



<b>Job title</b>	<b>Director of Communications &amp; Engagement</b>
<b>Location</b>	Head office in Fairford, moving to nearby Quenington early 2025 Hybrid working considered Occasional travel to other sites within the UK
<b>Reports to</b>	Chief Executive
<b>Direct reports</b>	Communications Manager
<b>Hours</b>	Permanent, full-time position, 35 hours a week
<b>Salary</b>	£66,000 - £70,000 p.a.

## The Ernest Cook Trust

The Ernest Cook Trust is a landowning educational charity and one of the UK's foremost providers and funders of Outdoor Learning. Our vision is for an environmentally engaged society with stronger connections to nature.

Our mission is to improve life chances of children and young people through a range of Outdoor Learning opportunities, enabling them to learn from nature, empowering them to have a positive impact on the environment. We do this through grant support, direct delivery of our own programmes, research and advocacy.

## Role overview

As the Director of Communications & Engagement, you will lead a step-change in the Trust's profile and supporter base. You will develop a proactive and strategic culture of communications, audience development and supporter engagement, ensuring our message resonates and builds support with new and emerging audiences.

Your leadership will foster empowerment and collaboration in your team and promote a culture of openness and engagement.

This role is critical in building our profile and supporter base. You will lead a strategic approach to stakeholder engagement, fostering relationships that support our mission and enhance our visibility.

## Key accountabilities

### Brand development and storytelling

- Develop and embed The Ernest Cook Trust story (brand narrative) into internal and external messaging, ensuring a cohesive and compelling narrative
- Lead development and implementation of brand executions that enhance the Trust's identity and visibility
- Create engaging content that tells the Trust's story across various platforms, including digital, print and social media

### Strategic communications and supporter development

- Lead the design and execution of proactive supporter engagement and communication campaigns that increase the Trust's profile locally, regionally and nationally and develop its audience and supporter base
- Lead development of multi-channel communications to reach diverse audiences, tailoring messages to specific groups.
- Lead and establish new approaches to digital communications, ensuring innovative strategies and tools are used to enhance engagement and outreach
- Measure and analyse the impact and effectiveness of communications, adjusting strategies as needed to maximise reach and engagement
- Lead development of the Trust's website as the definitive information and engagement hub for the organisation

### Audience development and stakeholder engagement

- Lead an insight-based and measurable audience development strategy, identifying opportunities to raise the Trust's visibility, reputation and support within key sectors and communities
- Develop pathways for engagement that build a substantial audience of supporters and advocates who actively engage with, promote and advocate for the Trust
- Develop and maintain strong relationships with key stakeholders, including partners, key service users and relevant community members
- Implement a strategic approach to stakeholder engagement, ensuring regular and meaningful interaction
- Represent the Trust at events and meetings, acting as an ambassador for our mission and values

### Team leadership and collaboration

- Lead, manage and support the Communications & Engagement team, fostering a collaborative and high-performing work environment
- Lead a culture of inclusive and consistent internal communications, increasing team engagement in the Trust
- Work closely with other departments to ensure consistent messaging and coordinated efforts
- Encourage innovation and continuous improvement within the team, promoting professional development and growth

**Leadership team collaboration**

- Actively participate as a member of the Leadership team, contributing to organisational strategy and decision-making
- Support the development and implementation of the Trust's overall strategic plan
- Improve communication and collaboration across teams, committees and the board

## Person specification

### Experience and skills

- Relevant experience in a senior communications, marketing or audience development role within a charity or non-profit organisation
- Strong background in brand development, storytelling and strategic communications
- Demonstrated ability to lead and inspire teams, fostering a collaborative and high-performing culture
- Excellent strategic thinking, planning and execution skills
- Exceptional communication and stakeholder engagement abilities

### Personal attributes

- Exceptional interpersonal skills and the ability to build relationships with a wide range of stakeholders and partners
- A strategic thinker who can balance long-term vision with practical execution
- Integrity, ethical judgement and a commitment to upholding the highest standards of transparency and accountability

## How to apply

In the first instance, please upload your completed CV and cover letter to:

Upload your completed application form to:

<https://hr.breathehr.com/v/director-of-communications-39352>

(If you need to provide your application in a different format or need any further support, please contact us at [hr@ernestcooktrust.org.uk](mailto:hr@ernestcooktrust.org.uk))

### Closing Date

Sunday 2 March 2025 at 23:59

Please note that this vacancy may close earlier than the advertised deadline if sufficient applications are received

### 1st Interviews

Thursday 13 March 2025 at Fairford, Gloucestershire GL7 4JH

What3words: <https://w3w.co/otters.laying.campus>

### 2nd Interviews

Wednesday 19 March 2025 at Fairford, Gloucestershire GL7 4JH

What3words: <https://w3w.co/otters.laying.campus>

**We look forward to hearing from you.**

## **Working at The Ernest Cook Trust**

### **About us**

As both a landowning organisation and an educational charity, the Trust covers a lot of ground! We are uniquely placed to share our woodlands, farms and natural habitats to inspire a greater love and understanding of the natural world, farming and sustainability. We do this for children, young people, their families and communities, particularly those who face barriers to accessing and participating in the outdoors.

The Trust is part of an impressive community of networks and organisations across the UK, working to help create a more environmentally engaged society. Our work is increasingly done in collaboration and partnership with like-minded organisations, particularly with our funding partners, whose contribution significantly boosts the reach and influence of our work.

## Our values

The unique spirit of The Ernest Cook Trust is best expressed through our values:



### **Cultivating Connections**

At the heart of our work lies the belief that meaningful and lasting change happens through the cultivation of connections. We value the relationships we build with the people and communities we serve, as well as each other and the partnerships we form with like-minded organisations. We understand that these connections create the conditions for people and places to flourish.



### **Freedom to Try**

We embrace a culture of innovation and resilience, where both our team members and the individuals we serve have the freedom to try new things. This value encourages a dynamic and adaptable approach, nurturing trust and courage in ourselves and others.



### **Progressive Stewardship**

We believe in responsible, forward-thinking management of our outdoor resources, as places where diversity can thrive. By actively caring for the environment, we ensure that the beauty and benefits of the outdoors are accessible to all, changing lives through individual and shared positive experiences.

## **Examples of our values in this role**

### **Cultivating Connections**

- Foster strong relationships with stakeholders and partners to support our mission
- Collaborate with like-minded organisations to enhance community engagement

### **Freedom to Try**

- Encourage innovative approaches to digital communications and audience engagement
- Support experimentation with new strategies to improve outreach

### **Progressive Stewardship**

- Promote sustainable practices in communications and branding
- Lead campaigns that highlight Outdoor Learning and conservation

## What to expect

Join our growing team at the Trust for a friendly and rewarding experience. We offer competitive salaries, a range of benefits plus a training budget for your personal growth.

We currently have around 55 team members whose diverse roles reflect the unique nature of the Trust. Staff are based at our Gloucestershire Head Office, across our UK landholdings and in our regional hubs (Gloucestershire, Cumbria/Lancashire and Leicestershire), or work hybridly.

Our generous benefits include:

- 10% employer pension contribution (5% from employees)
- 27 days annual leave, plus statutory holidays and additional leave between Christmas and New Year
- Life Assurance
- Access to Employee Assistance Programme, providing 24/7 support for health, mental wellbeing, and more
- Dynamic, creative, and welcoming work environment, especially once we move to our new head office in nearby Quenington

## Equity, Diversity and Inclusion

Embracing diversity is an essential part of the work of The Ernest Cook Trust. We are committed to treating everyone as a unique individual, fairly and with respect, irrespective of race, disability, age, gender, marital status, sexual orientation, or religion. We are committed to ensuring equality, respect, and safety for all, and prioritising the wellbeing of the children, young people and vulnerable adults we support. Our safeguarding policy can be found [here](#).

**The appointment will be subject to satisfactory background checks including Disclosure and Barring Service and relevant online searches to comply with best practices in Safeguarding, and proof of the right to work in the UK.**