

Job description

Marketing and Communications Officer

November 2025



Position:	Marketing and Communications Officer
Responsible to:	Development Manager
Location:	YDMT Offices, Clapham, North Yorkshire with flexibility to mix office and home working
Hours:	Part-time 3 days per week
Salary:	Band: Officer Scale: £30,305 - £33,146 (pro rata)

JOB PURPOSE

1. To deliver high-impact and creative communications and PR campaigns that will raise the profile of YDMT's work and help us deliver our organisational goals.
2. To support the development and delivery of YDMT's marketing and fundraising strategy.

ABOUT YORKSHIRE DALES MILLENNIUM TRUST

Yorkshire Dales Millennium Trust is a small charity doing big things to support People, Landscape and Wildlife in the Yorkshire Dales.

Over the last 25 years we have delivered diverse and inspirational projects. Our vital work has helped to plant 1.5 million trees and secure the future of over 800 hectares of wildflower hay meadows, creating habitats for our wildlife and combatting climate change. We're passionate about inspiring disadvantaged groups and future generations to care for this special part of the world.

Our ambitious fundraising strategy has enabled us to grow and maintain our annual voluntary income above £1m. To achieve this we are committed to providing the highest level of stewardship to our loyal individual supporters and partners. This includes delivering creative, high-quality communications that engage our existing supporters, as well delivering compelling campaigns to reach and inspire new audiences.

OUR VALUES GUIDE EVERYTHING WE DO

- **Enabling** – We make real practical things happen and are approachable, collaborative and inclusive, valuing people's opinions in everything we do.
- **Caring** – We are passionate about supporting the people, landscape and wildlife of the Yorkshire Dales and are committed to being sustainable.
- **Creative** – We thrive on new challenges and act with entrepreneurial spirit in order to make a positive difference to this special area.
- **Honest** – We always act with integrity and are open, clear and fair.

HOW WE WORK

- We deliver projects.
- We raise and distribute funds to enable our partners and individuals to deliver projects.
- We work in partnership to deliver the maximum charitable benefits to the area.

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MAIN RESPONSIBILITIES

Communications

- Work with the Development Manager and external agencies to plan and deliver a marketing and communications plan that supports YDMT's marketing and fundraising strategies.
- Work alongside the YDMT staff team and with beneficiaries, supporters, partners and stakeholders to identify opportunities for us to tell our story and help to position YDMT as a leading environmental charity.
- Co-ordinate, write and issue media content (e.g. press releases, statements) and deliver press events for our key programmes and fundraising activity.
- Work with external agencies to develop and nurture strong working relationships with key journalists across national and regional UK media to grow understanding and support for YDMT.
- Co-ordinate our ambassador programme to support our marketing and fundraising goals. Build relationships with existing and new ambassadors, deliver cultivation events and create regular communications to keep them engaged in our work.
- Deliver our supporter newsletters and emails, including identifying and producing stories and content our supporters care about.
- Work with the fundraising team to identify opportunities to develop supporter relationships and donor journeys through targeted communications.
- Support the production of our quarterly activity reports and annual impact report.

Marketing and fundraising

- Input into the wider fundraising strategy for YDMT to raise awareness of the organisation and increase fundraising income.
- Support the effective management and segmentation of our CRM database (Raisers Edge) to improve the acquisition and retention of donors and ultimately increase income raised through our communications.
- Generate content for marketing and fundraising campaigns, information and resources to a wide range of audiences, ensuring content fits with the YDMT brand, tone of voice and key messages.

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General

- Help to maintain fundraising and reception rooms as efficient, safe and welcoming public areas.
- Support the fundraising team with volunteering and fundraising events.
- Carry out duties with due regard to the well-being and safety of others at all times.
- All staff members are expected to volunteer to support and assist at the occasional evening and weekend event.

This is not intended to be a full description of duties and the post holder may be required to perform any other duties commensurate with the nature of the post as deemed appropriate and by agreement with your line manager.