

DSWF Marketing and Communications Manager
Candidate Application Pack
September 2025



| About the Marketing and Communications Manager role

This is a rare opportunity to join David Shepherd Wildlife Foundation (DSWF), a small, well-established conservation charity that punches well above its weight. With a respected wildlife arts legacy, an impactful education programme, and a mission to protect endangered species, we're looking for someone ready to play a central role in shaping our future.

Ideally (though not essentially), you'll bring experience in charity marketing and a good grasp of the fundraising landscape. You'll be just as comfortable rolling up your sleeves as you are thinking strategically. You'll know that good planning underpins success, that small teams rely on adaptability, and that effective leadership is about bringing people with you.

A love for wildlife, conservation, and/or the arts would be a real bonus. But above all, we're looking for someone who's excited by marketing itself: building customer journeys, crafting compelling messages, navigating digital and social platforms, using data intelligently, amplifying events, building strong cases for support and telling stories that inspire action.

This role manages a team of three and an external digital agency. It reports directly into the COO who will provide guidance and support, whilst encouraging autonomy and independent thinking. Collectively, the marketing team works across fundraising, events, art, and education, helping each area succeed while building and elevating the Foundation's overall brand.

This is a pivotal position at a pivotal time, as global shifts demand bold new approaches for charities to thrive. Ultimately, we're looking for a marketing professional who can see the big picture, deliver practical solutions day to day and is looking forward to joining an ambitious, supportive, warm and inclusive team.

| About David Shepherd Wildlife Foundation

David Shepherd Wildlife Foundation (DSWF) is an influential wildlife charity, operating across Africa and Asia to end wildlife crime and protect endangered species in their natural habitat. Born from a creative legacy, art remains at the centre of our work to bring conservation to life. Working from grassroots to the world stage, DSWF adopts a holistic approach to conservation. We put people at the heart of our work and take into consideration the vital importance of communities in the fight to protect the world's most endangered wildlife.

Since 1984, we have invested over £14 million directly into wildlife conservation. Harnessing the power of art, in memory of our Founder, the celebrated wildlife artist and conservationist, David Shepherd, we continue to educate, inspire, and empower people to join our fight to save wildlife.

By investing in economically and socially vulnerable communities at the heart of the conservation landscape we fund programmes that tackle the drivers of wildlife crime, thereby securing safe spaces for wildlife to thrive. By supporting law enforcement operations, undercover investigations, education, and strategies to alleviate poverty, we have a real impact on key people and places, as we fight to turn the tide on extinction.

DSWF also works in wildlife consumer countries to end the demand for, and trade in, wildlife products and engages in both the national and international policy arena to fight for the toughest possible protectionist policies.

Through dedication and hard work, we have influenced policy, shifted attitudes, and provided an unwavering voice for wildlife conservation for over four decades.

| For more information visit:

www.davidshepherd.org

@dswfwildlifeart

@dswfwildlife

About Us video https://www.youtube.com/watch?v=khiye_3VL_Q

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| A summary of the role

Role:	Marketing and Communications Manager.
Reports to:	Chief Operating Officer.
Direct reports:	Senior Design Exec, Senior Digital Exec, Content Creator.
Hours:	Full Time (35 hours per week).
Salary:	Up to £40,000, dependent on experience.
Location:	Hybrid, 2 days p/week (Tues & Thurs) in Shalford, Surrey, GU4 8JU
Hours:	Usual working hours 9am - 5pm, with flexibility at the start and end when required.
Lunch:	1 hour, which we encourage all employees to take.
Holiday:	25 days per annum, plus Bank Holidays and discretionary days between Christmas and New Year.
Added benefits:	Workplace pension scheme (subject to terms and conditions).
Start date:	As soon as possible post acceptance of role.

| The Job Specification

Strategy and Leadership

- Develop and implement the annual marketing and communications strategy aligned with the foundations' overall strategy, fundraising priorities, and campaign requirements.
- Lead the modernisation and guardianship of the brand, owning and evolving the brand bible and media kits, ensuring consistency across all channels and materials.
- Manage and mentor the marketing team, providing direction, support and structure, leading with confidence and clarity
- Oversee relationships with external agency/s (and freelancers/volunteers when required).
- Contribute to cross-team planning and collaborate closely with colleagues across Conservation, Fundraising, Events, Art and Education.
- Identify and nurture external partner relationships (e.g. media, corporate partners, art institutions, artists, influencers) to expand the foundation's reach.
- Work with the Senior Management Team (SMT) to advise on the setting and management of the annual marketing and communications budget.

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| The Job Specification (continued)

Campaigns and Content

- Lead on planning and delivery of brand and campaign marketing across print, digital (organic and paid social media, SEO, website, email), PR, influencer, and any other relevant media.
- Create, maintain, and help the team implement marketing plan/s encapsulating all the above.
- Oversee the production of key donor and supporter communication materials including Impact Report, Cases for Support, Annual Reports.
- Take responsibility for the publishing of annual magazine (Wildlife Matters), including planning, copy writing, guest writers, editing, managing design and printing.
- Direct the team to develop and deliver engaging and creative content tailored to the foundations' target audience/s.
- Oversee the sourcing of/designing of imagery, infographics, photos and other visual assets; ensure creative quality control.
- Sign off on all copy, for all marketing activity, being willing and able to write and edit copy as and when the need arises.
- Ensure all marketing copy and creative complies with charity code of conduct and ASA/CAP regulations.

Digital and Social

- Create and champion the digital strategy, working with the team and agency to optimise the website, grow social media followings, improve customer journeys, develop in line with AI trends and identify new digital marketing opportunities
- Oversee all email marketing, CRM segmentation, and data-informed campaign planning.

Ambassador Stewardship and Recruitment

- Steward relationships with existing ambassadors, patrons and known celebrity/influential supporters.
- Work with the Fundraising and Art and SMT teams to engage and promote activity with new celebrity/influential supporters.
- Develop and maintain an Ambassador Toolkit (media kit, sample social posts, guidelines) so ambassadors have on-brand materials.

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| The Job Specification (continued)

Monitoring and Reporting

- Track performance of campaigns and channels using analytics tools and prepare regular reports.
- Evaluate impact and apply learnings to continuously improve activity and audience reach.
- Benchmark against previous year's data and comparable organisations to set realistic targets.
- Produce reports for presentation to the Board of Trustees (c. 3 per year).

Please note that as part of a small team, the role may include occasional additional duties to help meet the charity's wider needs.

This job description is a statement of the job content agreed in September 2025. It should not be seen as precluding future changes.

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| The Person Specification

This opportunity is ideal for an experienced Marketing and Communications Manager who is dedicated, passionate, and brings energy and positivity to their work, thriving in the collaborative environment of a small, close-knit team. Whilst we are committed to diversity and celebrate individuality, there are certain skills and qualities we consider essential, along with others that are desirable, as outlined below:

Essential

- Proven experience in a similar marketing or communications role, ideally within a fundraising, conservation, arts or cultural environment.
- An understanding of the challenges facing charities and NGO's, both in the UK and globally.
- Strong brand development and campaign planning experience.
- Confident managing people, creative outputs, and agency relationships.
- Excellent copywriting, editorial, and content creation skills.
- At least a basic level of InDesign, Photoshop and Canva experience.
- Experience of Content Management Systems (CMS) and eCommerce platforms (Wordpress, WooCommerce or similar).
- Experience of eCRM marketing tools (Constant Contact, DotDigital or similar).
- Knowledge of digital marketing tools, trends, and best practice.
- Able to work cross-functionally and juggle competing priorities.
- Collaborative, empathetic, and creative approach to team and stakeholder management.

Desirable

- A passion for wildlife and conservation.
- A love for or appreciation of art and culture.
- An understanding of marketing within commercial settings.
- Experience engaging high-net-worth donor audiences.
- Familiarity with CRM platforms e.g. Raisers Edge, Beacon or similar.

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| The Application Process

To apply, please send a CV and cover letter of no more than two pages to dswf@davidshepherd.org no later than Friday 3rd October.

We value thoughtful applications that demonstrate your marketing skills. A strong covering letter, clear examples of past work and attention to detail will help you stand out. While we're not opposed to applicants using AI tools to polish language or design, we're most interested in hearing *your* voice and seeing *your* ideas shine through.

First interviews will be 30 minutes long and take place online on Tues 7th or Friday 10th October

Second interviews will be 50 minutes long and take place in person at our office in Shalford, near Guildford, on Tuesday 21st October.

Throughout the interview process, we'll want to hear about your approach to strategy, your views on where we could go next, your leadership style, and your knowledge of website development and social media best practice. We are also interested in your sense of design and aesthetics. If these aren't areas you feel confident discussing, then please consider carefully whether this role is for you.

We will let the successful candidate know by Friday 24th October.

We are committed to building a diverse and inclusive team, and we particularly encourage applications from communities and backgrounds currently not widely represented in conservation and the arts.

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