



**WORLD  
LAND  
TRUST**

Saving land  
Saving species

# APPLICATION PACK

## Creative Officer

Closing Date: 9am Monday 25 November

World Land Trust is a UK based conservation charity. Registered charity no. 1001291 | Limited company registered in England & Wales no. 2552942 Phone: +44 (0) 1986 874422 Email: [info@worldlandtrust.org](mailto:info@worldlandtrust.org) Website: [Worldlandtrust.org](http://Worldlandtrust.org)  
Registered office: Blyth House, Bridge Street, Halesworth, IP19 8AB, Suffolk, United Kingdom.



## Who We Are

World Land Trust (WLT) is an international conservation charity that protects the world's most biologically significant and threatened habitats and species.

Our mission is to help people across the world protect and restore their land to safeguard biodiversity and the climate. Working through a network of partner organisations around the world, WLT funds the creation of reserves and provides permanent protection for habitats and wildlife. Partnerships are developed with established and highly respected local organisations who engage support and commitment among the local community.

## Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.

WLT will always approach every situation in a **positive** way to find and communicate solutions, operating and communicating with **honesty**, remaining **focused** on our mission, and working in a **supportive** way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

**We're happy to talk flexible working,  
from day one.**



# JOB TITLE

## Job Description

<b>Salary:</b>	Full-time starting salary £25,000pa
<b>Hours:</b>	35 hours per week
<b>Contract:</b>	Permanent
<b>Proposed Start Date:</b>	January 2025
<b>Location:</b>	Halesworth, Suffolk with opportunities for hybrid working
<b>Reporting to:</b>	Communications Project Manager
<b>Responsible for:</b>	No direct reports

### Summary:

The Creative Officer will be responsible for the development and delivery of creative concepts on all World Land Trust's (WLT) communications projects with the main goal in mind of inspiring supporters and capturing public attention. The post holder will be working on both digital and print to provide WLT with vibrant, engaging, and coherent content, and will need to live and breathe creative ideas, keep up with the latest trends and be passionate about creating impactful communications.

### Main duties and responsibilities

- Develop compelling digital creative concepts that live across multiple platforms.
- Produce inspiring artworks for digital and print projects throughout the year, demonstrating the ability to tailor ads based on different channels and audiences.
- Produce and supply artworks for unique and inspiring donor materials, such as project briefs, donor reports, patron updates, donation forms,

annual reviews, flyers, leaflets, gift packs, newsletters, infographics, and window display advertising.

- Work closely with other members of the Communications team, enhancing their work by producing unique visual elements that translate across all channels.
- Produce videos for social media, maintaining the high standards of content produced externally.
- Help increase the numbers of donors attributed to printed and digital advertising, by monitoring the impact of advertising through source codes and QR codes in order to improve the effectiveness of future campaigns.
- Help maintain WLT brand guidelines and their translation into key elements such as logos, ensuring logos and brand templates are updated and filed as necessary for presentations and others.
- Liaise directly and maintain professional communications with external suppliers when delivering artworks for digital and print projects.
- Manage expenditure for the budget allocated to the purchasing process of strategic campaign media assets, such as videos and images, ensuring that expenditure is within agreed limits across the year.
- Maintain WLT's main advertising archive (Guardbook) by regularly updating its content.
- Maintain WLT's main photography and video archive (Media Resource) in line with WLT's policy, making sure that assets shared by outside sources (partners, donors, supporters) are properly stored, credited and readied for use.
- Undertake other activities as requested by the line manager, commensurate with skills, experience, pay level and role.

*The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.*

## **Person Specification**

**A = to be demonstrated within your application; I = the criteria may form part of the interview questions**

- Relevant qualification in graphic design / illustration (Essential) (A)
- Relevant work experience of sufficient length to demonstrate the essential criteria (Essential) (A/I)

- Excellent working knowledge of Adobe Creative Suite – Illustrator, Photoshop, InDesign (Essential) (A/I/Task)
- Excellent knowledge of the tools required to make creative stand out across multiple channels (Essential) (A Portfolio/I)
- Demonstrable ability to creatively problem solve to achieve the end goal (Essential) (I)
- Experience of working to tight deadlines, both individually and within a team (Essential) (I)
- Creative thinker who is always full of original ideas (Essential) (A Portfolio/I/Task)
- Ability to align creative work with the broader strategy to ensure that creative output not only looks appealing but also effectively supports the strategic objectives (Essential) (I)
- Strong communication skills, verbal and written (Essential) (A/I)
- Able to demonstrate an awareness of current trends within social and digital media as well as within the wider creative world (Essential) (I)
- A demonstrable passion for, and knowledge of, social media and digital content as well as the wider creative world (Desirable) (A/I)
- Ability to prioritise workload in a fast-paced environment and adapt to changes as and when needed (Essential) (I)
- Highly collaborative team player with a flexible and adaptable approach, also confident at working under own initiative (Essential) (I)
- Self-directing with the ability to co-ordinate and engage cross-functional teams toward a successful outcome (Essential) (I)
- An empathy and understanding of WLT's mission and Values (Essential) (A/I)

## How to Apply

**Please use the link below to log your details and upload both your CV and covering letter by 9am on Monday 25 November 2024.**

<https://hr.breathehr.com/v/creative-officer-38177>

Your covering letter is an important part of your application. This is an opportunity for you to demonstrate in your application, using examples, how you meet the requirements of the role (as shown in the Person Specification), particularly those marked with an 'A' to help you to understand what we're looking for as a minimum in your application. **Please share a link to your portfolio in your covering letter.** We're passionate about World Land Trust's mission and want to understand why you feel the same and why you think you're the best fit for this role.

Please note that this role does not meet the requirements for UK Visa Sponsorship and **all candidates are asked to confirm in their covering letter if they are eligible to work in the UK.** Please see Conditions of Employment below for more information.

Your cover letter should be addressed to Flavia Collina, Communications Project Manager, and should be no more than two pages.

We would like to thank you for your interest in World Land Trust and for your time in applying. If you have any questions not answered in this application pack, please email: [Jobs@worldlandtrust.org](mailto:Jobs@worldlandtrust.org) and Debby or Kizzy will get back to you as quickly as possible.

## **Shortlisted Candidates**

We know how frustrating it is to not get an update about your application and therefore we will ensure that we let all applicants know whether they have been shortlisted for interview or not.

### **Interviews are expected to take place on Tuesday 3<sup>rd</sup> and Friday 6<sup>th</sup> December 2024**

The interviews will be carried out remotely through Teams and will be based on a number of questions to better understand your skills and experience and how they might match those that we are looking for from our new team member.

Prior to interview, shortlisted candidates will be asked to complete a task and return it to Flavia Collina by 9am on Monday 2<sup>nd</sup> December. Further details will be shared with shortlisted candidates.

All applicants will have an opportunity to ask questions of the panel at the end of the interview. The panel for this vacancy will be Flavia Collina, Communications Project Manager, and Dan Bradbury, Director of Brand and Communications.

## Our Benefits

- **Salary** – starting salary for this post is £25,000pa.
- **Hours of work** – Full-time (35-hours per week).
- **Flexible working opportunities** – we know that our staff value the opportunity to enjoy a healthy work-life balance and so we build flexibility into the way we work from day one, including opportunities for hybrid working. The majority of our full-time staff are working on a 9-day fortnight basis, with one day off every fortnight, and we have recruited staff from across the country by enabling hybrid working, subject to any specific role requirements. Our Communications team are based around the country, and we like to support people with hybrid working opportunities, however we think it's important to have some regular time working face-to-face too. All employees as a minimum are required to attend face-to-face Staff Quarterly Away Days in Suffolk along with monthly Communications teams meetings, which may be in London or Suffolk area, and any additional meetings/planning days relevant to their team and directorate where we feel it's important to have that face-to-face interaction to build and maintain working relationships. Travel and any associated costs of attending these regular meetings are at the employee's expense, unless the distance travelled is further than the commute to our offices in Suffolk in which case our Expenses Policy would apply. This is a UK based role.
- **Annual leave** – we offer 34 days' annual leave (including Bank Holidays) plus an additional discretionary day each year to volunteer for a charity or community organisation of your choice. As part of a review of our benefits, this will increase to 36 days' annual leave per annum from January 2025.
- **Group personal pension scheme** – investing in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with

our Values. We also offer Pension Salary Exchange as a way of making tax-efficient contributions into your workplace pension.

- **Group life assurance** – whilst we hope our staff live long and happy lives, we want to give some peace of mind and this benefit provides a lump sum payment of 4x salary.
- **Occupational sick pay** – we keep our benefits under review and recently introduced occupational sick pay for staff from day 1.
- **Wellbeing** – our staff wellbeing is important to us and so alongside a Wellbeing policy, supported by an Employee Assistance Programme which includes access to counselling and a wellbeing helpline, we have provided opportunities for staff – and managers – to attend inhouse training to support their own wellbeing and those of their teams.
- **Cycle to Work Scheme** – we're currently working with a not-for-profit scheme provider to give our staff the chance to purchase a bike (including e-bike options) through a salary exchange scheme, which means you save the tax and NI that you would pay if you bought the bike directly from your next (after tax) pay giving savings of up to 47%!
- **Inclusion** – we work hard to ensure that we provide a welcoming and supportive environment for all staff where they can be the best they can be; as part of this we share our Inclusion Passport with you shortly after joining. This means we start off with a conversation about what helps you to work best, feel included and be supported, which can encompass neurodiversity, religious practices, or menopause, for example, as well as disability and gender reassignment.
- **Employee voice** – we know that there is always room to improve and so we work with a not-for-profit programme, 'Best Employers Eastern Region', to provide an annual, anonymised, employee engagement survey, using the results to guide our People Plan for the following year. We're proud of our staff participation rate and the effort they make to share their thoughts with us, as well as our consistently high levels of staff engagement.
- **Learning and Development** – we support growth and development within role and this forms part of regular conversations with staff, brought together in our annual Performance and Development Review (PDR) which is reviewed regularly across the year to support staff with prioritisation and workload, and



wellbeing. Retaining expertise and providing opportunities is something that's important to us and we have seen a number of staff move into new roles within World Land Trust.

**But that's not the end of it! We keep our benefits under review and look for new opportunities to improve the employee experience.**

## **Conditions of Employment**

To comply with the Immigration Asylum & Nationality Act 2006 and additional amendments, and UK Border Agency (UKBA) requirements, **all applicants will need to be eligible to work in the UK.** If you are shortlisted for interview we will ask to see a copy of an appropriate official document as set out in the UKBA guidelines and we are required to carry out a physical check of documents for the successful candidate. Do not send anything now, further information will be sent to you should you be invited to interview.

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