



HEAD OF COMMUNICATIONS AND PR

Location: Flexible remote with regular presence at our office in Horsham, West Sussex for Executive and team meetings

Salary circa £44,000 - £50,000 FTE depending on experience

Level Grade 2, Band B

Full-time 35 hours per week

About the Charity

Born Free works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.

We promote Compassionate Conservation to enhance the survival of wildlife, especially threatened species in the wild and protect natural habitats while respecting the needs and safeguarding the welfare of individual animals. We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.

Set up initially as Zoo Check in 1984 by Bill, Virginia and their son Will Travers, Born Free has worked tirelessly for nearly 37 years to prevent captive animal suffering and phase-out zoos. Will continues to lead the organisation as Executive President, and Virginia remains active on the Board of Trustees and works closely with the team to share our vision and programmes on public forums.

The Head of Communications and PR is a new role to Born Free. The role is pivotal in presenting the virtual shop window of the organisation, growing its voice, and presenting its unique personality and our transformational work to the world. In collaboration with the Executive President and the Managing Director, and working in close partnership with all members of the senior leadership team and all levels within Born Free, this role will develop and deliver news across all contemporary platforms, driving media relations to increase awareness and thought-leadership and ensuring brand visibility, growth and reputation protection. The successful candidate will be responsible for steering the direction of the charity's communications functions and delivering its strategic objectives, in close partnership with the Executive President, the Managing Director and the Senior Management Team.

The Role

The Head of Communications and PR will have the confidence, authority and experience to be immediately credible internally and externally, combining high energy levels, a can-do' and hands-on attitude to thrive in a lean environment with strong focus on performance and outstanding results.

Key tasks will include:

- You will lead in the delivery of timely and complex messaging and news streams, equitably showcasing all elements of the organisations own marketing and programmatic portfolios, events, partner programmes, major donor partners, our committed Patrons and Ambassadors, reflecting the Foundation's unique history, DNA and vision;
- Working with the Executive President, Managing Director and Heads of Department to ensure the delivery of sustainable outstanding performance throughout the organisation, contributing to the strategic debate, and supporting future growth across revenue and engagement, turning visibility into support, and elevating the profile of the Born Free Foundation and what it stands for;
- Leading the planning, creation, scheduling, forecasting and delivery of all communication work streams, both internally and externally;
- Selectively building capability in the communications team and ensuring that financial controls remain sufficiently robust and communications expenditure delivers a high ROI, as the charity grows;
- Adding substantial value to departmental performance through the continued development and monitoring of key communication performance-related indicators;
- Leading charity-wide development of communicative programs and be able to translate detailed and technical information into clear, concise, accessible and engaging messaging;
- In consultation with the Head of Marketing and Fundraising lead the initiation, writing, editing and publishing of content across digital and print channels, ensuring copy is accurate, engaging and in line with Born Free's purpose, aims values and brand;
- Managing Born Free's extensive media assets (e.g. image library of slides, photography and film content etc.) whilst also pursuing new opportunities to grow and develop new, contemporary content, as required;
- Identifying and pursuing appropriate media opportunities and partnerships to maximise Born Free's exposure, including print media, radio, television, online, and Born Free Blog and Podcast platforms;
- Taking overall responsibility for directing the communications team to ensure compliance, cost-effective design and content on the Born Free website and social media platforms;
- Working in consultation with the Head of Marketing, you will ensure SEO maximisation and regular reporting of analytics of website performance;
- You will support the development of the Foundation's Ambassador programme, helping to ensure excellent and appropriate liaison and its incorporation into our communication activities in support of Born Free's programmatic and marketing effort;
- You will work with the Chief Finance Officer on the development and professional management of the communications expenditure budget;
- You will produce timely and accurate analytic reports, including a report produced on a quarterly basis for Trustees.

- You will lead on the research and effective communication of current affairs relating to environmental, wildlife and habitat conservation, welfare, policy and educational news, which affect Born Free's outputs.

The Born Free Foundation is looking to recruit a Head of Communications and PR who will be a strategic and operational asset as the charity builds on the growth achieved in recent years. Key experiences and capability will include:

- A track record of success as a Communications and PR expert with the credibility, experience confidence and authority and, building on previous achievement, to lead and drive a complex communications offering with internal and external stakeholders;
- The ability to inspire and capture the imagination of Born Free Foundation supporters (actual and potential);
- A flexible, entrepreneurial approach; comfortable working in a 'small-business' environment whilst sustaining 'big- business' thinking, performance and results;
- Strong intellect; quick thinker, able to act as a strategic thought-partner to both challenge and complement the Managing Director, Executive President and the Heads of Department;
- A strong performance-management focus, able to partner with the Senior Management and Executive Management teams to drive operational as well as financial performance, making a broad and significant contribution across the charity;
- The appetite and mind-set to drill down into detail, to deliver consistently high quality, get to the heart of issues and drive through change where needed;
- Decisive and straightforward; low ego and a team player; high levels of drive and energy; a sense of humour; impeccable, innovative and creative story-telling capability, and a healthy level of curiosity for external and current affairs.

The successful candidate will need to have:

- Education to a degree level or a relevant management qualification;
- A minimum of five years' experience in a similar level role within the charitable sector, public sector or broadcast media.
- Creative Agency experience would be a bonus, as would a keen interest in wild animal welfare, current affairs, conservation and environmental protection.
- The candidate will report directly to the Managing Director, and work closely with the Executive President, and the Senior Management Team. This role will directly manage a communications team of three personnel but will reach out across our global organisation with outstanding communications and media strategies.

Please note that this role will involve occasional out-of-hours working (including evenings and weekends) and on call duties to ensure the Foundation's social media channels are active and monitored at peak times and during events.

Our excellent benefits package includes opportunities for continuous professional learning, a generous annual leave entitlement, working from home with regular team meetings (Covid permitting) to help you maintain a healthy work-life balance, wellbeing support, and a competitive pension.

At Born Free we strive to create a working environment that promotes and values diversity; where everyone feels empowered to bring their full, authentic selves to work in a creative and safe space. We are committed to equal opportunities and to building a more inclusive team that reflects the communities we serve. There is more work to be done and we endeavour to continuously make progress, hold ourselves accountable and grow, both as a business and as individuals.

Applications with a covering letter and CV should be sent to bornfreehr@aspiringhr.com by 5pm Friday 5th March 2021. ***Important: Please include HOCOMMS/21 in the subject of your email.***

Please note that if an application is received which is particularly interesting to Born Free, we will be contacting candidates on a rolling basis for interview before the dates above. So, if this is the job you want to apply for, apply now, and don't wait until the deadline date.

If you do not receive an invitation for an interview by Wednesday 10th March, then you have unfortunately not been shortlisted. The first round of interviews are scheduled to take place on the afternoon of either 15th or 16th March. The interviews are likely to take place on Zoom, due to Covid-related restrictions.

Thank you for your interest.