



Candidate Information

Head of Communications

Tusk Trust

Overview

Tusk is looking to recruit a Head of Communications. The role will implement and continue to evolve Tusk's communications strategy and manage all of Tusk's communications, from print and digital communications, to engagement with the press and other media. The communications strategy covers Tusk's operations and fundraising in the UK, US, and across Africa. This role presents both a challenge and an opportunity to help realise Tusk's further growth potential.

The successful candidate will come to the position with a proven track record in marketing and communications, preferably with a good understanding of African wildlife conservation issues and / or working in a charity environment.

The role will be based out of Tusk's headquarters in Gillingham, Dorset, with the potential for some working from home, as well as travel to London and potentially elsewhere on occasion.

About Tusk

Tusk's mission is to accelerate the impact of African-driven conservation.

We partner with the most effective local organisations, investing in their in-depth knowledge and expertise. By supporting and nurturing their conservation programmes, we help accelerate growth from an innovative idea to a scalable solution.

For over 30 years, we have helped pioneer an impressive range of successful conservation initiatives across more than 20 countries, increasing vital protection for over 10 million acres of land and more than 40 different threatened species. From the plains of the Serengeti to the rainforests of the Congo Basin, we're working towards a future in which people and wildlife can both thrive across the African continent.

Further details may be found on the Tusk website www.tusk.org

DUTIES & RESPONSIBILITIES

Communications Strategy

- Develop, implement, review and evaluate Tusk's communications strategy, working with the senior leadership team, and the Head of Digital, as well as external PR agencies.
- Implement the narrative elements of Tusk's brand positioning, style and tone of voice, working with the Design and Brand Manager (who manages the visual elements).
- Working with the management team, determine the key issues on which Tusk can have greatest impact (complementing and supporting the role that its Royal Patron can also play) and tailor communications accordingly.
- In conjunction with the fundraising team, develop strategies to enhance communications with Tusk's different target groups, especially high-net worth individuals, decision-makers, and the public.
- Work with the Tusk team to develop, manage, deliver and evaluate integrated communications campaigns to raise awareness of the threats facing African wildlife, and help secure funds to tackle them.
- Work with the Tusk team to amplify the voices of our project partners, working with African media in particular.
- Plan, execute and evaluate the press and communication needs for major fundraising events, coordinating work with PR agencies as required.
- Line manage the Communications and Content Assistant.

Press and Media Management

- Manage Tusk's engagement with the press and media to secure greater coverage, coordinating activities with external PR agencies as required.
- Develop relationships with journalists so that Tusk is approached as the leading authority on key conservation-related issues.
- Prepare and disseminate press releases.
- Secure interviews for the CEO and other spokespeople, particularly around key campaigns and events.
- Develop effective platforms from which Tusk's Royal Patron and other patrons can deliver messages in support of the communications strategy.

Supporter Communications

- Coordinate the production of and edit Tusk's bi-annual newsletters, annual *Tusk Talk* magazine, and all other printed marketing collateral, including for events.
- Support the digital team on the development of the Tusk website, writing and uploading regular news posts.
- Manage the Communications and Content Assistant for the implementation of Tusk's social media strategy and the sending of regular e-shots to Tusk's e-newsletter subscribers in both the UK and US.
- Support the development of promotional films and podcasts on Tusk's work.

General

- The nature of the charity demands that this role be flexible to assist generally with all aspects of the work carried out at Tusk and is not limited to the duties listed above
- Uphold the reputation and integrity of the charity
- Ensure that correct health and safety standards are observed when carrying out the above duties, applying risk assessments when appropriate, and acting accordingly
- Work within the approved financial authorities

EXPERIENCE AND SKILLS

Essential:

- A proven track record (minimum 5 years) in developing and delivering communications strategies
- An understanding of working in Africa
- Excellent understanding of media and their needs
- Outstanding writing and editorial skills
- Excellent verbal communications skills
- Ability to work as part of a team and build excellent working relationships internally and externally
- Good organisation, time management and ability to focus on a specific task (as well as multi-tasking)
- Eligibility to work in the UK

Desirable:

- Experience of managing social media strategies
- A good understanding of African wildlife conservation issues.
- Experience of marketing and communications for a charity

Terms & Conditions

Location: Gillingham, Dorset (with the potential for some working from home)

Working Hours: Candidates must be able to work five days a week (Mon-Fri) with flexibility around core working hours of 9:30 – 17:30. Frequent travel within the UK will be required, and willingness to participate in Charity events at weekends and in evenings is essential.

Remuneration: Annual salary in the region of £50,000 - £55,000 according to experience.

Holidays: 25 days per annum

Other benefits: Following satisfactory completion of the probationary period a 3-month probationary period, Tusk provides access to a stakeholder pension scheme, private healthcare and death-in-service life insurance.