

# Natural History Communicator



**Recruitment Pack**  
**January 2022**

## Natural History Communicator Recruitment Pack

Can you find and tell good stories? Can you bring great communication skills to inspire more people to enjoy, understand and protect North East nature?

<b>Job title</b>	Natural History Communicator
<b>Based at</b>	Great North Museum: Hancock with some home-working
<b>Contract type</b>	Fixed term until end July 2024. To be continued subject to funding.
<b>Salary</b>	£21k for 37 hours ranging to £24k FTE for 28 hours - depending on experience

NHSN is one of the UK's oldest nature conservation and natural history societies with a passion for all aspects of natural history. Our purpose is to encourage the widest public participation in the study and protection of the natural world, especially the nature of North East England. We achieve this by bringing together natural history expertise and enthusiasm from across the region to help deliver citizen science, natural history talks, lifelong learning, work with schools and community groups, field visits, digital content, publications, and management of Gosforth Nature Reserve.

### Key responsibilities

As the Natural History Communicator, you will be responsible for leading on:

- Growing our reach and relevance among members, supporters, the wider public and natural history sector.
- Writing, facilitating, and coordinating content for use across NHSN communication channels.
- Growing the number of contributors to provide content across our communication channels.

You will have enthusiasm for UK wildlife, especially relevant to the North East of England, and all aspects of natural history, including the ecological, social history of naturalists and cultural representation of nature. No specialist natural history knowledge is expected.

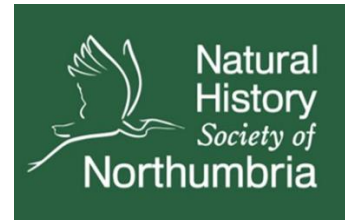
You will be joining NHSN at an exciting time as we implement a new three-year organisation plan with the ambition of reaching and inspiring more people, raising awareness and action of the climate and ecological emergency, and encouraging more people to understand and protect nature.

### Information for applicants

Closing date for applications is 30 January 2022. Please complete an application form and send to [hazel.makepeace@newcastle.ac.uk](mailto:hazel.makepeace@newcastle.ac.uk) CV's will not be accepted.

Interviews will take place on Monday 7 February 2022.

For any further enquiries relating to your application, please do not hesitate to contact Clare Freeman, Director at [nhsn.director@newcastle.ac.uk](mailto:nhsn.director@newcastle.ac.uk)



## About NHSN

Established in 1829, the Natural History Society of Northumbria (NHSN) is one of the longest-running natural history societies in the UK. Our vision is that more people enjoy, understand and care for North East nature. We aim to inspire wonder and collective action in all aspects of North East natural history. We achieve this by bringing together natural history expertise and enthusiasm from across the region to help deliver citizen science, natural science talks, publications, lifelong learning, working with schools and community groups, field visits, digital content, and publications.

At the heart of our delivery is supporting and growing a community of passionate volunteers, members, and supporters. This is demonstrated through our management and visitor experience at Gosforth Nature Reserve, one of the most important wildlife sites in Newcastle, and a rich educational resource. NHSN also manage a regional natural history library and archive which helps to celebrate the social history and cultural aspects of natural history in the North East.

Our office is located at the Great North Museum: Hancock. The museum and natural history collections are owned by NHSN, leased to Newcastle University, and managed by Tyne and Wear Archives and Museums. We work closely with both organisations.

## Useful links

To discover more about our work across the North East, visit the NHSN website at [www.nhsn.org.uk](http://www.nhsn.org.uk)

- [Our story so far](#)
- [About us](#)
- [Gosforth Nature Reserve](#)
- [NHSN publications](#)
- [NHSN Staff Team](#)

## Working at NHSN

NHSN is a regional charity, with a staff team of five supporting approximately 200 volunteers. In January 2022 we shall be launching our refreshed three-year plan, and the development of our communications is central to our future success. This is an exciting opportunity to make the job your own. The postholder will be able to shape a new Communications Plan, involving volunteers, staff, trustees, and partners. Working for a small organisation gives you the opportunity to quickly apply your own enthusiasm, ideas, imagination, and knowledge to inspire wonder in the natural world.



### Working Hours

NHSN operates a flexible working policy, and the post-holder can discuss and agree their times and days of work with the Director. Some evening and weekend work is required. Overtime is not paid but time off in lieu can be claimed.

### Location

There is a dedicated desk at the NHSN office, located at The Great North Museum: Hancock, Newcastle. This is a second-floor office, which is wheelchair accessible and naturally ventilated. A laptop is supplied for home-working and working from the field station at Gosforth Nature Reserve.

### Pension scheme

The post-holder is entitled to an employer's pension contribution with 5% employer contribution

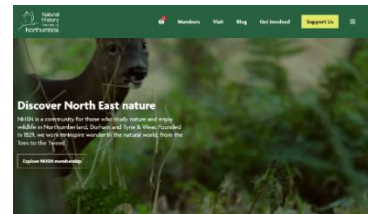


## Our current communications

As NHSN's Natural History Communicator, you'll lead on the planning, developing, expanding, and day-to-day management of communications platforms. All our channels are open to your ideas for continuous improvement.

### Website

NHSN's website was visited by 150,000 people in 2021. You'll be responsible for creating new copy, designing webpages, editing copy supplied by volunteers and creating blog posts to share news and North East nature. All while applying SEO best practice.



### Twitter

NHSN's Twitter account is currently followed by 3,250 people. You'll write and pre-program daily content sharing news, events, and natural history, contribute to awareness days and share the tweets of partners and supporters.



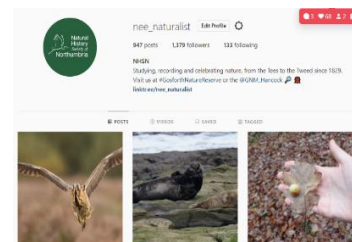
### YouTube

NHSN's YouTube Channel has grown quickly since the pandemic with 1,260 subscribers. You'll be responsible for editing and uploading content and writing accompanying text. There will also be opportunities to feature in and create your own content.



### Instagram

NHSN's Instagram account is followed by 1,379 people and has major potential for reaching new audiences. You'll write and pre-program daily content, sharing sightings and photography from NHSN members, as well as any content from NHSN itself.



### Facebook

Facebook is NHSN's most popular and effective platform with 8,100 followers. You'll create daily content to inspire followers, share news from NHSN and create targeted adverts to promote the work of NHSN.



## LinkedIn

Joined in 2021, this represents a new opportunity for NHSN to reach academic audiences, generate support from partners and promote NHSN's educational offer. You'll write and pre-programme daily posts sharing news, opportunities, and content from NHSN.



## Hootsuite

Keeping track of so many social media platforms can be difficult, so NHSN uses Hootsuite to schedule content across multiple platforms each week. You'll use Hootsuite to pre-program social media posts across multiple platforms, roughly one week in advance.



## North East Nature (NEN)

NHSN members' magazine is produced three times per year in spring, summer and winter and is shared with over 2,200 members. You'll develop ideas for content, commission, edit and format articles and work closely with a designer to produce the final magazine.



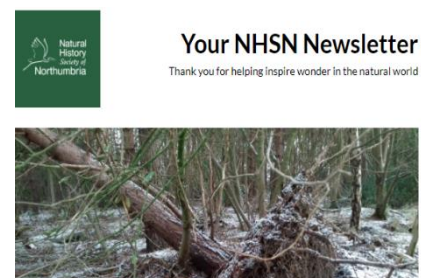
## North East Naturalist

Our journal, established in 1831, is produced twice each year, distributed in spring and winter. You'll work with the Editor and NHSN staff to develop ideas for content, commissioning papers and editing, checking, and formatting copy. Working with a designer, you'll contribute to the final look of the publication.



## Members' e-news

NHSN produces a weekly e-news to members using Mailchimp marketing software. Each week, you'll produce one online newsletter sharing a round-up of articles, events, news, and opportunities from within NHSN, ensuring this is checked thoroughly and visually appealing.



## Promotional print

NHSN produces promotional materials including leaflets, booklets, and posters. We also produce a printed Annual Review each winter and send regular hard copy letters to members. You'll produce copy, edit submissions and work with a designer to ensure a visually appealing product.

## Internal Communications

Occasionally, NHSN produces internal communications including handbooks, reports, and strategic plans. You'll write appealing copy and design appealing documents, editing copy provided by others in line with NHSN copy guidelines.



## Job Description

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<b>Reporting to</b>	NHSN Director

### Job purpose

To be responsible for leading on:

- Growing our reach and relevance among members, supporters, educational establishments, the wider public and the natural sciences and nature conservation sectors
- Writing, facilitating, and coordinating content for use across NHSN communication channels
- Securing the participation of people from across the North East natural history and conservation communities to help inspire wonder in the natural world through engaging communications.

### Main duties and responsibilities

- To write, edit, co-ordinate and publish content across communication channels, including print, website, social media, e-news, and online marketing materials.
- To plan and deliver communications to key audiences such as members, supporters, sector organisations, volunteers, and trustees.
- To produce and develop a Communications Plan.
- To produce and edit copy, and manage the production, printing and distribution of effective marketing and communication materials in line with agreed guidelines, and standards.
- To liaise with designers and contributing authors, fostering relationships with naturalists and organisations.
- To review material regularly, encouraging feedback wherever possible.
- To review and update style and copy guidelines.
- To monitor publicity coverage and work to manage the impact of coverage.
- Ensure handling, storage, and disposal of information in line with NHSN Data Protection policies and GDPR.
- Work with other NHSN staff and volunteers to provide support at activities and events.
- To review and refresh NHSN promotional material that contributes to recruiting and retaining members and supporters.
- To promote events, such as education course, field trips and reserve open days.
- To promote funders, partners, and supporters contributions.
- To recruit and support volunteers.
- Undertake any other duties as required by the Director.



## Person Specification

Person Specification	Essential	Desirable
<p><b>Qualifications</b></p> <p>1. A relevant qualification in communications and/or marketing</p>		√
<p><b>Experience and Knowledge</b></p> <p>2. Experience working in a marketing or communications role</p> <p>3. Writing, editing, and proofreading for print and online materials.</p> <p>4. Experience of planning and delivering successful communications</p> <p>5. Excellent problem-solving skills and finding creative solutions</p> <p>6. Competent user of Microsoft Office applications (especially Outlook, Word, Excel, PowerPoint, Sharepoint) and desk top publishing software</p> <p>7. Experience of website content management systems</p> <p>8. Experience of providing content for social media including Facebook, Twitter, LinkedIn, and YouTube</p> <p>9. Worked in the natural history or non-profit sector or a membership-based organisation</p>	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>	<p>√</p> <p>√</p> <p>√</p>
<p><b>Communication Skills</b></p> <p>10. An ability to communicate clearly to different audiences, tailoring content based on specific needs</p> <p>11. Skilled at writing and editing, clear, concise compelling copy</p> <p>12. Able to proof-read to a high standard</p>	<p>√</p> <p>√</p> <p>√</p>	
<p><b>Self-Management</b></p> <p>13. Great organisational skills balanced with an ability to be agile and responsive to changing opportunities</p> <p>14. Able to work to tight deadlines</p> <p>15. Highly motivated, able to work on own initiative</p>	<p>√</p> <p>√</p> <p>√</p>	

Person Specification	Essential	Desirable
<b>Personal Attributes</b>		
16. Lots of initiative, imagination, and enthusiasm	√	
17. Great people skills, able to engage with people of all abilities and backgrounds in natural history	√	
18. Ability to persuade and influence a wide range of people	√	
19. Calm and a 'can do' approach	√	

### Please note:

The salary grade is flexible for this post. Applications are welcomed by individuals with the required personal attributes who may have less experience but be willing to undertake funded training in communications.

NHSN recognises the positive value of diversity, promoting equality and challenging discrimination. We welcome and encourage job applications from people of all backgrounds and aim to be an organisation that reflects our supporters and communities.

## Natural History Society of Northumbria

Great North Museum: Hancock, Barras Bridge, Newcastle NE2 4PT

(Office is currently closed due to government guidance for home-working)

**Website:** [www.nhsn.org.uk](http://www.nhsn.org.uk)

**Facebook:** @naturalhistorynorthumbria

**Twitter and Instagram:** @NEE\_Naturalist

**LinkedIn:** Natural History Society of Northumbria

For enquiries about this exciting opportunity please contact

Clare Freeman, NHSN Director via email [nhsn.director@newcastle.ac.uk](mailto:nhsn.director@newcastle.ac.uk)

Application forms should be submitted by 30 January 2022 to

[hazel.makepeace@newcastle.ac.uk](mailto:hazel.makepeace@newcastle.ac.uk)