



Yorkshire
Wildlife Trust

Digital Marketing Officer

Job Description



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About us

Yorkshire Wildlife Trust is one of the region's largest environmental charities; our mission is to **drive nature's recovery in Yorkshire** across our land and at sea.

We are one of 46 regional Wildlife Trusts working for nature and collectively forming the Wildlife Trusts, one of the largest collective national movements for wildlife in Europe.

Our vision is for **wildlife and people thrive together across Yorkshire's communities, land, rivers and sea**. We work holistically in nature, thinking globally, planning at regional and landscape scale, while delivering our work in partnership with local communities, caring for local wildlife together. Our dedicated team of staff (c.190) and volunteers (c.1000) work together, on behalf of all our members (c.41,000), in every corner of Yorkshire to make this vision a reality.

Since forming in 1946 with our first reserve at Askham Bog, we now steward 115 nature reserves, which cover more than 3000 hectares of land and include some of our most precious wildlife. We also work extensively with other land managers, communities and businesses, to inspire, advise and deliver restoration work, supporting others too play their part in nature's recovery.

We are passionate advocates for Yorkshire's incredible wildlife and wild places. Join us and help create a diverse and inclusive team, committed to driving change for Yorkshire's wildlife, communities and a positive future.





Digital Marketing Officer

Job Description

- Responsible to:** Head of Communications & Public Affairs
- Location/based at:** St. George's Place, York (though requests to be based at our regional offices in Doncaster or Huddersfield will be considered). The Trust facilitates a hybrid working model (a mix of office and home working) and supports flexible working too.
- Date last updated:** 27 February 2026

Main Purpose of the Role

The role will lead and boost engagement online, drive footfall and spend at our visitor centres as well as events, and encourage key audiences across Yorkshire to take action for wildlife during our key moments.

Working alongside our Digital Officer and Assistant, Media Officer and Creative Designers, and the drumbeat of day-to-day news, appeals and activities, the role will design, commission and deliver accessible, inclusive, and engaging digital content.

The role will work across the Trust to source content and wildlife stories, and be responsible for videos, imagery, and interactive experiences to connect people with Yorkshire's wildlife and landscapes, driving visits and engagement.

Content will be well planned and used for key stories, moments and campaigns and will have multipurpose use across channels.

The role will also undertake continuous evaluation and use of insights and analytics to make continuous improvement in our online activities.

Tasks and responsibilities

- Work with the team to develop a three-year digital marketing plan to reach priority audiences with key messages, inspiring wildlife content and promote planned activities.





- Identify how to boost engagement across channels that reach our audiences, supporting capacity to engage with trends, and our day to day news. From wildlife gardening advice and wildlife sightings to mobilising communities to take action for nature through appeals and wider campaigns.
- Promote the Trust's seasonal events and drive an increase in attendance and ticketing revenue.
- Raise awareness of our flagship nature reserves and Nature Discovery Centres, including our retail and catering offers, amongst new audiences to drive footfall and income.
- Market our online shop and key product ranges, including themed gift packs, to drive an increase in sales.
- Work collaboratively across the teams and source or commission incredible content for social media graphics and videos, check facts and figures and agree key messages.
- Commission relevant, engaging content from creators for our channels which reflects our values and goals.
- Monitor, report and use insights to improve performance across channels and provide project and Board reports
- Operate with a delegated social media marketing budget.

Other

- Promote the Trust and partner organisations whenever possible.
- Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
- Support and promote the Trust's commitment to equality, diversity and inclusion.
- The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
- Abide by all Trust policies.
- Undertake any other duties as requested by your line manager and in line with the post.



Person Specification

Experience	Essential/Desirable
Significant and demonstrable experience of using digital communications across multiple channels to achieve measurable outcomes	Essential
Good experience of planning, commissioning and managing day to day content for channels that reflects brand and drives engagement in line with strategic ambitions and key moments	Essential
Proven experience in building effective relationships across diverse teams and collaborating to deliver ambitious targets.	Essential
Good experience of digitally marketing a range of products and experiences to target audiences, using insights from data and evidence to maximise reach and conversions.	Essential
Use of analytics to monitor engagement, conversion and drive continuous improvement	Essential
Knowledge and Skills	Essential/Desirable
A high level of skill and confidence in using digital platforms, systems and online programmes, including content management systems (e.g. Drupal), Google Analytics, Mailchimp and Meta Business Suite tools including scheduling, ads and insights.	Essential
A high level of competency in the use of office-based computing software, including Microsoft Word, Excel, PowerPoint, Outlook and CRM databases (i.e. Access ThankQ).	Essential
Has extensive skills in managing social media publishing workflows including configuration of technical parameters and relevant tracking features.	Essential
Has a good understanding of data protection and digital safeguarding legislation and best practice.	Essential





Is skilled in capturing and editing outdoor photography and videos.	Desirable
Excellent written and verbal communication skills. Able to write and adapt highly engaging, creative and accessible content for a diverse range of digital audiences.	Essential
Able to manage sensitive and confidential information and sometimes challenging interactions with members and key stakeholders with professionalism, tact and integrity.	Essential
Personal Qualities	Essential/Desirable
Professional and confident with a natural ability to positively interact with a wide range of people including colleagues, volunteers, trustees, supporters and the public	Essential
Highly organised, self-motivated and able to work with independence and initiative to meet deadlines and achieve results.	Essential
A 'hands on' team member who is willing to share ideas, experience, and knowledge with colleagues and others	Essential
Ability to prioritise and apply sound judgement on the back of careful consideration of evidence	Essential
A keen interest in and commitment to UK wildlife and environmental issues.	Desirable
Essential Qualifications/Requirements	Essential/Desirable
A willingness and ability to travel independently to remote areas with limited public transport across Yorkshire	Desirable





Terms and Conditions

Salary:	£28,804.88 - £32,043.44 per annum, dependant on experience.
Hours:	35 hours per week, Monday to Friday Paid overtime is not available, but time off in lieu will be given for essential additional hours worked.
Contract:	Fixed term contract to 31 March 2029 with potential for extension beyond this date subject to funding. A probationary period of 6 months applies to new staff, during which you must complete all essential, mandatory training.
Flexibility:	Whilst ensuring the needs of the business and the role are met, the Trust endeavours to meet the flexible working needs of its employees. Depending on the nature of the role, the Trust offers hybrid working (a mix of office and at home).
Holidays:	30 days per annum inclusive of 3 office/site closure days over the Christmas period, in addition to national public holidays, rising to 33 days after 5 years' service. All leave is pro rata for part time employees.
Pensions:	You may be eligible to be auto enrolled into the Trust's Pension Scheme. Terms of the scheme are available on request from Finance.
Employee Assistance Programme:	The Trust provides an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues.





Health Questionnaire:	You will be asked to complete a health questionnaire in order to identify and support or adjustments you may require.
Equal Opportunities:	Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.
Place of Work:	The post will ideally be based at St. George's Place, York (though requests to be based at our regional offices in Doncaster or Huddersfield will be considered).
Travel:	Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the employee's own vehicle may be necessary for business use, at a mileage rate of 45p per mile.
Training & Professional Memberships:	The Trust is fully committed to personal development and training and supports achieving and maintaining professional memberships and accreditations, with any essential-to-role professional memberships paid for by the Trust.

