



About Learning through Landscapes

LtL enriches the lives of children and young people by helping them to connect with nature, become more active, play and learn outdoors, develop social skills and have fun. We do this by helping a wide range of groups including schools, early years settings, parents, child minders and out of school care providers.

Founded nearly 30 years ago, LtL is a leading charity in outdoor education. Our central office is based in Winchester and our Scottish team is based in Stirling. We have a UK and international brief and operate through advocacy, research, membership, training and delivery.

We are honoured to have Sir David Attenborough as one of our founding patrons. He, along with our dynamic and experienced board of trustees, make LtL a sector leader.

Our Vision

Our vision is a society where the benefits of regular time outdoors are valued and appreciated, and outdoor learning, play and connection with nature are recognised as fundamental parts of education, at every stage, for every child and young person.

Our Mission

We inspire and enable positive outdoor experiences through cultural change, and the transformation of school grounds and outdoor community spaces. In so doing, we encourage greater appreciation of the environment and access to nature. As advocates of experiential learning we are committed to promoting the benefits it brings to health, wellbeing and whole person development. We achieve our mission by training, education and advocacy, and a professional approach to our charitable operations.

Our Values

Empowering: We work with others to help them achieve their potential and to find a personal response to their own needs.

Influential: Since 1990 we have been developing practical experience and professional know-how. This gives credibility to our advocacy for change in the policy environment and to our innovative approaches.

Inspiring: We motivate others through sharing great ideas and inspiring the 'art of the possible'.



Participative: When striving for physical or cultural change our core approach is to participate with, listen and respond to the voices of those impacted.

Scientific: We believe that practice should be research led. We devise projects that embed and promote the importance of scientific enquiry through partnership, practice and education.

Sustainable: At the heart of everything we do is a vision of sustainability and effective use of resources.

Further information about our work can be found at www.LtL.org.uk

How to Apply:

Please read the job description and person specification fully. For further information or to apply for this post please email recruitment@LtL.org.uk with

- Your contact details
- Your CV
- A covering letter explaining your interest in the role and how you match the requirements
- Contact details (including email address and phone number) of two referees, one of whom should be your most recent employer

The deadline for applications is **10 am on Thursday 3rd September 2020**

Shortlisted candidates will be informed by **Wednesday 9th September** with Interviews to be held via Teams or Zoom on **Wednesday 16th September**

As part of the selection process we may phone candidates for further information before short listing

JOB DESCRIPTION

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|-------------------|---|
| Job title: | Communication & Digital Campaign Lead (12 month fixed term contract) |
| Location | Flexible: Home based/Winchester/Stirling |
| Hours: | 29.6 hours (four days per week) |
| Salary: | Band 4 of the LtL pay structure: £29,000 - £32,000 pro rata |

Terms and Conditions

The Communication & Digital Campaign and lead/officer and post is a part-time post. The salary is band 4 pro rata pa with up to 5% contribution to pension and 28 days annual leave plus bank holidays (pro-rata).

Position and accountability within LtL

The Communication and Digital Campaign lead is line managed by the Head of Programmes and Partnerships.

Main Purpose of the post

To play a significant role in the development and effectiveness of LtL by delivering an agreed media communications and marketing plan, including:

- Lead contact for the Outdoor Classroom Day movement for the UK and Ireland. www.outdoorclassroomday.org.uk
- Creating digital presence for LtL projects and campaigns in support of the organisation and individual projects
- Writing compelling and engaging copy for our website and other resources.
- Share and promote the work of LtL across multiple digital platforms, and with key stakeholders
- Design and manage LtL's social media comms plan
- Work with partner communication teams to create cohesive comms plans for projects

SPECIFIC DUTIES

Outdoor Classroom Day

Outdoor Classroom Day is a global movement to inspire and celebrate outdoor learning and play. The campaign days held during May and November each year act as a catalyst for more time outdoors every day, both at school and beyond. Currently, 1.8 million children have taken part in the UK and Ireland making up part of the 9 million globally.

This role will be responsible for:

- Working with the global NGOs to deliver an outstanding campaign
- Co-ordinating media interest in the campaign
- Working with the LtL CEO and global leads to develop campaign themes
- Collecting campaign data and write evaluation reports
- Collecting and developing newsletter content

Communications

- To be the first point of media contact for LtL and ensure that all enquiries are dealt with efficiently and in a timely manner.
- To create, source and maintain accurate contact records on a media database.
- To research external hooks, including policy developments, in order to identify story angles and opportunity for comment.
- To work with the Head of Programmes and Partnerships and other LtL colleagues to identify and develop emerging opportunities to tell our story and facilitate/contribute to national conversations about children's access to outdoor spaces and the benefits this brings
- To produce regular media evaluation reports, contributing to reports to the charity's Executive Committee and Board of Trustees.
- To manage and oversee the production of LtL's regular e-newsletters
- To write content where needed

Projects and campaigns

- To support the development and execution of other integrated PR programmes
- To work with the Project team to develop a comms plan with an overview of how it will sit as part of LtL's overall vision.
- To advise the development team on how digital campaigns could enhance future projects
- Celebrity liaison, as required

Data analysis and presentation

- Monitor, evaluate and report on the impact of digital campaigns in a manner suitable for all stakeholders
- Create and manage engaging content for our website and digital channels in line with organisational priorities
- Develop and maintain short and long term organic and paid multi-channel digital campaigns through channels such as Google Ads, GDN, social media, remarketing etc.
- Use data to provide ongoing adjustments and analysis to digital campaigns where appropriate
- Analyse online user behaviour, conversion data and customer journeys in relation to web strategy, content and campaigns
- Implement and maintain an SEO strategy

General

- To contribute communications expertise to cross-organisation project development
- Contribute to LtL through staff and working group meetings and by taking on specific areas of responsibility as required
- Participate in training and development activities as required
- To support and prepare briefing notes for high profile supporters and partners.

- Other appropriate duties as required by the Chief Executive Officer

Equal opportunities

LtL is committed to genuine equality of opportunity in all aspects of its activities both as an employer and as a national charity promoting children's rights. To this end LtL will work to encourage and assist any disadvantaged groups or individuals and create a level playing field from which equality of opportunity can operate. Appointment to this post will be subject to a satisfactory CRB check.

Location and working arrangements

This post is can be homebased or in one of our offices in either Winchester or Stirling. Some travel around the UK will be required, therefore own car and a full driving licence would be an advantage for this post.

PERSON SPECIFICATION

Job title: **Communication & Digital Campaign Lead**

| | Essential | Desirable |
|---------------------------------------|---|--|
| Qualifications/ experience | <ul style="list-style-type: none"> • At least 2 years experience working in a similar role • Proven understanding of digital and social media campaigns • Excellent written and verbal communication skills including strong grammar and attention to detail | <ul style="list-style-type: none"> • Degree in relevant subject area • A strong understanding of GDPR legislation including safeguarding rights of children |
| Knowledge | <ul style="list-style-type: none"> • Experience of designing and managing effective multiple works streams with sustainable outcomes, managing conflicting priorities and deadlines and being able to respond effectively to unforeseen challenges • Ability to draft media comment for senior level staff • Ability to master a new brief and quickly assimilate complex information • Strong organisational skills and ability to work on own initiative • An interest in educational and environmental issues • Excellent interpersonal and team-working skills and experience of cross-functional working • Confident ICT skills | <ul style="list-style-type: none"> • Experience of working in the Environmental sector • An understanding of the education differences across the four home nations • An understanding of the benefits of nature connection • Experience of selecting photographs which appeal to media along with an awareness of the responsibilities placed on organisations in securing and distributing images • Knowledge and experience of the charity, education or environmental sectors, including understating of education policy |



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| Skills and Abilities | <ul style="list-style-type: none">• Competent in Microsoft office products• Working knowledge of Wordpress for Website editing• Confident with media interaction• Experience of HTML and CSS• Confident with exporting data and analysing/interrogating it in Excel to produce accessible campaign evaluation reports• Data driven, numerate and able to identify channels with the highest ROI• Good working knowledge of current digital marketing trends• Able to use Google Analytics to track and report on website traffic• Confident with utilising content management systems to create and develop online content | <ul style="list-style-type: none">• Familiarity with using image and video editing software• Ability to configure SharePoint for use as a web-based collaborative platform |
| Personal Attributes | <ul style="list-style-type: none">• Approachable• Enthusiastic• Self-motivated• Happy | <ul style="list-style-type: none">• A love of the outdoors |