

JOB DESCRIPTION

Post title: DDL Communications Officer
Directorate: Corporate Services
Grade: 4



Main Purposes of the Post:

To develop and manage a (primarily online) public presence for the Dartmoor's Dynamic Landscapes (DDL) Partnership across a variety of platforms; including:

- DDL website/web pages
- Appropriate social media accounts for best value audience reach, these may include: X/Twitter, Facebook, Instagram, LinkedIn, YouTube, TikTok among others
- Newsletters and designed print media as required
- Developing and delivering engaging content that tells the story of what we do to our audiences, funders and other stakeholders.

To develop creative concepts; create and deliver the content for all platforms, including film and photographic. DDL is a partnership programme so collaboration is a key aim, however each Partner will lead on promotion around their own work and this role will focus on promoting partnership activities led by DNPA to achieve target levels of engagement and participation.

Liaise with Partners to understand their communication needs and stay up to date with their activities and achievements, including identifying forthcoming stories of success. Most Partners will generate their own content for individual projects so this part of the role entails capture of partnership wide stories, amplifying Partners' messages and encouraging collaboration between Partners and other stakeholders.

Duties and Responsibilities:

- 1 Develop and manage the DDL Partnership's digital communications channels, such as the website and social media; using creative ways to deliver our messages with our target audiences, including developing the use of film and imagery.
- 2 With guidance from the DNPA Communications team and DDL Delivery Board members, develop and maintain the DDL Communications Plan on behalf of the Partnership, including identification of impact stories & themes that showcase the Partnership's success.
- 3 Develop, test and review the effectiveness of communication approaches for different target audiences, including tracking of

analytics for websites and social media accounts, sharing insights with Partners and incorporating learning into the DDL Communications Plan.

- 4 Work with DNPA Communications Team, other National Parks staff and DDL Programme Manager to ensure the web Content Management System and other software related to digital communications is working effectively and that the Partnership's communication practices follow best practice guidance, DNPA/NP Policy and regulations.
- 5 Design, create and deliver a regular flow of content for all of DNPA's social media channels; engaging and working closely with our communities and stakeholders, and widening our reach. Telling the story of what we do and responding to customer queries, as required, in a timely manner.
- 6 Ensure timely liaison with the regional communications lead for The National Lottery Heritage Fund (HF) to respond to opportunities and to ensure the Partnership properly acknowledges HF funding.
- 7 To work safely, ensuring all safety procedures and other controls identified by risk assessment are complied with and incidents reported promptly and appropriately.

This job description outlines the current duties required for this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job or the level of responsibility.

July 2025

Team Structure:

'Dartmoor's Dynamic Landscapes' alongside 'Communications & Engagement'

