



Marketing and Communications Officer

Introduction

Thank you for your interest in working at St Nicks! We are seeking a creative & motivated Marketing and Communications Officer to join our enthusiastic staff team.

Key Dates

Closing date for applications: 9am, Wednesday 21st May 2025

Interview date: Tuesday 27th or Wednesday 28th May 2025

About St Nicks

We are the Friends of St Nicholas Fields (St Nicks), a local environmental charity with a mission “build and connect flourishing communities through urban greenspace generation, nature-based wellbeing and sustainable living”. Based at St Nicks Environment Centre hidden behind residential properties in the Tang Hall area of York, we have a thriving 24-acre nature reserve that is free to explore 24 hours a day 365 days a year. Our volunteer team help us maintain and manage our reserve for the benefit of people and wildlife.

In addition to managing the local nature reserve (LNR), we have three key pillars to our work:

Green Corridors York strives for “more, bigger, better and more joined up” green spaces. Conserving nature whilst supporting our communities. As a city, we can work together to reduce pollution, challenge harmful developments and improve land management.

Nature-Based Wellbeing deliver both education and mental health support services. At St Nicks we all see and feel the benefits of being outdoors and connected to nature. These benefits can be physical, mental or a combination of both! Our Nature-Based Wellbeing team run a series of [Ecotherapy](#) groups to help adults find this nature-connectedness. 92% of Ecotherapy participants told us that these activities meant that they noticed and sought out nature more in their daily lives.

Sustainability is at the heart of everything we do at St Nicks. When we talk about sustainability, we are looking to ensure we are doing the least harm possible. Whether that is relating to human, social, financial or environmental. Our **Waste & Sustainability** team collect recycling, carry out waste audits and run events across the city. Together our teams work to make York a more sustainable city.

Our values

Collaboration – Our approachability and inclusiveness ensure that everyone who is affected by our work is involved in shaping it.

Integrity – We are honest, inclusive and have respect for all life through our ethics, authenticity and commitment.

Innovation – We are committed to constructively exploring ideas that help us get closer to our vision by doing things differently and taking pioneering approaches, recognising the learning and development that comes with this path.

Professionalism – All of our actions to our beneficiaries, stakeholders and each other demonstrate our mutual respect, competence, proactivity and the way we make a difference.

Job Description and Person Specification

Job Title	Marketing and Communications Officer
Contract Type	Permanent
Hours	14 hours per week
Salary	£23,000 - £25,500 depending on experience, reduced pro-rata
Place of work	Primary place of work is the St Nicks Environment Centre and Local Nature Reserve (LNR) with the opportunity for hybrid arrangements in line with St Nicks policy following a successful probation period.
Working pattern	Negotiable. Typically, hours are worked Mon-Fri between the hours of 09:00 – 17:00 with occasional weekend or evening work by prior agreement.
Responsible to	Charity Support Manager
Responsible for	NA
Purpose	To be responsible for the coordination and administration of consistent and engaging marketing and communications messages and activities, social media, digital content, uphold brand consistency, which an end to enhance and grow the reputation and awareness of the Friends of St Nicholas Fields (St Nicks).

Duties and Responsibilities:

Role-specific duties:

- Operational implementation of St Nicks' marketing and communication strategy, in close collaboration with our fundraiser
- Work closely with the wider St Nicks team to understand our work and communicate this effectively
- Work collaboratively with colleagues to develop materials for marketing, fundraising and informative purposes, including development of consistent templates for branding
- Maintain and develop St Nicks' social media presence: collation, quality assurance and creation of content for social media in collaboration with the wider St Nicks team, planning and maintenance of our social media schedule
- Coordination and responsibility for auditing content on St Nicks website
- Coordination of internal comms, including oversight of central mailbox system
- Coordination of content for the St Nicks quarterly newsletter
- Proactive coordination of St Nicks' outreach events, talks and tours schedule, working in collaboration with the wider St Nicks team for delivery and engagement at external events.
- Support the planning and delivery of our flagship events (3 per year)

General duties

- Participate in the day-to-day work of the organisation – such as reporting, attending team meetings as required, answering the phone, dealing with enquiries from the public, communicate effectively with colleagues ensuring all necessary information is passed on
- Maintain the strict confidentiality of all information acquired especially with regard to organisational and programme development, donors and beneficiaries
- To take responsibility for being up to date with current policies and procedures and to adhere to these
- Keeping updated and being involved with the orchestration of organisational changes and developments through discussions with line manager and colleagues at staff meetings

- Maintain a safe working environment and good housekeeping practices at all times
- All other reasonable duties as required in the delivery of this post

Working Conditions:

Primarily indoor working, with some outdoor working, evening and weekend work to be expected.

Acknowledgement & Agreement

The above is not an exhaustive list of duties, and you may be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Person Specifications (Skills and Knowledge/Values and Personal Attributes):

Experience

- Experience of using design tools such as Canva for developing public-facing resources
- Experience of tailoring language and content to a variety of audiences
- Experience of using social media for professional purposes

Skills and attributes

- Strong interpersonal skills and the ability to communicate confidently with colleagues, stakeholders and members of the public.
- The ability to assertively coordinate all external marketing and comms, ensuring that you receive information to produce high quality, regular content
- Ability to work in an organised way, ensuring that work is proactive
- Ability to work collaboratively on projects
- Ability to balance a demanding workload with multiple ongoing projects and meeting tight deadlines
- Strong verbal and written communication skills
- An eye for design
- Creative and innovative
- Excellent attention to detail and accuracy
- A commitment to sustainable living, and St Nicks mission, vision and values

Knowledge and understanding

- An understanding of, and ability to adhere to accessibility requirements in all comms and print materials.

Application Process

If you would like to apply for this role, please submit a CV and covering letter to sam@stnicks.org.uk detailing how you meet the criteria outlined in the person specification.

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If you would like to find out more about St Nicks or the fundraiser role before applying, we welcome an informal conversation with our Charity Support Manager, Eliza. To book a call please email eliza@stnicks.org.uk