



Job description

Head of Marketing and Communications



SAVING SPECIES FROM EXTINCTION | WWW.DURRELL.ORG

DURRELL WILDLIFE CONSERVATION TRUST is a Registered Charity with the Jersey Charity Commissioner, registered charity number: 1
DURRELL WILDLIFE CONSERVATION TRUST - UK is registered in England and Wales. A charitable company limited by guarantee. **REGISTERED CHARITY NUMBER** 1121989
REGISTERED COMPANY NUMBER 6448493 **REGISTERED OFFICE** c/o Ogier Global (UK) Limited, 4th Floor, 3 St Helen's Place, London, EC3A 6A

Job purpose

Durrell is seeking an experienced Head of Marketing and Communications to lead a talented and creative team in delivering impactful, integrated marketing and communications that inspire action and strengthen our global brand.

As we embark on our new 10-year strategy, storytelling and audience engagement will be at the heart of how we connect people with our mission to save species from extinction. This role will drive a bold, insight led marketing and communications strategy that grows Durrell's reputation, reach and revenue across all areas, including fundraising, commercial, membership and conservation programmes. The Head of Marketing and Communications will provide strategic direction, oversee brand and message alignment, and ensure Durrell's voice is clear, consistent and compelling across all platforms and audiences. Working collaboratively with senior leaders this role plays a key part in shaping organisational priorities and delivering measurable impact.

The postholder will line-manage the PR and Marketing Manager, Senior Designer, Content Producer, and Digital Communications Lead and hold responsibility for the marketing and communications budget.

HEAD OF MARKETING AND COMMUNICATIONS

DEPARTMENT

Communications and Fundraising

REPORTS TO

Director of Communications and Fundraising

CONTRACT

Permanent

HOURS

Full-time (35 hours per week)

LOCATION

Jersey Zoo



Key responsibilities

Strategic Leadership and Planning

- Develop and deliver an integrated Communications and Marketing Strategy that supports Durrell's new 10-year organisational vision and strategy.
- Shape and evolve Durrell's brand narrative to ensure consistent, inspiring and mission-driven storytelling.
- Use audience insight, segmentation, and data-driven marketing to deepen engagement and improve campaign performance.
- Lead on brand management and design to ensure visual and verbal consistency across all communications and platforms.
- Set and monitor performance and provide regular reports, insights, and recommendations to the Director of Communications & Fundraising and Executive Leadership Team.
- Manage budgets effectively, ensuring cost-effective delivery and maximum return on investment.
- Contribute actively to organisational planning and strategy development as part of the Communications & Fundraising leadership team
- Inspire and empower team members to take ownership of ideas, while promoting a culture of collaboration, innovation and excellence.
- Provide visible and decisive leadership to the Marketing and Communications team.

Cross-organisational Collaboration

- Act as the central marketing and communications lead across all departments, coordinating strategy and delivery to maximise reach and cohesion.
- Partner with:
 - Fundraising: develop high-performing campaigns, appeals, and member communications.
 - Commercial and Education: promote Jersey Zoo, experiences, events and special offers
 - Field Programmes and Conservation Academy: communicate conservation impact and success stories from around the world.
 - People and Values: develop a communications and marketing strategy which promotes a positive employer brand internally and externally.
- Work closely with the Executive Leadership and Heads of Department to ensure marketing priorities align with organisational goals.
- Be a trusted advisor to the Executive Leadership Team, offering strategic counsel on brand positioning, crisis management and organisational communications.
- Champion cross departmental collaboration, breaking down silos to create a unified and agile communication culture across Durrell.

Digital and Content

- Oversee delivery of a data-led digital marketing strategy, including website optimisation, SEO, digital advertising and analytics.
- Support the Digital Communications Lead in developing personalised, segmented audience journeys.
- Oversee creation of compelling and high-quality content, including photography, film, publications and digital assets that bring Durrell's mission to life, across all channels (social media, website, members magazine, print, and video).
- Ensure all communications are inclusive, accessible, and reflect Durrell's tone, values and commitment to conservation.

Key responsibilities continued

Public Relations and Media Management

- Lead Durrell's PR and media engagement strategy to build visibility and credibility across Jersey, UK and international audiences.
- Act as a key spokesperson where appropriate and provide senior-level media advice, briefing and crisis communication support.
- Foster strong relationships with journalists, influencers and media partners to enhance coverage and brand reputation.
- Confidently represent Durrell in the public sphere, demonstrating leadership presence and media fluency to strengthen Durrell's voice and influence.

Internal Communications

- Oversee internal communications to ensure staff and volunteers are informed, inspired and aligned with Durrell's strategic priorities.
 - Champion a culture of open communication, collaboration and shared storytelling across the organisation.
 - Lead by example to build trust, transparency and engagement among teams.
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Behaviours and attributes

- Strategic, innovative and forward-thinking leader with strong creative instincts.
- Insight-driven, using evidence and analytics to inform strategic decisions.
- Collaborative and influential communicator with strong stakeholder management skills.
- Resilient, adaptable and able to work under pressure.
- Deeply passionate about conservation and Durrell's mission to save species from extinction.
- A visible, inspiring leader who leads with empathy, bringing out the best in people and championing Durrell's values.



Knowledge, skill and ability

Essential

- Demonstrable experience in marketing and communications, ideally in a charity, conservation, or visitor attraction setting.
- Proven success developing and implementing multi-channel marketing and communications strategies that deliver measurable results.
- Excellent written and verbal communication skills, with expertise in storytelling, copywriting, and editing.
- Strong understanding of digital marketing, analytics, CRM systems, and audience segmentation.
- Experience leading PR, media engagement, and reputation management.
- Demonstrated ability to manage multiple projects and stakeholders effectively in a fast paced, mission-driven environment.
- Proven leadership experience managing and motivating a creative, high-performing team.
- Strategic thinker with the confidence to influence senior stakeholders and lead organisational wide initiatives.

Desirable

- Familiarity with Google Analytics, Meta Business Suite, and email marketing/CRM systems.
- Experience in brand development, repositioning or large-scale campaigns.
- Understanding of fundraising communications and supporter engagement strategies.



Introduction to Durrell

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation:



**A centre of excellence
in animal husbandry,
research, training and
education**



**Training future
conservation practitioners
and monitoring and
evaluating conservation
science which underpins
all Durrell activities**



**Conservation action
where it is needed most**

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.

Our values

PURPOSEFUL

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

ACCOUNTABLE

We are accountable for our actions; we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

SUPPORTIVE

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.

