



High Weald National Landscape Partnership

EAST SUSSEX COUNTY COUNCIL

JOB DESCRIPTION

Job Title: Communications Officer

Department: High Weald National Landscape Partnership; Community, Economy & Transport (CET)

Grade: [Single Status 9/10](#)

Responsible to: High Weald Business Manager

Job purpose:

The High Weald is renowned for its historical significance and natural beauty. Spanning 1,461 square kilometres, it is the largest National Landscape in the South-East and the fourth largest in England and Wales.

The High Weald National Landscape Partnership (HWNLP) leads on integrated and collaborative approaches to addressing ecological, social, and economic challenges within this cherished landscape. We work with everyone for a beautiful thriving landscape that all people feel part of: politicians, civil servants, arms-length bodies, local authorities; farmers, foresters and other land managers; local communities; and charities and private sector entities.

You will be part of a small, friendly team which uses its specialist knowledge of the area to make a positive impact. As part of our team, you will advocate the unique qualities of the High Weald National Landscape and empower everyone to take action that benefits climate, nature, people, and place.

Balancing and meeting the communication needs of a small team working with a wide variety of stakeholders on a broad range of work is a key challenge in this role. You'll need to juggle different audiences and communications – while keeping messaging consistent, strategic and on-



brand. In return, you'll be part of a supportive team where creativity, initiative and problem-solving are encouraged to develop best practice in national landscape management and drive effective action.

The role involves:

- Developing strategic communications approaches
- Managing the High Weald website and socials
- Fostering working relationships with a broad range of stakeholders to promote the area and work within it
- Developing and managing communication projects that support the Partnership's work.

East Sussex County Council, as the Partnership's host authority, employs our team. You'll work in a hybrid environment, based at our innovative office at Flimwell on the Kent/Sussex border.

Key tasks:

1. Leading on the HWNLP's communications strategy, including developing, reviewing and updating it as necessary and managing implementation
2. Producing compelling written and visual content for a variety of different communication channels and audiences; assimilating and simplifying technical information as needed
3. Maintaining and developing www.highweald.org, evolving website content and functionality to meet HWNLP and visitor needs
4. Managing social media channels, planning and scheduling content in line with the communications strategy
5. Supporting stakeholders with promoting awareness, understanding and actions that further High Weald Management Plan objectives, producing communication guidance and providing practical support where needed
6. Developing and managing communication projects, including creating or commissioning high-quality assets to support HWNLP activity such as photographs and videos, banners, leaflets and information boards

7. Maintaining and growing the HWNLP's contact database ensuring communication material is targeted at appropriate audiences
8. Developing High Weald style guidelines and templates and editing and proof-reading the team's communication material to ensure professional and consistent communications
9. Acting as the principal communications contact for the HWNLP, including answering or directing press and other media inquiries as appropriate
10. Developing relationships with other communication professionals at a local, regional and national level to extend the the HWNLPs communication activity and reach
11. Organising, attending and promoting events, presenting the work of the HWNLP if required
12. Monitoring and evaluating communication activities to assess reach and impact and inform the communications strategy.

Progression to single status 10 is subject to also being responsible for the following tasks:

13. Spearheading, developing and securing support for collaborative communication projects that meet High Weald Management Plan or HWNLP business objectives.
14. Being a local subject matter expert in a specific technical area, for example countryside interpretation.
15. Holding a complex communications workload and providing support and guidance on a specialist technical area to other members of the team or stakeholders.

The High Weald Partnership's host authority, ESCC, is a large organisation with a number of over-arching priorities. As well as the priorities of the High Weald National Landscape Partnership, you should also be aware of these Council priorities and proactively seek appropriate opportunities in your work/service area to contribute, in consultation with your line manager; in particular, but not limited to:

- Net zero emissions targets – reduce your work's environmental impact.

- Equality, Diversity and Inclusion – contributing to an inclusive and supportive working environment.
- Making the best of our resources - ensuring awareness of the impact of what you do to maximise the use of public monies.

PERSON SPECIFICATION

Essential key skills, abilities, knowledge, experience, values and behaviours

1. Experience of assimilating technical information and communicating complex messages simply to a wide variety of audiences.
2. Experience of writing for different audiences and different channels including the web, social media, e-news, fliers, leaflets and reports such as annual reviews.
3. Experience of managing and developing website content management systems and using a range of software to enable communications, for example Canva, Mailchimp and WordPress.
4. Experience of developing communication strategies and plans.
5. Ability to segment and understand stakeholders to identify and realise communication and marketing opportunities.
6. Ability to approach projects creatively and develop high quality communication assets.
7. Interpersonal skills, with an ability to communicate effectively using tact and diplomacy and build relationships that improve communications.
8. Ability to communicate with a broad scope of stakeholders including politicians and local authority councillors and officers, civil servants, farmers and the general public.
9. Experience of working both independently and collaboratively and planning and organising a workload with multiple projects, priorities and deadlines.
10. Experience of guiding, editing and proofreading others work to meet communication objectives.
11. Ability to take initiative and problem solve.

Desirable key skills, abilities, knowledge, experience, values and behaviours

12. RQF Level 6 (degree) qualification with a specialism in an area of communication such as media, journalism, public relations, marketing, digital media, event management or organizational communication
13. Experience of working in the charitable or public sector
14. An interest and enthusiasm for the environment
15. Advanced skills in photography, videography or design
16. Track record of building audience reach and engagement
17. Experience of running community consultation processes

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Health & Safety Functions

This section is to make you aware of any health & safety related functions you may be expected to either perform or to which may be exposed in relation to the post you are applying for. This information will help you if successful in your application identify any health-related condition which may impact on your ability to perform the job role, enabling us to support you in your employment by way of reasonable adjustments or workplace support.

Function	Applicable to role
Using display screen equipment	Yes
Working with children/vulnerable adults	Yes
Moving & handling operations	No
Occupational Driving	No
Lone Working	Yes
Working at height	No
Shift / night work	No
Working with hazardous substances	No
Using power tools	No
Exposure to noise and /or vibration	No
Food handling	No
Exposure to blood /body fluids	No