New to Nature Placement

Media and communications trainee, British Ecological Society

CLOSING DATE: 12pm on Friday 11th November 2022

British Ecological Society | Charity Registration Number 281213
42 Wharf Road, London, N1 7GS, UK
020 3994 8282 | hello@britishecologicalsociety.org
www.britishecologicalsociety.org
ABOUT NEW TO NATURE

Thank you for your interest in this New to Nature placement.

New to Nature is an exciting programme of paid work placements in nature-focused roles for 18-25-year olds. This is one of 70 roles that will be created across the UK to encourage young and diverse talent into the Natural Environment sector.

We’re particularly interested in receiving applications from young people who are from ethnically diverse backgrounds, who are living with a disability or are from low-income households.

You’ll get paid a good wage from a placement that helps the environment, learn loads of skills to boost your CV and get access to a Youth Employment Coach to help you plan your future career. There’ll also be opportunities to learn about potential careers in the natural environment, and (should you wish to) connect with the other young people working in New to Nature roles across the country.

This is a unique opportunity to try something new, and to take a first step on a career path where you can make a real difference. The natural environment needs you!

We hope you will join us on this exciting journey!
ABOUT THE BRITISH ECOLOGY SOCIETY

Ecology is the study of interactions among living things and their environment. It provides new understanding of these vital systems as they are now, and how they may change in the future.

We are the British Ecological Society (BES): the oldest ecological society in the world.

We have been the champion for ecology for more than a century and our vision is for nature and people to thrive in a world inspired by ecology.

With a membership of 7,000 people in 125 countries around the world, we foster the study of ecology and support the ecology community at all stages of their careers through our journals, meetings, grants, education, and policy work. We actively value the diversity and wide range of perspectives that people from different backgrounds bring to their work, to ecology and to our Society.

You can learn more about our work here.

Benefits of working with us

- ☑️ 25 days holiday entitlement + bank holidays
- ☑️ Salary exchange pension scheme
- ☑️ Monthly wellbeing activities
RECRUITMENT PROCESS

APPLICATION
You can apply for this placement via the following link:
www.surveymonkey.co.uk/r/NTNPlacementApplication22

This is hosted by Groundwork UK who will check the suitability of applicants, before passing the application on to the placement organisation, who will shortlist applicants to an informal interview process.

Please ensure you carefully select the correct role from the drop down list, to ensure your details are passed to the correct placement host.

If you have any questions about the application, contact us at: newtonature@groundwork.org.uk

INTERVIEWS
We will contact you to let you know whether you have been shortlisted for interview.

We expect to conduct interviews (by video call) the week beginning 28 November 2022.

If you have any questions about the role or interview process please contact Benjamin Hunt – HR Manager at: recruitment@britishecolologicalsociety.org
ROLE DESCRIPTION

Placement title: Media and Communications Trainee
Organisation: British Ecological Society
Contract type: 12 Months, Fixed term
Number of hours per week: 35 hours per week. Will consider part time role as reasonable adjustment.

Working pattern: Typically working 9am-5pm, Monday to Friday. Staff are typically asked to work in our main office 3 days per week, with flexibility to work from home on the other 2 days.
Hourly rate of pay £11.95 per hour
Responsible to: Senior Media Relations Officer
Location: London, UK (Hybrid working available)
Accessible by public transport: Yes
Anticipated Start Date: Monday 9th January 2023

PLACEMENT DESCRIPTION

Working with support from the Director of Society Programmes and the Senior Media and Communications Officer, the Media and Communications Trainee will learn the foundational skills to enable them to understand and deliver exciting content that captures an audience and connects people with inspiring new science.

In the course of the 12-month traineeship, you will learn how to deliver all of the below (and more):

Media relations
- Assisting in identifying newsworthy stories among the latest research being published in the BES’s scientific journals
- Assisting the Senior Media Relations Officer in responding to media enquiries and coordinating interviews
- Drafting press releases
- Working with the Senior Media Relations Officer to develop media activities, and liaise with scientists and others to obtain relevant material
- Updating the website with relevant news stories and ensure these are communicated through various channels including social media
Digital communications
- Day-to-day management of our main social media accounts, supervised by the Senior Media Relations Officer
- Monitoring our Twitter and Facebook accounts daily and coordinate responses to any comments and enquiries as appropriate
- Coordinating posting of content on Twitter and Facebook using ideas from across the BES staff team to engage and grow our audiences
- Reviewing and updating content across the BES website, working with staff from other teams
- Assisting in the creation and distribution of email marketing and newsletters

Strategic communications
- Assisting in delivering communications campaigns for the BES’s strategic priorities
- Creating content for these strategic communications campaigns. This may include interviewing a variety of people, writing news, profile and feature articles, and producing multimedia
- Publishing and distribute this content on appropriate channels to reach our target audiences

Monitoring and Evaluation
- Monitoring press activities and collate cuttings
- Assembling weekly reports of email, website and social analytics
- Assisting in evaluating larger communications projects and campaigns

PERSON SPECIFICATION

☐ Excellent written communication skills
☐ IT skills, including Microsoft Office programs
☐ Knowledge of social media accounts
☐ Interest in media and communications
☐ Interest in science and the environment
SUPPORT AND TRAINING OPPORTUNITIES

This placement is part of a national programme - New to Nature - Funded by the National Lottery Heritage Fund. This will include additional elements of training and personal development support provided by Groundwork UK and partners, as well as placement training and support from the British Ecological Society.

Each young person will complete an in-depth induction programme with The Prince Trust, along with tailored advice and guidance from a Groundwork Youth Employment Coach at key points during the placement. This may include identifying skills and training opportunities or help with your CV and job search skills.

The British Ecological Society will also be providing support for participants including: Structured training sessions with our experienced professional development team; Career coaching from our HR team; Opportunity for further external training tailored to the trainee’s needs.

All young people on the New to Nature programme, will be invited to join a Learning Network. This will create opportunities to take part in different talks, workshops and discussions focused on the environment sector, hosted by Groundwork and our partners.