

Bristol, Clifton and West of England Zoological Society Ltd

Job Description

Job Title:	Communications Executive
Department:	Marketing & Communications
Location:	Bristol Zoological Society
Reporting to:	Head of Marketing & Communications

Job Purpose

- This role will provide communications support for Bristol Zoological Society's Transformation Programme and strategy implementation.
- Under the guidance of the Head of Marketing & Communications [HoMC], and Commercial & Communications Director [CCD], the Communications Executive will work closely with the Society's in-house teams and appointed professional advisors to ensure effective communication to both internal and external stakeholders.

Main Duties

- Under the guidance of the HoMC and CCD, deliver communications activity to support the Society's Transformation Programme and Strategy roll out.
- Prepare communications collateral as required, including, but not limited to, web copy, Q&As, letters, presentations, briefing packs, reactive statements and marketing copy.
- Adapt content to meet tone, style and messaging requirements appropriate to the specific audience.
- Arrange Community Engagement meetings/stakeholder events and organise other meetings as needed.
- Create and maintain communication trackers and the Society's stakeholder database. Keep accurate records at all times.
- Draft and coordinate communication roll out plans, including timelines.
- Work with other members of the Marketing & Communications Department to deliver a wide range of communications relating to our Strategy and Transformation Programme. For example PR, Graphics, Marketing and Digital Marketing.
- Work closely with the Director of Transformation and the Transformation Programme Team and appointed professional advisors to ensure consistent messaging and a seamless, two-way flow of information. Attend all relevant meetings and make action notes and feed back as appropriate.
- Under the guidance of the HoMC, liaise internally to help ensure Heads of Department and other colleagues (as appropriate) are provided with briefing information when required, and that strategic communication is delivered most effectively and in a timely fashion through our network.
- Ensure the highest standard of communication is delivered consistently, requiring an eye for detail and diligence at all times.
- Ensure that communication is handled sensitively and confidentiality is maintained as appropriate.

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- Support the delivery of internal colleague engagement activity, providing content for internal communications channels and helping to organise internal workshops when needed.

Key Performance Indicators

- Effective and high-quality communication across a wide variety of stakeholders.
- Provide assets and content to the Transformation Programme Team and appointed professionals as directed.
- Accurate and appropriate content, adapted to the audience type.
- Well-planned, coordinated and timely communication roll outs.
- Coordinated communications and consistency of messaging.
- Good stakeholder relationships.

Key Contacts – Internal & External

- **Internal** – Working closely with the HoMC and CCD as well as the wider Marketing & Communications Team. Working closely with the Director of Transformation and the wider Transformation Programme Team including appointed professional advisors. Contact throughout the organisation at all levels to ensure communications coordination across the stakeholder database.
- **External** – communication (directly or indirectly) with a wide variety of stakeholders from local residents, visitors, members, trustees, shareholders, local politicians, the business community, community organisations, staff, volunteers, partners etc.

Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to.
- Comply with safe working practices as defined by the Society.
- Complete training as and when required.
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.

General

- Be aware of and adhere to Society policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other Society departments.
- Attend training courses as required to meet the requirements of the role.
- Take responsibility for own personal development, seeking out opportunities to learn new skills.

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- Undertake any other duties as requested by management, which are reasonably deemed to be within the scope of the role.

Notice period

The notice period required from the role holder is a minimum of one month. This is a 2 year fixed-term position.

Working conditions

The basic hours for the role are 37.5 hours a week; however flexibility is required as the Society operates for 365/6 days a year, with 24-hour cover.

The role holder will be required to work any additional hours necessary to satisfactorily fulfil the responsibilities of the role.

Due to Coronavirus, this role will initially be remote working (working from home), however this will be reviewed on a regular basis with the potential for blended remote working and/or full time onsite working in line with the future needs of the organisation.

Other

- Apply the Society values and behaviours to every aspect of the role at all times.
- Promote and maintain the brand standards of the Society.
- There may be occasions when the role holder is requested to work in other company locations, or carry out other duties considered reasonable by the Society or its representatives.
- To reflect any changes within the Society during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the role holder and confirmed in writing.

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Person Specification**

Communications Executive

Person Specification

Attributes	Essential	Desirable
Qualifications and specific training	Degree or equivalent vocational experience in a relevant field	Professional membership or training
Experience	<p>Significant experience in a similar communications role in a consumer-facing organisation.</p> <p>Significant experience in implementing and coordinating communication plans.</p> <p>Demonstrable experience of working alongside multiple internal departments and agencies / outsourced specialists.</p> <p>Significant experience of working in a complex organisation with multiple stakeholder groups.</p> <p>Demonstrable experience of arranging meetings and events.</p>	<p>Experience of community engagement.</p> <p>Experience of planning application process (from a communications perspective).</p> <p>Experience of brand / reputation management / crisis comms.</p> <p>Experience of working in a matrix management organisation.</p>
Knowledge	Detailed understanding of communications channels and style, UK GDPR/PECR.	Knowledge of planning application process (from a communications perspective).
Skills	<p>Highly-developed copy writing and presentational skills.</p> <p>Negotiation and influencing skills.</p> <p>Ability to absorb complex and technical information.</p> <p>Computer literacy.</p> <p>Ability to work effectively under pressure and manage time-sensitive deadlines.</p>	
Personal attributes	An excellent personal communicator, enthusiastic, personable, strong attention to detail, a self-motivator.	Have an interest in wildlife and the conservation and animal behaviour and welfare work of the Society

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	<p>Discrete when handling confidential and sensitive information.</p> <p>Confident in dealing with a wide range of different stakeholders.</p> <p>Calm when under pressure.</p> <p>An effective team player.</p>	
<p>Additional requirements</p>	<p>Office-based support roles are due to relocate from Bristol Zoo Gardens to Wild Place Project in late 2021 – to be discussed at interview.</p> <p>Due to the nature of the role it is likely that you will be required to attend both sites as needed.</p>	