



Communications and Digital Media Coordinator





Raise money Buy land Rewild it

Everyone, together.
For wild things and all of us.



Communications and Digital Media Coordinator - summary

Contract	Permanent, full time
Salary	£25,000 plus NEST pension
Closing date	10pm on Thursday 27 February 2025
Hours	37.5 hours per week, with occasional evening and weekend work (if/when required, not as standard)
Location	Heal Somerset, Lower West Farm Barn, Witham Friary, BA11 5HH (and open to discussion about some home working if commute is 45 minutes or more)
Start date	14 April 2025
Interviews	Stage 1 shortlist: Tuesday 4 March (online via Zoom) Stage 2 final: 10 March (in-person at Heal Somerset)
Probationary period	Six months



Welcome from our Acting CEO and Founder Trustee

Hello and thank you for taking the time to find out more about Heal's Communications and Digital Media Coordinator role.

Heal's name is its purpose: heal the land, heal nature, heal ourselves. Heal is giving land back to nature, forever. Our vision is a Heal site in every English county, rewilding 25,000 acres over time and creating multiple havens for wildlife. Heal's sites will be self-supporting, generating revenue from eco-tourism, educational courses, events and more. We want to bring hope and optimism, acting as a focus for individual and corporate involvement in nature recovery, the mitigation of climate change and people's wellbeing through access to nature. Heal was set up to enable individuals and organisations to be involved in a direct, practical way, giving not only financial support but also skills, experience, ideas and knowledge.

We are a young charity which launched in March 2020 and we are really proud of what we have achieved so far. We have founded an organisation which gives everyone, together, a way to take practical action on the ecological and climate crises, particularly our [affordable Heal 3x3 land sponsorship scheme](#). We began rewilding our first landholding in Somerset in January 2023 which is now open to visitors. We are a team of eight managing a packed programme of activity in 2025 and there has never been a more exciting time to join Heal.

There is a lot to celebrate and a lot of work still to do. As a small and busy team, we need a motivated self-starter with creativity, initiative and proven success across a wide range of communications activities.

If this sounds like you, please read on.

Good luck!

Jan Stannard





Introduction to the role

Heal is looking for a Communications and Digital Media Coordinator who will create and deliver strong, brand-building content about Heal's work which wins hearts and minds and makes us stand out in a crowded space.

People tell us that our comms is really good, so you'll be keeping up that reputation. You will need to be familiar with a range of comms activities, so you will have around two years' experience in a broadly based comms role.

You will be a very good writer, confident and secure in your use of English, including grammar, punctuation, nuance, tone and style. You will be able to find new ways to say the same thing and create novel content which catches people's attention and makes them read on, engage with us and support us.

You will be working day-to-day with our co-founder and acting CEO, who has extensive comms experience, and the events team.

“ The organisation is made up of passionate, friendly and kind people. The event I helped at really encompassed this feeling and the general atmosphere was that of friendliness, excitement and unity. ”

- Heal volunteer





Heal

Roles and responsibilities

- Leading on all social media activity including creating engaging content across Heal's social media channels and monitoring and scheduling all posts
- Editing and creating content for both the Heal Rewilding and Heal Somerset websites
- Analysing analytics for social media and websites to help inform future activities
- Supporting with the creation and delivery of newsletters
- Working with the Learning and Sharing Manager and Events Coordinator to support with the promotion of events and activities across the organisation through the creation and promotion of compelling promotional materials
- Ensuring a smooth user journey across social media and the website for those booking events, donating, sponsoring 3x3 squares or any other such activity
- Working with other members of staff to provide communications support for campaigns and activities
- Ensuring all external communications are at an excellent standard and on brand
- Carrying out any other duties as may be reasonably required

Person specification

Experience	Essential	Desired
Around two years' experience in a similar communications role, delivering successful content across social media, websites and email to further organisational objectives	✓	
Experience in managing social media channels in a professional capacity	✓	
Experience in managing web content	✓	
Experience in prioritising competing demands and workloads	✓	
Experience reporting on digital communications and campaigns and measuring impact, using analytics tools and social media management tools such as Hootsuite		✓
Experience reporting on digital communications and campaigns and measuring impact		✓

Skills	Essential	Desired
Excellent written and verbal communication skills	✓	
Excellent IT skills	✓	
Skills in creative content creation, such as video and graphic creation and editing	✓	
Strong organisational skills and attention to detail with the ability to deliver across multiple projects and deadlines	✓	
Good team working skills	✓	

Knowledge	Essential	Desired
A passion for rewilding and nature recovery	✓	
A keen interest in, and willingness to learn about, wildlife and habitats		✓
Basic knowledge of climate change and its impacts		✓
Basic appreciation of the positive impact nature has on human wellbeing		✓



Aptitude	Essential	Desired
Ability to work effectively in a small team and a start-up environment	✓	
A motivated self-sufficient self-starter with creativity, energy, initiative and confidence	✓	
Positive, optimistic and problem-solving	✓	
Collaborative and friendly team member	✓	
Willingness to work flexible hours (occasionally, if needed)	✓	
Real interest in communications and keeping up with the latest trends	✓	

Values and alignment	Essential	Desired
Strong belief in, and enthusiasm for, Heal's vision and mission	✓	
Prepared to work in line with Heal's values	✓	
A willingness and ability to be fully aligned with, and be an advocate for, Heal's objectives across all areas of work	✓	
An attitude of openness and respect for people who hold different perspectives	✓	
Strong support for equity, diversity, inclusion and accessibility	✓	

Legal requirements	Essential	Desired
The right to work in the UK	✓	



Equity, diversity and inclusivity

We are committed to fostering an inclusive culture and to ensuring that our team - including staff, trustees, volunteers and supporters - is diverse and representative of wider society.

We particularly encourage applications from people from groups which are currently underrepresented in the environmental sector, notably:

- People from ethnic minority backgrounds
- People with disabilities
- People from low-socioeconomic backgrounds





References

Any offer of employment will be subject to the receipt of two satisfactory, written references.

DBS check

You must tell us about any unspent criminal convictions when applying for this job and undertake an enhanced Disclosure and Barring Service ('DBS') check if appointed (and at least annually thereafter). Having a criminal record will not necessarily bar you from working with us, but we will consider the nature of any disclosed convictions and their relevance to the job and Heal. If you don't disclose information relating to unspent convictions, we'll withdraw any offer of employment that we may subsequently make or terminate your employment.

Holiday

25 days per year, plus your birthday, Bank Holidays and the Christmas/New Year period. Heal's holiday year runs from January to December and the holiday allowance cannot be rolled over, as time off is important for wellbeing. If you are successful, we will try to honour any existing booked/paid for holiday arrangements.

Hours

This full-time role is 37.5 hours per week, with flexibility to work some evenings and weekends (occasional/as needed - not standard). We try to accommodate people's different needs by offering flexible working. Our core hours are 10am-3pm.

Location

The post-holder will be based at our foundation rewilding site, Heal Somerset, which is located at Lower West Farm Barn, Witham Friary, BA11 5HH. We're open to discussion about some home working if commute is 45 minutes or more.



How to apply

If you meet our essential criteria and would like to apply to join our team as our new Communications and Digital Media Coordinator, you'll need to follow these steps:

1: Read the application guidance

Before you begin preparing your application, read the application guidance on page 8 of this document to understand how to anonymise your application (and why this is important to us).

2: Prepare your CV

All applicants are asked to provide an anonymised copy of their CV.

3: Prepare your cover letter

All applicants are asked to provide a one-page cover letter (one side of A4) which answers the below three questions:

1. Why are you interested in working for Heal?
2. What is your experience in delivering successful communications and digital media content and campaigns?
3. What skills, experiences and personal attributes make you a good fit for this role?

4: Submit your documents via the application form

To apply, submit your CV and cover letter via our application form:

www.healrewilding.org.uk/jobs/comms-coordinator



Application Guidance



Name-blind (anonymous) recruitment

All recruitment at Heal follows a name-blind application process - the purpose of this is to reduce the impact of unconscious bias. This is an important part of our commitment to equity, diversity and inclusivity.

All applicants are required to anonymise their application, using a random six-digit ID as an identifier instead of their name. To comply with this process, applicants must:

1: Generate a six-digit ID

Choose a random, six-digit ID to use as an identifier (avoid obvious combinations like '123456').

2: Anonymise your CV

Before submitting your CV via the application form, ensure:

- The document does not contain your name, home address or email address
- The file name contains your six-digit ID and not your name e.g. '872129 CV.pdf'

3: Anonymise your cover letter

Before submitting your cover letter via the application form, ensure:

- The document does not contain your name, home address or email address
- The file name contains your six-digit ID and not your name e.g. '872129 cover letter.pdf'

Any applicants who fail to comply with the name-blind process will be immediately rejected.



Monitoring: equity, diversity & inclusivity

In section 6 of the online application form, we ask all applicants to provide information about their age, gender, ethnicity, sexual orientation and disability.

The sole purpose of this data collection is to enable us to monitor the diversity of candidates applying to Heal. Our team will not see this data until the recruitment process is complete and the role has been filled, at which point we will use the data to inform and improve our EDI strategy.

All applicants are welcome to select the 'prefer not to say' option if they would rather not provide this data.

Thank you

Thank you for your interest in joining the Heal team on its mission to rewild land across England.

Good luck!

