Cofnod
Cartref data bywyd gwyllt ar gyfer Gogledd Cymru
The home of wildlife data for North Wales

Job Description: Communications & Engagement Officer

Cofnod is the North Wales Environmental Information Service, providing a hub for wildlife data across North Wales. Together with three other Local Environmental Records Centres (LERCs), it forms LERC Wales, the first national network in the UK.

Cofnod is a not-for-profit company, funded through a variety of public and private sector sources. Its remit is to gather, manage and share environmental information, with an emphasis on wildlife and biodiversity data, making this information available to a wide variety of public, private and voluntary sector users. Cofnod supports biological recording, informs conservation and environmental decision-making, and helps people develop a deeper connection with nature.

To achieve this, Cofnod works with a diverse network of wildlife recorders, environmental professionals, conservation organisations, community groups and members of the public, including communicating with Welsh speaking groups and individuals, and we operate bilingually, in a bilingual environment. Effective communication and engagement are essential to ensuring that the data Cofnod manages is used effectively and that more people are supported and encouraged to contribute to biological recording.

1. DETAILS

Job title: Communications and Engagement Officer

Location: Based at our office in Bangor (an element of remote working is possible by arrangement).

Hours: 14 hours per week

Wage: £25,989 full time equivalent / £10,395 pro rata

Working Pattern: We work together on Wednesdays at the Cofnod office. The role can be delivered flexibly. Some weekend and evening work will be required.

Contract: Fixed Term until May 1st 2029, with the possibility of extension, potentially suitable for job sharing for the right candidate.

Responsible to: Richard Gallon: Recording Specialist

Responsible for: Communications, digital engagement and public outreach activities, working collaboratively with Cofnod staff, volunteers and external partners.

2. PURPOSE

To develop, coordinate and deliver Cofnod's communications and engagement activities in support of its strategic priorities. The post-holder will raise awareness of Cofnod's services and the importance of biological recording and LERC's, strengthen relationships with existing wildlife recorders, ecology students and encourage new audiences to participate in recording wildlife across North Wales.

The role will lead on the administration of, creation and delivery of engaging, accessible and consistent communications across Cofnod's website, social media channels, newsletter and in-person activities. It will also support the promotion of training opportunities and events, develop relationships with relevant organisations and communities, and monitor the effectiveness of communications in increasing engagement and biological record submissions.

Through these activities, the post-holder will help position Cofnod as a trusted authority for biodiversity information in North Wales, while contributing to the wider aims of wildlife conservation, public participation and environmental understanding.

3. RESPONSIBILITIES

The post-holder will:

a) Communications planning and delivery

Working with senior staff;

- Develop and implement Cofnod's bilingual communications and engagement plan in line with the organisation's strategic priorities.
- Maintain a consistent organisational identity, tone of voice and standard of communication across all channels.
- Plan and coordinate communications activities, ensuring that content is relevant, timely, accessible, bilingual and appropriate for different audiences.
- Identify opportunities to communicate Cofnod's work, achievements, services and contribution to conservation.

b) Digital communications and social media

- Manage and develop Cofnod's social media presence across relevant platforms and assess opportunities to use additional platforms where appropriate.

- Create, schedule and publish engaging content, including wildlife photography, short videos, educational material, event promotions, news and conservation stories.
- Encourage interaction with followers, wildlife recording communities and partner organisations to increase awareness of Cofnod and its services.
- Monitor social media performance and adapt content and approaches in response to engagement, audience feedback and organisational priorities.
- Visit relevant groups, sites and platforms and encourage sharing of data with Cofnod and promote our services.

c) Events, training and outreach

Working with the Recording Specialist;

- Administer, promote, prepare and support Cofnod's programme of events, including BioBlitzes, Recorder Days, identification courses, workshops and other public engagement activities, some of which are on weekends.
- Coordinate bilingual event communications across the website, newsletter, social media and relevant partner channels, ensuring that information about dates, locations, registration and participation is easy to find.
- Work with partner organisations to increase event visibility and reach new audiences.
- Develop accessible promotional materials, including digital graphics, posters, flyers, QR codes and other resources that direct participants to Cofnod's services.
- Record and support the sharing of event outcomes, photographs, videos, quotes, achievements and recording highlights to encourage continued participation.

d) Website and online resources

Working with senior staff;

- Maintain and develop website content, ensuring information is accurate, accessible and up to date.
- Contribute to a regular programme of news articles, blogs and features highlighting local biodiversity, notable records, conservation successes, events and the use of Cofnod's data.

- Promote clear routes for users to access Cofnod's services, including submitting biological records, requesting data and finding training or event opportunities.
- Ensure that the website and other digital channels work together effectively to increase engagement and direct audiences towards relevant resources.
- Contribute technical skills and knowledge to discussions about web tools and development.

e) Newsletter and content development

Working with senior staff;

- Review and monitor Cofnod's *On the Record* newsletter, maintaining its role as a key communication channel for wildlife recorders and other stakeholders.
- Develop engaging content that combines biodiversity updates, species features, educational resources, recording opportunities and organisational news.
- Promote Cofnod's website, social media channels, courses and events through the newsletter and other appropriate communications.
- Act as stand in for holiday periods for producing and sending the newsletter.

f) Wildlife recorder engagement and public participation

Working with recording specialist and other senior staff**;**

- Develop approaches to engage new audiences, including beginner naturalists, younger people and members of the public who already share wildlife observations online.
- Explain the importance of biological recording in clear and accessible language, demonstrating how individual sightings contribute to biodiversity knowledge and conservation, focusing on LERC's role in this protection.
- Develop targeted recording campaigns that encourage submissions of species, taxonomic groups or records from under-recorded locations.
- Celebrate our recorders through record of the week and similar initiatives
- Promote the use of Cofnod's recording systems and provide clear guidance on how individuals can contribute records.
- Lead an ambassador's programme or similar approach to encourage others to share the importance of LERC's in nature protection, within closed groups.

g) Partnerships and external relationships

Working with senior staff;

- Build and maintain effective working relationships with wildlife recorders, recording groups, conservation organisations, local authorities, educational institutions and other relevant stakeholders.
- Work collaboratively with partner organisations to share content, promote events and extend the reach of Cofnod's communications.
- Engage appropriately with online wildlife communities and recording groups to raise awareness of Cofnod and encourage the submission of biological records.
- Support communication with funders, data suppliers, service users and other stakeholders by helping demonstrate the value and impact of Cofnod's work.
- Contribute to the wider network of Welsh LERCs and relevant national organisations by sharing information and promoting collaborative initiatives.

h) Evaluation and continuous improvement

- Monitor website traffic, social media engagement, newsletter performance, event participation and other relevant measures.
- Assess the effectiveness of campaigns in increasing awareness, engagement and biological record submissions wherever this can reasonably be measured.
- Gather and respond to feedback from wildlife recorders, service users, partners and members of the public.
- Prepare regular reports on communications activity, achievements and areas for improvement.
- Review and adapt communications approaches in response to performance data, emerging opportunities and changes in audience needs.

i) Organisational support and professional development

- Work collaboratively with colleagues to ensure communications accurately reflect Cofnod's services, data, priorities and professional standards.
- Maintain an up-to-date understanding of developments in digital communications, social media, public engagement and biological recording.
- Ensure that communications are professional, inclusive, accessible and consistent with Cofnod's policies and procedures.

- Undertake relevant training and professional development to support the effective delivery of the role.
- Undertake other appropriate duties within the scope of the role, including supporting technical project work, preparing communications materials for specific projects and assisting with wider organisational activities.

Person Specification – Communications and Engagement Officer

This section details the experience, skills, knowledge and personal qualities required for the post. The essential criteria represent the minimum requirements for the role; desirable criteria indicate additional experience or knowledge that would be beneficial.

Criteria	Required	Desirable
EXPERIENCE		
Experience of creating written and visual content for communications, marketing, public engagement	✓	
Experience of managing or contributing to social media accounts and producing content for online audiences	✓	
Experience of writing clear, engaging content for different audiences	✓	
Experience of planning and delivering communications, campaigns or engagement activities	✓	
Experience of maintaining website content or using content management systems	✓	
Experience of website management; shopify, wordpress, drupal or Csharp		✓
Experience of monitoring engagement, analysing performance or evaluating communications activities	✓	
Experience of organising or promoting public events, workshops, training or outreach activities		✓
Experience of working with volunteers, community groups or public audiences		✓
Experience of working with conservation organisations, wildlife recorders or environmental professionals		✓

Criteria	Required	Desirable
Experience of producing photography, video, graphics or other digital media through adobe, figma, photoshop or canva.	✓	
Experience of working collaboratively with partner organisations or external stakeholders		✓
Experience of using Microsoft office		✓
KNOWLEDGE		
Understanding of effective communications and audience engagement principles	✓	
Knowledge of social media platforms and approaches to creating engaging digital content	✓	
Understanding of website content, accessibility and online user experience	✓	
Understanding of how to communicate information clearly to audiences with different levels of knowledge	✓	
Awareness of digital communications evaluation, including engagement metrics and performance indicators	✓	
Knowledge of wildlife, biodiversity, conservation or biological recording		✓
Understanding of the role of Local Environmental Records Centres and the value of biological data		✓
Knowledge of relevant digital tools, including social media scheduling, website analytics and design software	✓	
SKILLS		
Excellent written communication, including the ability to produce accurate, engaging and accessible content	✓	
Strong verbal communication and interpersonal skills	✓	
Ability to create and adapt content for different audiences and communication channels	✓	
Good organisational skills, with the ability to plan workloads and meet deadlines	✓	
Ability to work independently, manage competing priorities and use initiative	✓	

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Criteria	Required	Desirable
Competent IT skills, including word processing, spreadsheets, email and online collaboration tools	✓	
Ability to monitor, interpret and report on engagement data and communications performance	✓	
Ability to build and maintain effective working relationships with colleagues, volunteers and external partners	✓	
Ability to develop creative ideas and translate them into practical communications activities	✓	
Competence in photography, video editing or graphic design software, such as Canva	✓	
Experience with website content management systems, newsletter platforms or social media scheduling tools		✓
Ability to communicate fluently in Welsh	✓	
Full, valid driving licence and ability to travel to events and meetings as required	✓	
PERSONAL QUALITIES		
Enthusiasm for wildlife, nature and environmental conservation	✓	
Creative, proactive and motivated approach to communications and engagement	✓	
Professional, reliable and organised approach to work	✓	
Adaptability and willingness to learn new skills and use emerging technologies	✓	
Commitment to inclusive, accessible and audience-focused communication	✓	
Ability to work collaboratively and contribute positively to a small team	✓	
Confidence in taking responsibility and using initiative	✓	
Commitment to accuracy, integrity and maintaining high professional standards	✓	
Interest in connecting people with nature and encouraging wider participation in biological recording	✓	

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