

# Marketing Officer (Graduate Internship)



April 2010

Thank you for your interest in applying for this position with The Grasslands Trust.

The Grasslands Trust is committed to the promotion of equal opportunities and for this reason we ask that all candidates complete the same application form. Please do not send in your CV. The information you give us on the application form will be used to short list candidates for interview. If you would like further information about the job or need anything clarifying – please feel free to call me on 02380 650093.

The application form should capture as much information as possible to enable us to make an informed decision about whether we would like to call you to interview. If you are attaching any additional pages – please make sure these are clearly named.

A signed, hard copy of the completed application should be sent to me at:

The Grasslands Trust  
Wessex House  
Upper Market Street  
Eastleigh  
Hampshire  
SO31 7GT.

Or by emailing [info@grasslands-trust.org](mailto:info@grasslands-trust.org), by 30 May 2010. Should your application meet our assessment criteria then we will contact you to arrange an interview at our offices in Eastleigh. (We can reimburse your travel expenses).

Thank you for your interest in this position and good luck applying.

Yours sincerely

Lucy Cooper  
Chief Executive

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## Overview

The startling fact that ninety eight percent of our wildlife-rich grasslands have been destroyed in the last seventy years explains why The Grasslands Trust exists. We were set up in 2002 to address this crisis and in that time we have raised nearly £2 million which has enabled us to: develop an ambitious grassland restoration project in Carmel, West Wales; save and restore three threatened grassland sites; provide grassland management advice to a range of individuals and organisations and lobby government for the better protection of grassland habitats across England. With a small team of just ten staff, we work at many different levels – from campaigning and raising awareness to creating local grasslands for local communities.

We have a very busy and challenging time ahead of us in the coming months. We have a new business plan to implement; new conservation projects to get off the ground; an ambitious PR campaign to launch; research and lobbying to carry out; partnerships to forge; a volunteer resource which needs managing and we are hoping to buy an amazing area of medieval grassland in Herefordshire – which is one of the finest examples of ancient hay meadow remaining in England today.

## The Role of Marketing Officer

You will work closely with our Chief Executive to implement an exciting range of activities to help market The Grasslands Trust during 2010 – The Year of Biodiversity – and beyond. Specific tasks include taking forward the development of The Grasslands Trust's online shop; producing branded materials for shows and events; researching, planning and attending events and helping to keep our website and publications up-to-date. This is a fantastic opportunity to make a significant difference to our work and is ideally suited to someone keen to launch themselves into the charity or environment sector.

Excellent writing and communication skills are essential as is an understanding of on-line marketing, together with an appreciation of the natural world and the ethos of The Grasslands Trust.

## Key Responsibilities

- To research suitable products for The Grasslands Trust's online shop.
- To help set-up and launch the online shop
- To promote the online shop and monitor feedback and sales
- To develop incentives and offers for online customers
- To research suitable shows and events for The Grasslands Trust to attend
- To develop promotional materials for shows and events

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- To co-ordinate attendance at shows and events.
- To be an ambassador for The Grasslands Trust at all times.

## Skills, knowledge and experience

- Excellent written and verbal communication skills
- Well organised, efficient and self motivated
- An 'aesthetic' eye for design
- Excellent attention to detail
- Good with people – especially the general public
- Excellent research abilities
- Imaginative with an ability to think outside the box
- Good team player but also happy to work alone
- Good understanding of websites, electronic communication and social networks.

## What you will gain from us

- 6-12 months practical, hands on experience working for a small, dynamic conservation charity
- An insight into the world of charity marketing
- An insight into the plight of one of the UK's most threatened habitats
- All travel expenses paid for together with a £5 daily subsistence rate.
- A potential reference for any future employers
- A sense of achievement and knowing that you have the potential to make a difference!

## Terms

This is a part time graduate internship offered to 2008, 2009 or 2010 graduates only, for a period of up to 12 months depending on the candidate. All expenses incurred will be reimbursed. The internship is offered at three days a week or 22.5 hours and can be home based, and / or based at our offices in Eastleigh, Hampshire.