



**Durham**  
**Wildlife Trust**  
From Tees to Tyne

## **JOB PACK**

**Development Officer – Marketing  
(Maternity Cover)**

Salary: £30,633.00 per annum

Location: Rainton Meadows, DH4 6PU

Full time / 1 Year Fixed Term

Closing date: 9am Monday 22<sup>nd</sup> June 2026

For more details contact:

Emily Routledge, [eroutledge@durhamwt.co.uk](mailto:eroutledge@durhamwt.co.uk)





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## About Durham Wildlife Trust

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### Our Vision

Nature restored from Tees to Tyne

### Our Mission

To deliver nature's recovery from the Tees to the Tyne with the backing of our supporters, partners and wider society; providing opportunities for participation, education and enhanced health and wellbeing.

### Our Goals

Nature in Recovery (30 % of land and sea by 2030)

- 40,000ha of additional land improved for nature and the restoration of natural processes.
- 1000ha of this to be additional land managed by Durham Wildlife Trust.
- Robust local metrics and data gathering to monitor progress.
- Exemplary land management of our own estate.

### Meaningful Action (1 in 4 people involved)

- Adopting the 'Team Wilder' approach and a sub-region operational model based on local communities.
- Embracing supporters of all kinds and diversifying our audiences.
- Providing improved visitor destinations.
- Growing our public profile, operational partnerships and influence to bring about real change.

### Nature-based Solutions (nature central to solving local and global problems)

- Durham Wildlife Trust is the local leader in Biodiversity Net Gain and other natural capital solutions.
- There will be an evidenced-based well-being focus across our activities.
- We will have a strategic approach to projects with nature-based benefits to highlight natural flood management, carbon sequestration, eco-tourism, water quality benefits (e.g. as realised by the Great North Fen).

### The Organisation

The Wildlife Trusts are a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. We have more than 900,000 members, over 39,000 volunteers, 3,600 staff and 600 trustees.

## About Durham Wildlife Trust

**Durham is one of 46 Wildlife Trusts, part of a national federation. Each Wildlife Trust is a place-based independent charity with its own legal identity. Trusts encompass groups of people working together to make a positive difference to wildlife and for future generations, starting where they live and work.**

Durham Wildlife Trust operates across communities in County Durham, Darlington, Gateshead, South Tyneside and Sunderland. The organisation is led by a Board of Trustees, drawn from its membership, with a broad range of skills and knowledge to ensure effective governance. 250 regular volunteers provide vital support across all activities and strong partnerships assist the delivery of our work.

For more than 50 years Durham Wildlife Trust has protected and restored nature, making a real difference for people and wildlife. Today we own or manage over 50 sites across 1300 hectares, protecting rare and threatened habitats and species, and delivering nature's recovery at a landscape scale. We deliver projects that provide solutions to the ecological and climate emergencies and offer opportunities for participation and learning to thousands of people every year.

Over coming years, the charity will continue to grow, providing opportunities for a wide range of talented people to join us to deliver our Strategy 2030: delivering 30% of land and seas for nature, with 1 in 4 people taking meaningful action for nature. Achieving this will demand innovative new approaches.

### Working for Durham Wildlife Trust

Durham Wildlife Trust is the leading organisation in environmental land management, nature conservation and rewilding in our region because of its dedicated staff.

Successful candidates will join our passionate and talented team of educators, influencers, fundraisers and skilled practical conservation officers and managers. To address the significant challenges faced by nature we need to recruit and retain committed and talented people and support them to develop further.

Central to the Durham Wildlife Trust staff journey is the ethos of personal and professional development. We offer a fun and stimulating working environment, with a competitive salary, holidays and benefits package -

- Staff welfare package, including access to online GP appointments for you and your family.
- Access to unrivalled training and development opportunities available across the Wildlife Trusts national federation, as well as training provision by Durham Wildlife Trust.
- Flexible and hybrid working arrangements.

**Durham Wildlife Trust is an inspiring and energetic place to develop your career and we welcome applications from anyone who wants a role that makes a difference. We are creating a work environment that's inclusive as well as diverse – where all our people can be themselves. Every idea, insight and perspective is valued.**



## About this role

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### Development Officer – Marketing (Maternity Cover)

Over the last five years the Trust has grown its income from £2 million to £4 million, enabling the charity to respond with increasing urgency to the ecological and climate emergencies. We need to maintain that increased effort and income from supporters will be a vital part of our continued success. We are looking for someone who wants to be part of that success by playing a leading role in securing funding to support the charity's work.

Durham Wildlife Trust is looking for a creative individual with a track record of developing impactful, data driven marketing campaigns and an understanding of using audience insights to inform marketing practices.

The successful candidate will lead on efforts to grow the Trust's supporter base by delivering targeted activity informed by data and insights. They will utilise techniques across traditional and digital channels to engage members of the public with wildlife and generate more direct actions for nature. This will generate greater support for Durham Wildlife Trust, enabling the charity to restore nature between the Tees and the Tyne.

This role is part of the Trust's Development and Communications team. As well as having the opportunity to feed into this team's other areas of work, you will meet regularly with colleagues from the Conservation team to develop campaign ideas.

Trust staff are encouraged to gain experience of the full range of work the charity does. To gain that experience, there will be opportunities to participate in practical tasks, attend networking events and to support our education and engagement work.

As an organisation we are open to new thinking and ideas. We welcome applications from people already working in nature conservation, or who come from other sectors and have the skills, ideas and knowledge needed.

This is a maternity cover post, the anticipated start date is 10<sup>th</sup> August 2026, with the current post holder expecting to return to work in August 2027.



## The process

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### Questions about the role

If you have any questions about the role, or want to discuss potential hours and working patterns before submitting an application, please contact:

**Emily Routledge**, Head of Development and Communications, by email in the first instance – [eroutledge@durhamwt.co.uk](mailto:eroutledge@durhamwt.co.uk)

### How to apply

Please complete the application form available on the Trust's website and provide a personal statement (maximum two sides of A4) setting out your suitability for the role.

Submit the form and statement as two documents by email to – [eroutledge@durhamwt.co.uk](mailto:eroutledge@durhamwt.co.uk) Please put Development Officer - Marketing in the subject line.

### Closing date for applications

9am Monday 22nd June 2026

### Interviews

Interviews are scheduled to take place at Rainton Meadows Nature Reserve, DH4 6PU on Thursday 2nd July 2026. Should you have any concerns regarding availability for interview, please contact [eroutledge@durhamwt.co.uk](mailto:eroutledge@durhamwt.co.uk)

**Please note, CVs and/or covering letters will not be accepted.**



## Job description

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### Identification of post

**Post title:** Development Officer – Marketing

**Function:** Improve the collection and use of audience data to maximise engagement and grow support for Durham Wildlife Trust.

**Responsible to:** Head of Development & Communications

### Purpose of Post

- Develop audience insight and analysis of current offering to improve effectiveness of digital marketing and fundraising.
- Plan and deliver effective campaigns that generate new leads, grow membership and promote volunteering.
- Create high quality supporter journeys for warm leads as well as for existing supporters, maximising opportunities and delivering against agreed engagement and income targets

### Main responsibilities

#### Data

- Generate, store and utilise high quality and relevant data on Trust supporters, generating insights on supporter engagement.
- Collect, collate and use data in accordance with GDPR and other relevant legislation.

#### Marketing

- Be proactive and creative, developing innovative ways of promoting the Trust. This will include content generation, campaigns and appeals.
- Work with the team to use digital channels to maximise income from existing fundraising and to test and develop new approaches.
- Develop and plan events that enhance the supporter journey.

#### Reporting

- Monitoring of campaigns to measure success and inform future activity.
- Provide regular information to assist with the compilation of reports for trustees, and senior management, and to support national Wildlife Trust data compilation.

#### General duties

- To pursue personal professional development, including attending training courses as and when required.
- To liaise with Trust staff, trustees and volunteers on relevant issues.
- To attend meetings and events as requested.
- Undertake any other duties as requested by the Head of Development and Communications in line with the seniority and nature of the post and the aims of Durham Wildlife Trust.
- To promote the Trust's charitable objectives and strategy.
- To follow the Trust's policies and procedures.
- Where appropriate, promote membership of the Trust.
- Present a professional image of the Trust at all times.



## General terms and conditions

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**Salary:** For a full time (37.5 hours/week) role, the salary is £30,633.00 per annum – pro rata for part time.

**Term:** Fixed term (Maternity Cover) 10th August 2026 – 10<sup>th</sup> August 2027

**Pension:** Employees will be automatically enrolled into the Durham Wildlife Trust pension scheme. Minimum employee contribution 3% of salary and employer contribution 6% of qualifying salary. Employees can decide to dis-opt out from the pension scheme if they choose.

**Hours:** Normal working hours are Monday-Friday 9am to 5pm, with a 30 minute meal break. Occasional evening and weekend work will be required.

**Holidays:** The number of days paid holiday per year is 33 days for a 37½ hour week inclusive of Bank and Statutory Holidays. Part-time employees are entitled to pro-rata holidays and public holidays.

If you start your employment during the leave year, the holiday entitlement will be calculated on a pro-rata basis depending on the number of completed months of service and hours worked.

After two years of continuous employment, you will be entitled to one extra paid day of leave per year worked, up to a maximum of five extra days per year.

**Place of work:** Usual place of work will be Rainton Meadows, Houghton-le-Spring, DH4 6PU. You may be required to work from other DWT premises at the discretion of Trust management.

Durham Wildlife Trust currently operates hybrid-working arrangements, with a mix of office-based working and working from home as set out in a rota.



## Person specification

Criteria	Essential	Desirable
Education and Training	<p>Relevant degree or equivalent, or substantial experience in a similar role of equivalent seniority.</p> <p>A full UK driving license and use of own vehicle.</p>	<p>Membership of a relevant professional body e.g. Chartered Institute of Marketing.</p>
Experience	<p>Relevant experience and track record of successful marketing campaigns, which is likely to be demonstrated by at least 3 years employment in a similar role.</p> <p>Experience of maintaining data through CRM systems.</p> <p>Experience of managing and maintaining digital analytics tools.</p> <p>Experience of working to and exceeding engagement / income targets.</p> <p>Experience using email marketing platforms to generate engagement and income.</p>	<p>Experience writing and proofing copy.</p> <p>Experience of creating an excellent user experience.</p> <p>Experience of a marketing / sales environment.</p>
Knowledge	<p>Understanding of the principles and practice of marketing to ensure high standards are maintained.</p> <p>Knowledge of SEO, AI and organic reach techniques.</p> <p>An understanding of Google services including analytics and ads.</p> <p>Proficiency in the Microsoft 365 suite.</p>	<p>Knowledge of individual giving fundraising, donor recruitment, retention and development.</p> <p>Understand the specific requirements and responsibilities placed on a charity and limited company.</p> <p>Understand the nature conservation sector, the organisations that operate within it and its existing funding streams.</p>



## Person specification

<p>Skills and Abilities</p>	<p>Ability to organise your own workload effectively and work largely under your own initiative, as well as part of a team.</p> <p>Good interpersonal, written and verbal communication and presentation skills and the ability to communicate to different audiences using different techniques.</p> <p>Digital literacy including social media and web optimisation.</p> <p>Ability to develop creative ideas and generate content for digital including vlogs and short form video.</p> <p>Ability to set, prioritise and achieve goals on time.</p>	<p>Ability to operate, maintain and monitor CRM / database systems .</p>
<p>Personal</p>	<p>Highly motivated and enthusiastic.</p> <p>Creative and innovative. Can identify opportunities, seek out, and implement new ideas.</p> <p>Can work to tight deadlines and under pressure when required.</p> <p>Strong attention to detail.</p> <p>High standards of personal and professional integrity.</p> <p>Calm, professional and positive.</p> <p>Tactful and diplomatic, respectful of others.</p> <p>Able to work occasional weekends and evenings.</p>	<p>Passionate about addressing the ecological emergency.</p>



## Relevant policies

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Please Note - This role requires a Basic Level DBS check that will be repeated every three years. Any offer of employment made in relation to this role will be subject to satisfactory DBS check.

### Relevant Policies

Please read the policy information below before completing your application.

#### Employing ex-offenders

This written policy on the recruitment of ex-offenders is made available at the start of the recruitment process to all applicants for roles requiring a Disclosure and Barring Service check.

As an organisation assessing applicants' suitability for positions which are included in the Rehabilitation of Offenders Act 1974 (Exceptions) Order using criminal record checks processed through the Disclosure and Barring Service (DBS), Durham Wildlife Trust complies fully with the code of practice and undertakes to treat all applicants for positions fairly.

Durham Wildlife Trust undertakes not to discriminate unfairly against any subject of a criminal record check on the basis of a conviction or other information revealed.

Durham Wildlife Trust can only ask an individual to provide details of convictions and cautions that Durham Wildlife Trust are legally entitled to know about. A DBS certificate at either standard or enhanced level can legally be requested where the position is one that is included in the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 as amended and, where appropriate, Police Act Regulations as amended.

