

Hawk Conservancy Trust  
Visitor Centre, Sarson Lane  
Weyhill, Andover  
Hampshire, SP11 8DY

T: 01264 773 850  
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E: info@hawkconservancy.org  
www.hawkconservancy.org



*Where the sky's the limit*

## Job Specification; Marketing, Communications and Fundraising Assistant

**Hours:** Part-time, 15 hours a week (days/hours to be determined) as part of the Marketing, Communications and Fundraising team including some weekends, where lieu time will be given.

**Salary:** £11.44 per hour.

**Reports to:** Head of Marketing, Communications and Fundraising

### **Purpose and objectives**

Support the Marketing, Communications and Fundraising team in the development of marketing and fundraising campaigns including planning, research, advertising, events, social media, and in the production of marketing materials.

Promote the Hawk Conservancy Trust (Trust) as both a visitor attraction and conservation charity to visitors, members, donors and supporters with the overall aim of increasing visits to the centre and support of the conservation work undertaken by the Trust.

Ensure that all communications are accurate, professional, and correct, adhere to the brand guidelines and professionally represent the Trust as a leader in bird of prey conservation and as an award winning visitor attraction.

### **Duties and Key Responsibilities**

Reporting to the Head of Marketing, Communications and Fundraising. Responsible for supporting, but not limited to the following:

- Serving as the Marketing, Communications and Fundraising team's process organiser and administrative foundation, providing:
  - Ownership of pricing, timetable and events communications and tracking;
  - Leadership on ensuring aftersales communications are up to date, professional and accurate;
  - Support in the monitoring and recording of sales and identification of potential issues;
  - Support with fundraising communications and donor management processes;

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CONSERVATION EDUCATION RESEARCH REHABILITATION

HAWK CONSERVANCY TRUST LTD  
CHARITY NO: 1092349 | COMPANY NO: 4304161 | VAT NO: 997 3248 63  
THE HAWK CONSERVANCY TRADING COMPANY LTD  
COMPANY NO: 5028485



- Production of reports on KPIs such as sales, donations, footfall, marketing exposure achieved, webstats, ticket promotions, e-newsletter stats and membership;
- Organising and categorising the Trust's photographic competition and library, including liaising with the entrants;
- Assisting with social media responses with support from the Head of Marketing, Communications and Fundraising and the Marketing and Communications Executive;
- Selecting images for media enquiries, advertising and promotional opportunities, social media, website and marketing opportunities around the park;
- Helping to edit and create film clips for digital channels;
- Assisting with making amendments to the Trust website and external websites;
- Coordinating with the retail department to ensure the webshop is accurate and up to date;
- Assisting with coordinating and implementing the marketing communication and fundraising plan;
- Assisting with the placement of leaflets and posters for the Trust to promote a variety of propositions to the customers;
- Collating and processing customer research and analysis;
- Assisting the Marketing and Communications Executive and Fundraising Manager with projects as requested;
- Contributing to the effective development of the Marketing, Communications and Fundraising Department and to the overall teamwork of the Trust;

## Accountabilities

Accountable to the Head of Marketing, Communications and Fundraising, the Chief Executive and Directors of the Hawk Conservancy Trust to achieve targeted visitor numbers and income and to provide relevant, regular and accurate feedback and progress reports on all aspects of marketing.

Accountable to the visitors and supporters of the Trust to ensure true representation of the Trust, its work and products.

## Experience

The ideal candidate will have experience from:

- Working in a fast-paced environment in one or more of the following:
  - Marketing
  - Fundraising

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- Administration of data and analysis
- Working on projects independently with close coordination with other team players
- Leading the administration of cross departmental projects
- Minute taking

### Skills and Qualities

Key attributes include:

- Outstanding customer service and sales skills and efficient, pleasant and professional communications, written and verbal
- Strong organisational skills including close attention to detail
- Strong work ethic, going above and beyond to get tasks done and look for new opportunities to contribute
- Self-starter, able to use own initiative with guidance and support
- Excellent problem-solving skills with the ability to research and highlight issues encountered, and an aptitude for helping people
- Ability to engage with and develop relationships with our customers
- Team player, sharing the workload and stepping forward to assist others as well as communicating well within the team on tasks and information sharing
- Eager to learn and develop, taking pride in the Trust's work and their own
- Keen sense of ownership of tasks (even if shared)
- Strong task focus and able to ensure projects reach completion in a timely manner
- Robust analytical and numerate skills
- Computer Literate: MS Excel, Word, Outlook & Publisher; able to learn new software systems
- Work well under pressure
- Resilient, adaptable and flexible
- Trustworthy

**Successful Applicants will be happy to complete an Enhanced DBS check.**

Submit a CV together with a covering letter, noting the role for which you are applying, to [hr@hawkconservancy.org](mailto:hr@hawkconservancy.org) or by post to Human Resources, Hawk Conservancy Trust, Visitor Centre, Sarson Lane, Weyhill, Andover, Hants SP11 8DY

**We will be reviewing applications on a rolling basis and may close this position early.**

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