send the following by 17:00 on Tuesday 7th March by email to Rach on rach@trashfreetrails.org:

- Your CV detailing your relevant experience
- A covering letter (no more than 500 words) setting out your reasons for applying and how you meet the Person Specification for the role.
- The names and email addresses of two referees (who will not be approached without your permission)

If for access reasons a written cover letter is not preferable for you, get in touch with Rach to find a suitable alternative format.

Interviews will take place on Friday March 10th 2023. These will be online.

It is hoped that the successful candidate will be available to start as soon as possible.

In order to be considered for this role, you must currently have the right to work in the UK.

Enquiries about this post may be addressed to Rach on rach@trashfreetrails.org.