



WCMC

**AD1469 Senior MarComms Manager -
Development and Communications
Application Pack**



ABOUT WCMC

WCMC is a UK-based registered charity that operates in seamless collaboration with the UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC).

UNEP-WCMC is a specialist Centre on biodiversity, and nature's contributions to society and the economy. The Centre is confronting the global crisis facing nature through its unique position in ensuring science, knowledge and insights shape global and national policy, and by working with partners around the world to build capacity and create innovative solutions to environmental challenges. The Centre uses its position as a respected custodian of powerful and trusted environmental data to create positive impact for people and nature.

"We are in a make or break decade for nature with WCMC set to play a pivotal role in ensuring humanity finally begins to reverse the catastrophic loss of biodiversity globally."

Jonny Hughes, WCMC CEO



Thank you for your interest in the role of Senior MarComms Manager

We are seeking a seasoned and proactive individual to fill the role of Senior Marcomms Manager within our organisation. The ideal candidate will possess demonstrable senior experience in leading marcomms functions within the non-profit sector, coupled with a Bachelor's degree or equivalent in a related discipline. They should exhibit expertise in stakeholder management and communication, with a track record of successfully designing and implementing integrated campaigns across marketing and fundraising domains. As a pivotal senior member of our team, you'll collaborate closely with the Head of External Affairs to shape and execute comprehensive marketing and communication strategies aligned with our mission and goals. Your leadership will drive audience segmentation, persona development, and the creation of impactful content across various channels. Additionally, you'll lead cross-functional teams, fostering cohesion and alignment to ensure the seamless integration of campaigns. Your ability to cultivate strategic partnerships and manage budgets effectively will be crucial in amplifying our reach and impact. If you're ready to take on this challenging yet rewarding role, where you'll have the opportunity to make a significant difference in our mission-driven environment, we encourage you to apply and join us in our journey towards positive change.

ABOUT THE TEAM

The Development & Communications Team increases the visibility and reach of the critically important work of UNEP-WCMC. We build the awareness and profile of UNEP-WCMC as a global Centre of Excellence on biodiversity and nature's contribution to society and the economy. We also secure funding for the multitude of exciting projects that the Centre is involved in. Our goal is to maximise the impact of the Centre's work to deliver transformative change for people and planet.

Our growing team of 11 people encompasses fundraising, communications, events, strategic impact monitoring and marketing. Together we work with all the programme teams across the Centre and with our partners to build the knowledge, tools and capacity needed to design, fund, promote and deliver our projects as well as monitor the collective impact of our efforts. With a mandate to grow our impact, reach and income, this is an exciting time to be joining the team!



ABOUT THE ROLE

Job Description

Main Purpose of the job

The post holder will monitor project delivery and manage staff resource information to support achievement of Centre targets and will mentor and develop our multi-disciplinary team. The post holder will represent the Centre internal and external meetings and events and will build and maintain strategic partnerships in support of the Centre's strategy including with key partners. The post holder will deputise for the HoEA as needed. This role will be pivotal in increasing cohesion in our inter-disciplinary work and clearly communicating and advocating for the Centre's marcomms function, and lead on the co-ordination of marcomms initiatives across the Centre through membership of the Leadership Team.

As the Senior Marcomms Manager in our dynamic and mission-driven environment charity, you will play a pivotal senior role in shaping and executing comprehensive marketing and communication strategies. Working closely with the Head of External Affairs, you will be instrumental in leading a multi-skilled team to identify, engage and inspire our diverse audience through integrated and audience-led initiatives.

Key Areas of Responsibility

- Collaborate with the Head of External Affairs to develop and execute the overall marketing and communications strategy aligned with the organisation's mission and goals.
- Represent DevComms and the Centre at external meetings and with visiting partners, deputising for the Head as needed.
- Drive audience segmentation and persona development to inform targeted and personalised communication approaches.
- Oversee the planning, development, and execution of integrated marketing campaigns across various channels, ensuring a cohesive and effective message delivery.
- Lead cross-functional teams to integrate campaigns seamlessly, incorporating digital, traditional, and experiential elements.
- Lead the creation of impactful content that resonates with the target audience, maintaining brand consistency and integrity.
- Cultivate and maintain relationships with external partners, influencers, and stakeholders to amplify the charity's reach and impact.
- Collaborate with other departments to ensure alignment and consistency in messaging across the organisation.
- Assist in the development and management of the marketing & communications budget, ensuring optimal allocation of resources for maximum impact.

Other Duties

- Undertake any other duties as may reasonably be required in this post.

Person Specification

Qualifications/Education

Essential:

- Demonstrable senior experience leading a marcomms function in a charity/NGO AND
- BA/BSc or equivalent in a marcomms discipline or equivalent

Desirable:

- Professional qualifications in digital marketing, SEO, project management or marcomms related subject.

Experience

Essential:

- Previous senior managerial experience in a marcomms role, preferably within an charity or NGO
- Evidence of designing and implementing integrated campaigns across marketing and fundraising disciplines with shared KPI's
- Demonstrable experience of developing cross channel, audience-led strategies to increase engagement and income
- Experience with developing brand strategy
- Evidence of leading multi-disciplined marcomms teams to targets
- Successful delivery of complex projects on time and within budget
- Experience of leading internal comms teams
- Experience in planning, managing and implementing projects, developing products and strategies using a team approach

Desirable:

- Experience of implementing processes across projects/programmes and teams
- Experience of providing marketing/communications training and guidance to colleagues
- Experience of providing high level KPI reports to Exec and trustee boards
- Experience of running a public affairs function to increase engagement
- Experience of implementing new processes/workflows for marcomms support

Skills

- Excellent spoken and written English
- Stakeholder management across multiple projects
- Ability to communicate complex scientific matters to multiple audiences.
- Excellent interpersonal skills, with the ability internally to lead and motivate a high performing cross functional marcomms team to deliver high quality and effective outputs and impactful outcomes across multiple channels
- Demonstrated ability to foster, maintain and support internal and external partnerships and networks, and to deal with any challenging situations that arise
- Demonstrated strong product, project and budgetary management skills

Type of Person Required

The person for this role needs to be self-starting and have experience across all elements of marcomms. You should be prepared to deputise for the Head of External Affairs and be an expert in stakeholder management and communication. It is expected that this postholder also be involved in the full integration of the fundraising and marcomms teams and work closely with other leaders in the organisation. You will have extensive experience in supporting income streams with integrated marketing and be able to inspire confidence in external teams around the benefits of a marcomms function.

OUR OFFER

Job Title: Senior MarComms Manager

Team: Development and Communications

Reporting to: Head of External Affairs

Job Reference: AD1469

Start date: As soon as possible

Salary: GBP £46,000 to GBP £58,000 per annum, depending on skills and experience

Contract: Permanent, Full-time

Location: The post holder will be expected to reside in the UK. We have a flexible hybrid working policy in place, for further details, please see below. We are usually able to offer visa sponsorship to the preferred applicant.

This is not a United Nations Post. This position is with the charity WCMC, working in collaboration with UNEP.

As a minimum we aim to match market rates for the conservation charity sector in Cambridge and invest a lot of effort to benchmark our salaries, ensuring that people are rewarded fairly for their role. To add to this, we offer some great benefits - here are the highlights:

- 12% non-contributory pension after 1-year of service (8% after three months).
- Annual cost of living increase and regular salary reviews.
- Good opportunities for progression and promotion around a fifth of staff gaining promotion annually.
- Flexible hybrid working policy which allows multiple combinations of home, office and remote working, including working from anywhere in the world for up to six weeks. The WCMC Flexible Working Policy is a pilot scheme, whereby employees are required to attend the Centre (office) in person for a minimum of 2 days a month. All employees MUST reside in the UK and live within a suitable distance of Cambridge to attend the office in line with the Flexible Hybrid Working Policy.
- Life assurance against death in service (4X annual salary).
- Company sick pay which increases with term of service.
- Generous annual holiday allowance of 25 days (FTE), increasing by one additional day each full calendar year worked up to 30 days.
- Scheme to buy or sell annual leave where staff can choose to 'buy' annual leave days or 'sell' unused leave.
- Generous maternity leave, shared parental leave and adoption leave policies that cover 18 weeks at 90% pay after a qualifying service period. Also 6 weeks paid paternity leave and 1 week paid grandparents leave.
- Unpaid sabbatical scheme which applies after at least 12 months continuous service with WCMC.
- Free parking at the Huntingdon Road office.
- Eye test costs covered and a contribution of £50 towards prescription glasses if your optician agrees that you need them for VDU use.
- Excellent training and development opportunities, designed for every career stage, with five days minimum training annually for every employee. This can be used flexibly for training courses, attending conferences, webinars or workshops, coaching and mentoring, shadowing or practicing skills or reading.
- Cycle to work Scheme which helps spread the cost of purchasing a new bike.
- Fantastic shared social space and kitchen facilities with free tea and fresh coffee.
- Employee assistance programme and bereavement line to offer help and advice to staff and their families on matters related to wellbeing, finances, relationships, family and more. This includes a number of free counselling sessions if they are needed.
- Brilliant social committee which organises regular fun events and social gatherings.
- Caring Staff Liaison Committee that listens and makes recommendations on continuously improving the working experience for staff.
- Focus on environmental sustainability kept in check by our Environment Committee.
- Free annual flu vaccine.
- Interest free study loans (subject to conditions).
- A diverse and inclusive workplace with over 40 nationalities represented on the staff.

Training

Our aim is to do our best for every person who works for us, so that they build their skills and knowledge over their career with us, and when they leave (some never do!) they are better placed to move onto the next stage of their career.

We have a comprehensive induction programme that spans the first 6 months including what's critical in the first week, first month, and then monthly afterwards.

- We encourage everyone to use 5 days for their own personal development each year;
- Standard training courses which include: management development; coaching culture; resilience; negotiation; pitching and closing a deal, for example.
- We also design our training and performance development reviews and organise bespoke training courses that meet the skill gaps in the organisation and fulfil the training needs of the people within it.
- Peer-to-peer learning from our community of experts, taking advantage of the breadth and depth of knowledge and experience across the organisation.
- Internal and external invited speakers, workshops and talks that anyone can join or initiate.

UNEP-WCMC Strategy

UNEP-WCMC delivers its strategy through four independent impact areas which are complemented by three cross cutting innovation areas.





The people

We have around 230 amazing people who make up our organisation. We are a really friendly bunch of professionals and do not think a single person has ever left the organisation without saying that it is the people that make the organisation fantastic and how much they will miss them when they leave. We truly do have world class scientists and professionals!



The culture

The WCMC culture is very supportive. There are lots of ups and downs in life, and we want to support our people through the difficult patches, so they can flourish again. We have a free employee assistance line that is available to all employees and their families and offers 6 remote counselling sessions and other advice services.

We have redesigned our kitchen and library to make a fantastic social space where you can have a quiet chat or a loud lunch with your colleagues! We have lots of outdoor space including a wildlife pond, which is a popular area for outdoor meetings and relaxation. We also have tea every Wednesday afternoon, with locally homemade cakes and catch up with everyone and everything that is going on at WCMC.

We are affiliated with Cambridge University, and have rooms in the David Attenborough Building that we can use when we wish. UNEP-WCMC is also a member of the Cambridge Conservation Initiative and we often collaborate with our CCI colleagues in our work.

WCMC attaches great importance to addressing safeguarding and ethical considerations in all activities carried out by its staff, including where partner organisations or individuals are part of the delivery of our work. This includes children and vulnerable adults in the community who may be vulnerable to abuse. WCMC acts with integrity, is transparent and expects applicants to share the same values.



Diversity

We really take our diversity seriously, as we operate globally and need to have the people perspectives within the organisation, to fully understand our clients and partners that we work with. Our aim following the introduction of the points based immigration system was to increase our diversity not only in our range of nationalities, but in all protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex).

WCMC has a sponsorship licence and always take the best candidate for the role from a whole range of applicants and offer sponsorship to those that require it. We have people that have worked for us for more than 30 years, and our fantastic internships often attract the best and brightest graduates.

HOW TO APPLY

If you are looking for a rewarding and motivating post, we want to hear from you.

Please complete our [application form](#) and send it together with your [2 page CV](#) and a [short covering letter](#) through this [link](#).

We screen candidates based on skills and experience and not their personal details.

Please do not include a photograph on your CV, and note that any applications which include a photograph may be automatically rejected.

Closing date: 7th April 2024



WCMC

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