

Digital Content Manager

Job Location: Our head office in Quenington, with scope for hybrid working

Reports to: Director of Communications & Engagement

Contract: Full time (35 hours a week)

Salary: £35,000 - £39,000



Digital Content Manager

The role

Our comms team is small (just two of us for now) and we are excited to grow it with a new Digital Content Manager.

Working alongside the Director and our long-standing Communications Manager, this new role will be responsible for creating, editing and reviewing a lot of our digital content – mainly social media (Instagram, Facebook and LinkedIn) but also our new website, impact reporting, and newsletter content.

Ideally, we'd like someone who is really confident in image and video editing and who is creative enough to own and develop this content pillar themselves.

Because we're a small team, there is always scope to learn and grow beyond the role – whether that's in copywriting and PR support or integrating a digital journey with our estate signage. Most importantly we need someone with digital content skills who is a creative and innovative person.

We don't use generative AI in our comms, so AI development is not a focus of the role.



Responsibilities & requirements

We are open to any applicant who is confident they can fulfill the role.

You might be a marketer with a desire to pursue a career in the charity sector. You could be a content creator seeking a job that is more rooted in the outdoors. Or maybe you're a photographer who has developed their social content skills in their own time and is ready to do this more formally. You don't have to have marketing or charity experience, but you do need to believe in the value of learning from the land and enjoy spending time outdoors.

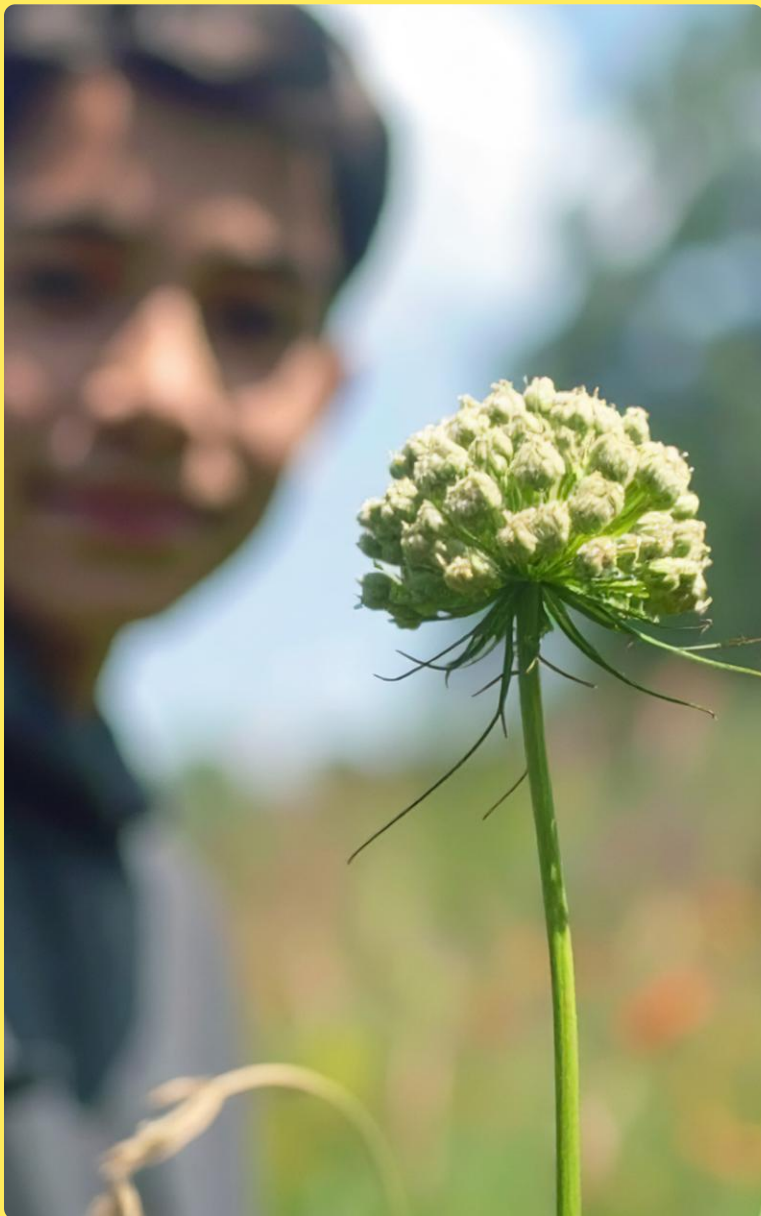
Responsibilities

- Photography & videography (nearly always outdoors)
- Editing in Canva (or similar software)
- Uploading and managing digital assets
- Owning consents, valid expiry dates etc for best practice compliance
- Online posting, tagging and review
- Monitoring social engagement (managing comments, tags and collabs)
- Media awareness and opportunity spotting
- Supporting on strategic growth and development (new channels or targets)

Requirements

We don't mind where you've worked previously or what level of professional experience you have, as long as you meet the key skills and qualities:

- Strong photo and video editing skills
- Digital asset management
- Ability to adopt a brand voice and follow brand guidelines
- Creative and innovative in trying new things
- Keen to work and learn outdoors
- Open to collaboration with all teams



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 50 team members working at our Gloucestershire head office, and across our UK landholdings, with many working hybridly.

Enjoy our generous benefits:

- 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 at our head office in 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.

About the Ernest Cook Trust

In our nature

The Ernest Cook Trust is an educational charity grounded in the land. We cultivate deep-rooted connections with the land, through Outdoor Learning and experiences in nature. We believe that land can deliver multiple benefits united by a unique ability to enrich both lives and livelihoods.

Through our learning programmes, grant making, collaborative partnerships, and progressive land management, we are working to change the way people across the UK understand and experience land and nature.

At the Ernest Cook Trust, we see a future where land and lives enrich each other. A future where anyone can find their place, purpose and potential through connections to thriving land.

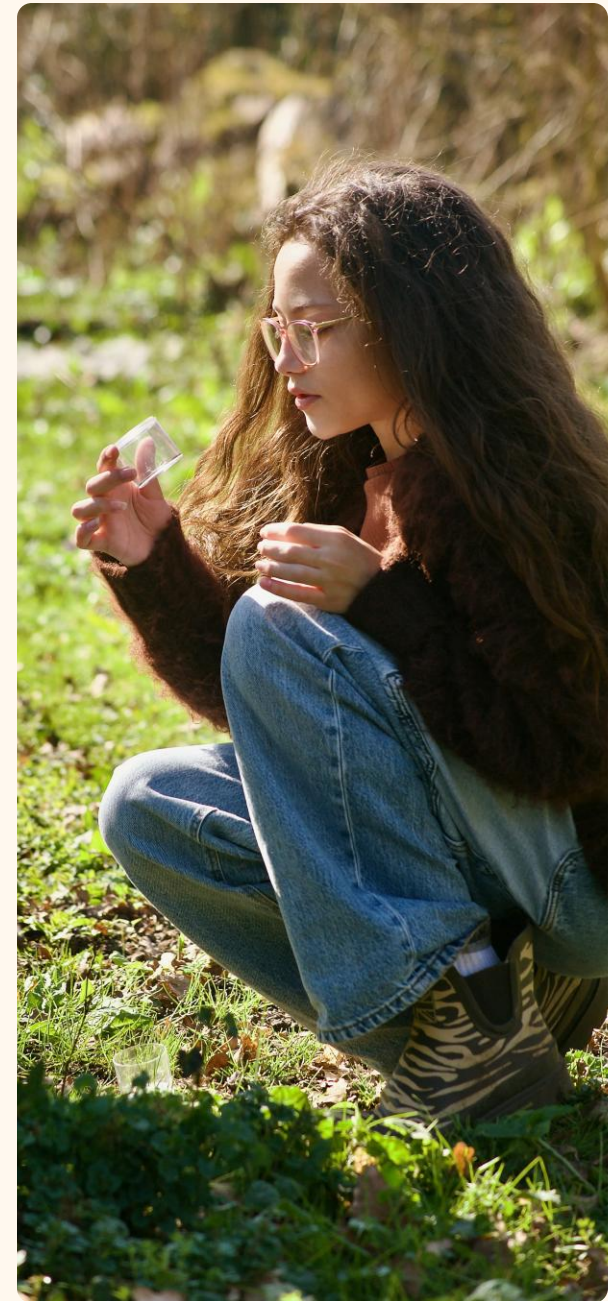
You can read more about our heritage, our mission today and our vision for tomorrow on our new website.

Our 2026-29 strategy and our latest annual report are both at the bottom of the home page.

Working with us

Working outdoors can be challenging – it's often muddy, hard work, and no two days are the same. But this is what also makes it so rewarding. And whether you're looking for a career outdoors or your role supports our land management and learning, there will always be opportunities to get outside on our land and beyond our boundaries.

So come, join us outdoors – explore our job vacancies, partnership opportunities and other ways to learn on the land.



The Ernest Cook Trust today

£4.3M

charitable spend

4,859

young people got outdoors with our learning delivery programmes

342

young people learnt land-based skills

25

farm tenants

9,000

hectares in our care

651

outdoor learning sessions hosted at our sites



Our values

Guiding and shaping all we do



Cultivating connections

Creating a sense of connection and belonging — to the land, between each other, and with new audiences.



Freedom to try

Committing to our belief that learning helps us thrive — whether from each other or across our land.



Progressive stewardship

Acknowledging that adaptation is necessary and builds resilience, but is rooted in a deep care for the land.



How to apply

To demonstrate some of the skills needed for this role, we would like you to **create a short video** (max 2 minutes) that shares what you understand about the Ernest Cook Trust and how land enriches lives for everyone.

- It can be in any dimensions, suitable for social or web
- There's no expectation on format or content – it can be a selfie, an edited montage, with or without music and VO
- We want to see your relevant skills, and understand your own perspective on how land enriches people's lives
- We don't expect people to spend days editing a broadcast worthy video – please deliver what you feel comfortable with

Upload your video and CV to: <https://tally.so/r/81WXbx>

Closing Date: Sunday 19th July 2026

1st Interviews: Tuesday 28th July 2026 via Microsoft Teams

2nd Interviews: Wednesday 5th August 2026 at The Ernest Cook Trust

Head Office, Quenington, Gloucestershire, GL7 5BN

What3words: <https://w3w.co/many.cakes.daffodils>

Please note that this role may close earlier than advertised due to the volume of applications received.

Find more information about the Ernest Cook Trust on our website at www.ernestcooktrust.org.uk. **We look forward to hearing from you!**



Ernest Cook

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