



The countryside charity
Hampshire

Winnall Community Centre
Garbett Road
Winchester
SO23 0NY

01962 841897
admin@cprehampshire.org.uk
cprehampshire.org.uk

Communications Manager Service Description (April 2021)

- Freelance part-time, flexible home/office based, approx. 16 hours per week
- Communications, Media and PR

About the role

The service provider is responsible for delivering communications to CPRE Hampshire's audiences (members, volunteers, other supporters and stakeholders and the public) across the charity's communications channels; the primary aim being to raise awareness and increase engagement and support among existing and new audiences for CPRE Hampshire's work and activities.

Key services:

- Produce and deliver the annual communications plan and objectives in line with CPRE Hampshire's strategic aims and objectives and in agreement with the Trustee responsible for PR/Marketing
- Plan, write and issue press releases, social media posts and articles for local publications - liaising with relevant spokespersons
- Act as first point of contact for the media; develop and maintain media/stakeholders contacts lists and monitor/record known coverage
- Adapt national CPRE PR, marketing and communications to local situations as appropriate, respond to other emerging media stories/opportunities and media enquiries/requests for quotes/interviews
- Increase the voice of CPRE on social media platforms to help us reach new audiences, increase our membership base and build links with other local campaign and community groups
- Plan content and write and deliver the monthly e-newsletter, ad hoc e-newsletters and maintain MailChimp subscriber list
- Measure and analyse effectiveness of communications and make tweaks/changes to approach to optimise their impact (e.g. email open rates, click through rates, social media engagement etc)
- Plan, write and edit the content and oversee production and distribution of the twice-yearly printed members magazine, Hampshire Views
- Manage and update website content in line with national CPRE guidance
- Share regular content on social media (Twitter, Facebook, Instagram and LinkedIn)
- Create additional content as required (articles, flyers/posters, presentation/talk templates)
- Manage the use of the CPRE Hampshire brand across all communications
- Work closely with the Management team, Planning & Policy Group, Campaigns Group, District Groups and the CPRE network to coordinate communications opportunities
- Work closely with the Volunteer and Membership Co-ordinator to plan and coordinate opportunities for volunteer and membership recruitment
- Work closely with the Countryside Awards Project Manager to maximise publicity for the awards
- Oversee the work of communications volunteers
- Produce a communications report for quarterly meetings of the Board of Trustees



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Remuneration

Rate of pay £13-15.00 per hour (depending on experience).

This is a part-time freelance post. We expect it to take an average of 16 hours per week, but flexibility may be needed for example during periods running up to an event and some weekend working will be necessary. The service provider can work flexibly from home or the CPRE Hampshire office in Winnall, Winchester. The service provider reports to the Trustee responsible for PR/Marketing.

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