**Borders Forest Trust**

Communications and

Membership Officer

**JOB DESCRIPTION**

**Background**

Borders Forest Trust (BFT) was established in 1996 as a woodland conservation charity, with the aim of restoring the ecological balance of the South of Scotland, by bringing native woodlands and their associated natural habitats back to the area.

BFT now owns over 3,500 hecatres of land across Southern Scotland. Working with hundreds of dedicated volunteers, we have set about restoring natural habitats on our land and to date have planted over 2 million native trees.

**Objectives of the Post**

The new post of BFT’s Communications and Membership Officer provides a rewarding and varied range of challenges.

You will be part of a small and enthusiastic team and will be contributing directly to enabling the restoration of native woodlands and reviving woodland culture. The role will predominantly involve indoor work, requiring someone with a mix of skills - especially exceptional organisational, and interpersonal skills.

The post will play a key role in raising awareness about Bjorders Forest Trust and engaging people in our mission of ecological restoration across the southern uplands, as well as community engagement across the Borders and beyond.

This role involves managing BFT’s digital presence, developing engaging content, and coordinating communications strategies to reach as many people as possible and inspire donations, membership, as well as volunteer support.

The role also includes support of the membership function of the organisation, the management of our CRM database (Donorfy) and close working with the Finance Manager and Development Manager to ensure a high quality member experience on behalf of BFT.

The key elements of this post will involve:

**Communications**

* Develop and implement a comprehensive social media strategy across all relevant platforms (Currently Facebook, LinkedIn, Instagram, and X.) This includes looking for new opportunities on other platforms.
* Create, curate, and schedule regular engaging content (text, images, videos) that aligns with BFT’s mission and campaigns.
* Monitor social media channels, engage with our online community, and respond to inquiries promptly.
* Build and maintain links with other social media pages in the ecological restoration field.
* Analyse performance metrics to optimize content and strategy.
* Draft and distribute monthly newsletters using Mailchimp.
* Help to coordinate (includes writing some articles, commissioning other articles, liaising with the layout designer, and proof-reading) our bi-annual members magazine called ‘GreenShed’.
* Oversee the development and improvement of the www.bordersforestrust.org website.
* Manage and update website content to ensure relevance and accuracy (using Contentful).
* When applicable, create press releases, and other promotional materials.

**Membership**

* Responding to enquiries about membership.
* The production of regular membership communications.
* Managing the annual renewal process for all members.
* Sending out new membership welcome packs.
* Suggesting improvements to the membership “offer”.
* Maintaining accurate records on Donorfy of interactions, transactions, comments, and complaints in accordance with BFT’s data and equality policies, and with Gift Aid Legislation.
* Liaison with the Finance Manager, ensuring all processes between the two areas of work are smooth.
* Providing mailing lists our members’ magazine, campaigns, or other purposes.
* Producing of promotional material for use at courses and events.
* Monitoring and maintaining supplies of all member-related materials.
* Work with Development Manager to create monthly and more detailed quarterly reports on membership.
* Undertaking other administration and communication duties as required.

***Essential Requirements:***

* Experience in communications, social media, or marketing.
* Good interpersonal skills and a friendly, enthusiastic, and positive attitude.
* Strong written and verbal communication skills, with an eye for detail.
* Experience with – or willingness to learn - CRM databases (ideally Donorfy.)
* Ability and initiative to create engaging content, including basic graphic design (e.g., using Canva).
* Understanding of data confidentiality requirements and practice.
* Organisational and time management skills with the ability to handle multiple projects simultaneously.
* Ability to work on own initiative, and as part of a team.

***Desirable Qualities***

* Experience in the charity or environmental sector.
* Familiarity with social media analytics tools to measure and report on digital performance (or willingness to learn these tools.)
* Knowledge of SEO and website management.
* Multimedia content creation experience.
* Experience engaging with diverse audiences, including rural communities.
* Passion for environmental conservation and the mission of Borders Forest Trust.

***Benefits***

* Opportunity to make a tangible impact on environmental restoration and community development.
* BFT makes a 5% pension contribution (if matched by a minimum of 3% by the employee)
* Full time staff are entitled to 34 days of annual leave (including bank holidays which can be taken at any time). Part time staff receive a pro-rata equivalent.
* BFT will contribute to the membership fees of a professional body if relevant.
* Flexible working options and supportive team environment.
* Professional development opportunities in a dynamic charity setting.
* Opportunity to be highly creative with content creation and be encouraged with these ideas.

**TERMS AND CONDITIONS**

**Accountability:** The Communications & Membership Officer will be line managed by the Finance Manager of Borders Forest Trust.

**Salary:** £29-31K FTE - depending on experience.

**Duration:** This is a permanent position.

**Hours of work:** PT 22.5 hours a week. (3 days a week 0.6 FTE) Core working hours are flexible. Hours will include some evenings and may also include some weekends as required. A time off in lieu (TOIL) system is in place. Overtime is not paid.

**Place of work:** The BFT Office is near Ancrum, Jedburgh in the Scottish Borders. However, working from home on a regular basis will be possible.

**Travel:** Driving to places other than your place of work is unlikely to be a regular necessity for this role, but a driving licence and access to your own car is desirable. BFT reimburses agreed mileage expenses (in accordance with BFT’s mileage policy) at a rate of 45p/mile if staff have valid business-use insurance on their car. Each staff member is responsible for recording their own mileage.

**Applicability:** Borders Forest Trust is committed to creating a diverse and inclusive work environment. We encourage applications from all backgrounds and experiences, but all applicants must have the full right to live and work in the UK. BFT cannot sponsor a UK visa for overseas applicants.

**How to Apply**

Please submit your CV, cover letter, and any examples of previous communications or social media work which you consider relevant to recruitment@bordersforesttrust.org by midnight on Sunday 20th July. It is expected that interviews will be held on Tuesday 29th July at the BFT offices near Ancrum.