UK ANTARCTIC HERITAGE TRUST
COMMUNICATIONS OFFICER
APPLICATION PACK

We are seeking a Communications Officer to help us grow our public profile, our membership, develop how we engage with our audiences in order to build our global supporter base, increase engagement and participation through volunteering and develop our income potential to ultimately fulfil our charitable aims.

Our plan is to grow our supporter base by reaching new audiences and engaging people both in the UK and our overseas visitors. Engaging communications (in all media), a vibrant events programme and a strong narrative on the significance of Antarctica will be key in developing our audiences. It is our ambition that we build enduring relationships with a growing membership so that they inspired to pursue a lifelong interest in the last wilderness on Earth.

We are a small team, so, on occasion you will be required to support other areas of our work, such as supporting our Antarctic Operations team, making this unique role both stimulating and rewarding.

INTRODUCTION

The United Kingdom Antarctic Heritage Trust (UKAHT) is a charity which exists to advance the preservation, enhancement and promotion of Antarctic heritage to engage, inform and inspire a global audience. We are a small team based in Cambridge with responsibility for conserving and managing six historic sites and monuments (HSMs) on the Antarctic Peninsula. Port Lockroy is our flagship site, welcoming circa 18,000 visitors each season and is one of the most visited sites in Antarctica.

In addition to our heritage conservation work in Antarctica we have an active programme in the UK. We have a membership scheme ‘The Friends of Antarctica’ which we are looking to develop and we support a range of organisations in the UK and abroad to either look after British Antarctic heritage or engage the public with it. We also have a growing programme of public and educational events and activities aimed at engaging new audiences with our Antarctic story.

We have a trading subsidiary Antarctic Heritage Ltd which handles our trading activity – our retail operation in Port Lockroy and an online shop - and this currently provides the bulk of our income.
ABOUT THE UK ANTARCTIC HERITAGE TRUST

OUR MISSION

We exist to advance the preservation, enhancement and promotion of Antarctic heritage to engage, inform and inspire a global audience.

OUR VISION

Our work will ensure that the legacy of the pioneers of British Antarctic science and exploration is preserved in perpetuity to be enjoyed and valued by a global audience. We actively manage the physical heritage of human endeavour in Antarctica through a sustainable conservation programme and use the stories they hold to inspire people to discover, enjoy and respect our Antarctic history.

OUR VALUES

- **Teamwork**: Working as a team, we collaborate with stakeholders and partners to achieve our aims.
- **Quality**: We are ambitious and influential; recognised for our expertise, high standards and professionalism.
- **Responsible**: We use our resources effectively, responsibly and safely to achieve the best outcomes.
- **Integrity**: We are reliable and conduct ourselves in an open and transparent manner.
- **Inspiring**: We are innovative and enthusiastic in our work to engage and inspire.
OUR STRATEGIC AIMS

1. **Preserving** and enhancing the unique physical heritage of human endeavour in Antarctica to the highest standards, in the UK, in Antarctica and beyond.

2. **Inspiring** people to pursue a lifelong engagement with the legacy of the pioneers of British Antarctic science and exploration.

3. Securing a **Sustainable** future for the Trust and the work we do.

OUR PROGRAMME PRIORITIES

1. Safeguard and preserve British Antarctic heritage

2. Deliver an efficient and safe Antarctic operation.

3. Engage and inspire a growing audience of people of all ages with our Antarctic story.

4. Secure income from diverse funding sources

5. Be a high performing organisation.
THE ROLE

Job Title: Communications Officer

Reporting to: Administration Manager

Job Role: To raise and maintain the profile of the UK Antarctic Heritage Trust (UKAHT) to a global audience through effective digital and non-digital communications, events, campaigns and other public engagement activity.

Responsibilities:

Marketing

- To work with our Marketing and PR agency and wider team to develop and deliver the Communications Strategy for UKAHT to achieve our aims for audience development and engagement, and income.
- To assist in managing the membership database, manage member communications and process new memberships, all within the guidelines of the General Data Protection Regulation.
- To produce the Antarctic Times, our biannual magazine for members to a high standard – liaising with contributors for content, working with designers to produce a high quality publication.
- Coordinate the production and distribution of marketing materials for UKAHT, liaising with suppliers, partners and distributors.
- Carry out market research surveys to better understand our audience needs and ensure we are able to meet them
- To ensure our brand guidelines are used effectively in our own outlets and those of third parties.

Digital and Social Media

- To undertake the day to day management of the website ensuring that it is engaging, fresh, high quality and up to date. Proactively develop the website so that it is innovative and constantly improving. Draft new content, liaise with website developers to ensure the number of visits increases and that users get the most from the website.
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- To use a range of social media tools; Twitter, Facebook, Instagram, YouTube and any future channels; to reach our diverse audiences and engage them with our work so that they increase in number and increase their support of the Trust.

Press and PR
- Work with our Marketing and PR agency to maximise the publicity and media coverage for UKAHT, locally, nationally and internationally by writing content for press releases and developing relationships with key media contacts.

Events
- To facilitate and deliver a programme of events across the UK, organising venues, volunteers and working with the wider team on ticketing, content and delivery.
- Manage communications before, during and after our events, as well as visitor management and venue communications
- To administer and organise educational activities in schools.

Other
- To be a first point of contact for public enquiries, providing exemplary customer service
- To work with the team to develop a volunteers programme
- To provide the Chief Executive with accurate information and reports on the membership, communications, website and online sales.
- Work flexibly with colleagues in the wider support of the aims of UKAHT.
- To be willing to work flexibly as the role requires – occasional evenings and weekends

To undertake all of these with UKAHT values at heart and with a high regard for both Health and Safety and Equal Opportunities.
**Person Specification:**

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<th>SKILLS</th>
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<td>Excellent communication skills – written and verbal</td>
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<td>High level of attention to detail</td>
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<td>Ability to source and create engaging content for web, social media, marketing and member communications</td>
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<td>Excellent IT skills: Office applications, databases, basic photo editing, web CMS</td>
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<td>Ability to analyse data and produce concise reports</td>
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<td>Extremely well organised and able to plan and prioritise work effectively</td>
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<td>Driving license</td>
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<th>KNOWLEDGE</th>
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<tr>
<td>A good general education to degree level or equivalent</td>
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<td>Marketing of Communications (CIM) qualification</td>
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<td>A good understanding of marketing and communication principles</td>
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<td>An appreciation of the role of social media in effective communications</td>
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<td>Understanding of what makes an effective website</td>
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<td>Active interest in heritage, Antarctica, the environment</td>
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<th>EXPERIENCE</th>
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<tr>
<td>Experience of working in a marketing role, producing marketing materials and publications</td>
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<td>Experience of working with a membership</td>
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<td>Experience of using Customer Relationship Management databases</td>
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<td>Experience of creating content for the web and social media in a work context</td>
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<td>Experience of working with volunteers</td>
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<td>Commitment to providing excellent customer service</td>
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<td>Excellent team working</td>
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<td>Flexible approach to work</td>
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<td>Ability to work under pressure on a range of competing priorities</td>
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<td>Committed to health and safety and the promotion of equality</td>
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<td>Self-motivated and able to work without direct supervision</td>
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UK ANTARCTIC HERITAGE TRUST

COMMUNICATIONS OFFICER

APPLICATION PACK

Terms: UKAHT is committed to providing excellent terms and conditions of employment for all employees.

Location
The post is based at UKAHT’s office in Cambridge:
High Cross, Madingley Road, Cambridge, CB3 0ET

Salary
£24,000

Pension
Enrolment in our staff pension scheme upon successful completion of the probationary period

Working Hours
37.5 hours per week,
We encourage flexible working in this role to ensure responsive social media coverage. Working patterns will be discussed and flexible approach welcomed.

Holidays
25 days per year of paid leave plus the usual public holidays.

Expenses
All reasonable travel costs incurred as part of the role will be reimbursed as per UKAHT policy

Benefits
UKAHT operates a contributory pension scheme upon satisfactory completion of the probationary period.

Probationary period
The appointment will be subject to a six month probationary period

Notice period
Upon completion of the probationary period the period of notice will be eight weeks by either party.
How to apply:

Our recruitment and selection process aims to select the applicant whose skills, knowledge and experience best match those set out in the person specification and whose attitude and character fit our culture based on our organisational values.

To apply for this post please send us a copy of your CV with a covering letter (no more than two side of A4) which demonstrates how you think you meet the requirements of the role. Please include the names and contact details of two professional referees, one of whom must be your current or most recent line manager.

Please return these to jobs@ukaht.org, the deadline for applications is 5pm Monday 18th June 2018.

Interviews will be held Thursday 12th July 2018 in Cambridge.

Any queries about the role may be directed to info@ukaht.org or call 01223 355049.