

Communications Officer – Job Description

Job Title:	Communications Officer
Reports to:	Collections & Marketing Manager
Period of employment:	Full time fixed term 1 year contract, 37.5 hours per week
Salary:	£25,000
Location:	Gilbert White's House, High Street, Selborne, Hampshire, GU34 3JH

Background:

Gilbert White's House and the Oates Collections, set in the idyllic village of Selborne in Hampshire, is recruiting for a Communications Officer to support the Collections & Marketing Manager on a fixed term 1 year contract. This new position is made possible with support from Swire Charitable Trust and The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to recruit for this fixed term contract. This is an opportunity to undertake an important supporting role for a unique, regional organisation within the heritage and conservation sectors, working alongside a committed team of staff, trustees and volunteers.

The museum attracts visitors from across the South, eager to learn about Gilbert White, the man called the 'father of ecology', and Lawrence and Frank Oates, explorers of the natural world. We are now seeking a Communications Officer on a full-time fixed one-year contract to support the Collections & Marketing Manager. The successful applicant will be responsible for promoting not only the attraction but will help to raise awareness of the museum's key messages about engaging with the natural world.

The Role:

The key objective is to increase visitors to the house and gardens and focus on promoting its services, products and events during 2025 as we celebrate 70 years of the museum since it opened. The role will include content creation, social media, PR and other aspects of marketing.

This is a supporting role to the Collections & Marketing Manager, who will be responsible for all marketing. The successful applicant will be undertaking individual projects as well taking the lead on day-to-day activities and will also take on the role of museum duty manager on occasions and some weekend work will be required.

Job description

Key duties within this position will include:

- To write and distribute press releases and manage press visits.
- To work with Collections & Marketing Manager on social media and content creation.
- To develop our You Tube page and social media platforms of Instagram, Facebook, X and TikTok.
- To liaise with colleagues to look for opportunities to promote their work, such as education.
- To act as brand guardian.

Your key objectives will be:

- To help make 2025 and the 70th anniversary of the museum a successful season in both footfall and reach. Your success will be measured against the 2025 marketing plan.

- To raise awareness of our three explorers of the natural world and of the museum and gardens.
- To increase awareness of our environmental contribution, including:
 - Helping people gain personal experience of the natural world (because we know those with a personal connection with nature are more likely to take climate action)
 - Helping people understand the natural world
 - Managing our grounds for nature conservation
 - Wider implementation of our sustainability strategy
- To drive customers to our various income generating activities (museum/garden visits, events, education visits, café, retail, weddings, etc), working with departmental managers.
- To increase the effectiveness of our marketing activity.

Essential	Desirable
Working knowledge and experience of social media platforms.	Qualifications: Bachelors' Degree or equivalent experience.
Excellent written and verbal communication skills.	Prior experience in a marketing role.
Experience with graphic design tools such as Adobe or Canva.	Previous experience in a similar social media based role.
High level of attention to detail.	Good understanding of audiences and targeted marketing.
Proactive self-starter, team player, able to work effectively with small team of staff, volunteers and Trustees.	Experience of effective copywriting for publications.
Strong IT ability, including competence using MS Office and familiarity with social media applications.	Experience of working with digital analytics and insight.
Flexible attitude, comfortable working on several projects simultaneously.	A passion for environmental matters, natural history or heritage.
Creative, hardworking individual with ability to innovate.	
Able and willing to work outside normal office hours as required, including some evenings and weekends.	

General Information

- The job description details the main outcomes of the job and will be updated if these outcomes change.
- All work performed/duties undertaken must be carried out in accordance with relevant GWOC policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.

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The [National Lottery Heritage Fund](#) is the largest funder for the UK's heritage. Using money raised by National Lottery players we support projects that connect people and communities to heritage. Our vision is for heritage to be valued, cared for and sustained for everyone, now and in the future. From historic buildings, our industrial legacy and the natural environment, to collections, traditions, stories and more. Heritage can be anything from the past that people value and want to pass on to future generations. We believe in the power of heritage to ignite the imagination, offer joy and inspiration, and to build pride in place and connection to the past.