



JOIN THE LINE -UP

Surfers Against Sewage
Recruitment Pack
Communications Officer
Email Marketing
August 2024

WELCOME

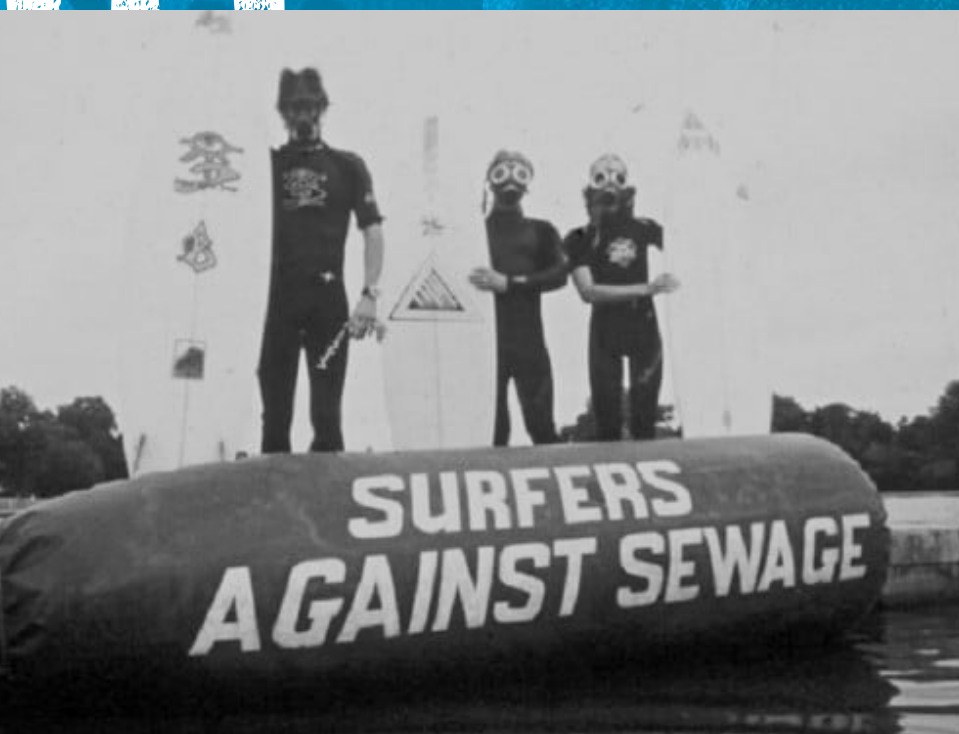


Ocean health is vital to all of us, wherever we live. The food we eat and the water we drink. The places we work and play. The weather around us. The climate we depend on. Even the air we breathe. Society has been shaped by a healthy and stable ocean. For people to continue to thrive and live life to the fullest, the ocean must thrive too. The planet is at tipping point and change is needed now.

From a handful of activists to a nationwide movement over the last 30 years, Surfers Against Sewage has grown into one of the UK's most successful marine conservation and campaigning charities. 30 years on, sewage and plastic pollution remain huge threats to a thriving ocean.

We must therefore continue to grow our impact to change the systems which create these issues by putting profit over people, and which promote short-term thinking to solve issues with long term consequences.

The heritage of our organisation is anchored in the ocean. Yet our reach and influence now permeates communities



and institutions nationwide, from a programme of school engagement, through to supporting community groups to monitor and lobby for better protection of inland bathing waters

In this decade devoted to the ocean, we will redouble our efforts and continue to mobilise and equip the biggest and most authentic community of ocean conservation campaigners and volunteers in the UK.

If this inspires you then please read on to find more about who we're looking for.



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THANK YOU FOR YOUR INTEREST IN JOINING OUR TEAM!

I joined in August and couldn't be more excited to have joined the team. We will take time to look back at the amazing things SAS has achieved in 30 years and apply this wisdom to the current global

context of environmental, social, and political challenge. Our staff, volunteers, communities, and supporters make up our Ocean Activists; this is a powerful tribe which will continue to demand change and I remain optimistic that we will achieve it.

2024 will see us deliver the final year of our Ocean Impact Plan and collectively create a 2025-30 Strategic Plan. This is an exciting time to join our team and get involved in writing the next chapter, which will see us collectively create a new 5-year strategy. We will start with our Theory of Change, underpinned by science, to channel every action of every Ocean Activist into effecting real and lasting solutions."

Giles Bristow
CEO

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JOB DESCRIPTION



Role:	Communications Officer (Email Marketing)
Salary:	£26,000 - £30,000
Reports to:	Communications Manager
Hours:	37.5 hours
Contract:	Permanent
Annual Leave:	Starting on 25 days' annual leave plus Bank Holidays

About the Role:

The Communications Officer will serve as SAS's primary lead on email marketing, making this an ideal role for a proactive communicator with outstanding copywriting skills who can also manage the technical processes required to deliver successful email campaigns.

As part of the Communications team, a central function within the charity, you will join a dynamic group of five professionals responsible for maintaining and developing the SAS brand, managing communication channels, producing and overseeing content creation, and providing cross-organisational communications support. While email marketing will be your area of expertise, you will contribute to the full range of SAS's communications activities.

This is an exciting time to join SAS as we embark on a CRM implementation project, transitioning from Campaign Monitor to Microsoft Dynamics. The successful candidate will receive support to swiftly develop, execute,

and manage email marketing campaigns on this new platform.

SAS's core campaign issues, including sewage and plastic pollution, are currently at the forefront of the political agenda. This role offers a fantastic opportunity for an ambitious communications specialist in the early stages of their career to take on significant responsibilities and make a meaningful impact on SAS's communications, helping to protect the UK's rivers, lakes, seas, and oceans.

JOB DESCRIPTION



What You'll be Doing

In this role you'll:

- Lead the development of emails for SAS's core subscriber list, both proactive and reactive
- Collaborate across the organisation to advise and support email marketing strategy and execution
- Develop, manage, and refine SAS's email automations
- Maintain and segment SAS's email subscriber list, serving as the organisation's lead for the email marketing platform (currently Campaign Monitor, transitioning to Microsoft Dynamics)
- Track, analyse, and report on email campaign metrics
- Continuously seek and implement improvements in email marketing strategies

- Work collaboratively and flexibly with colleagues within the communications team to effectively deliver the team's objectives
- Act as a brand guardian
- Respond to ad-hoc requests and undertake any other duties within the scope, spirit, and purpose of the post

Location

This role will be based at our ocean-side office in St Agnes, Cornwall, on a hybrid basis.

Our hybrid working model means you can enjoy the benefits of both office based and remote working. Reasonable adjustments as well as specific office-based needs will be considered for those with long term health conditions and disabilities.

PERSON SPECIFICATION



For this role, you'll need:

- Proven experience in delivering effective email marketing campaigns and a strong understanding of email marketing best practices
- In-depth knowledge of email marketing platforms and subscriber list management, including automations, list health, and segmentation, with the technical acumen to manage these efficiently
- A proactive mindset, eager to continually test, learn, and improve your work
- Exceptional copywriting skills, with a keen eye for design
- An understanding of the importance of inclusive communications that resonate with a diverse audience
- The ability to manage priorities effectively in a fast-paced and reactive environment
- A positive, can-do attitude, willing to take on additional duties within the scope, spirit, and purpose of the role.

EQUITY, DIVERSITY AND INCLUSION

Surfers Against Sewage
Recruitment Pack



Here at Surfers Against Sewage, we are not ones to shy away from the big topics. Equally, we are self-aware enough to realise where we have work to do.

We are setting ourselves ambitious but attainable targets and we recognise our engagement in Equity, Diversity and Inclusion needs a dedicated, organisation-wide strategy.

The impact of plastic pollution, water quality and climate change disproportionately affects marginalised communities, yet there is significantly lower representation in Ocean Activism from within these communities. We want to change that. Our aim to create Ocean Activists everywhere isn't a tag line, it's a mission.

We are all connected to the ocean, regardless of distance, age, gender, race, disability, sexual orientation or belief system. We want to help reconnect us all to the ocean, waterways, rivers, lakes and even the water we use in our homes and schools. It's all connected – let's protect it together.



And finally, even if you don't meet every single requirement and don't surf, here at SAS we are committed to building a diverse, inclusive and equitable workplace, so if you like the look of this role and even if your past experience doesn't align perfectly with everything in the job description, we would still like to hear from you with your CV and covering letter.

You may be just the right candidate!





What are the benefits of working at Surfers Against Sewage, apart from being part of an amazing, dedicated and inspiring community of people?

Flexible working hours and TOIL

We offer a flexible approach to working hours between 7:30am and 6:30pm, and we provide Time Off In Lieu when staff are required to work occasional evenings or weekends. Our contracts specify working hours, but we focus on outcomes over where, when, and how people work.

Hybrid & Home working

Our roles are specified as either Hybrid working, with a requirement to come into the office a minimum of two days a week, or homeworking, with some travel to the office on agreed days (dependent on the role).

25 days of annual leave (pro rata), increasing each January up to 28 days, plus Bank Holidays.

For the last 3 years we have also been providing 3 additional days at Christmas, and we will continue this in 2024.

Access to confidential advice on mental health and wellbeing, as part of our Employee Assistance Programme.

SAS have partnered with Health Assured who are the UK and Ireland's most trusted health and wellbeing network. Their employee benefits programme is a suite of wellbeing services, offering you and your family a structured way to work through physical or mental health issues and financial.

Membership to Head Space wellbeing.
Guided Meditation and Mindfulness

Four wellbeing days a year

Our mental health and wellbeing policy provides 4 wellbeing days a year, to use as a preventative measure.

Pension

5% (instead of statutory 3%) and will be regularly reviewed. Nest pension with ethical savings options.

Enhanced sick pay

8 weeks full pay and 8 weeks half pay

Enhanced maternity policy

Sabbatical policy

Giving the option for those with longer (>3 years) service to request sabbaticals or career breaks.

We also have an amazing office space for those based locally, overlooking the sea and with an invigorating headland walk, access to Trevaunance cove for swimming, or grab a surfboard from the rack and squeeze in a lunchtime surf. And best of all well behaved pets are allowed in the office, and we're pleased to provide never-ending Yallah Coffee for staff!

Many of the above benefits are non-contractual, and therefore can be changed without consultation. We are committed to creating an ever more progressive and open culture, and we believe the biggest benefit of working at SAS is working somewhere that you can own your impact. We are also pleased to be able to offer a bunch of other great stuff alongside!



WAVE
AND
TALK

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Hi, my name is Jacey and I am the Data and Insights Manager here at SAS.

I have worked for SAS for some time and have observed how the organisation has grown, and developed a great ethos on taking care of their staff and providing as much flexibility as they can and understanding.

I, myself have taken a couple of wellbeing days this year which have proved invaluable, allowing me to recharge and decompress at a time I really needed to.

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I'm Henry, the Policy and Advocacy Manager here at

SAS leading our political, policy and research work at SAS.

I am often out and about around the country, petitioning parliament and attending events and the SAS Time off in Lieu Policy means that I can take my time back and recharge my batteries so I can continue to fight for our oceans.

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I'm a hybrid worker, so I really enjoy the flexibility of working from home and the days in the office with the ocean view. There's a fantastic focus on employee wellbeing with flexi hours, hybrid working, wellbeing days, the addition of annual leave days with each year worked at SAS, and even a sabbatical policy that's recently been introduced.

My role feels rewarding in the sense that the skills I've been employed for are valued and trusted to deliver on the role. There's a great culture of 360 feedback being welcomed at SAS too which always makes you feel like you have a voice.

Sophie, SAS'





The ever-growing SAS community believes in staying connected with the ocean. To strengthen this bond, we live by six core values, that matter deep down, to us all.

01. COMMUNITY

We are a community of staff, volunteers, and ocean activists. We make sure we look after our community by nurturing and supporting, treating each other as humans: With compassion, kindness and care.

02. PURPOSEFUL

We're serious, experienced, rigorous, determined and dedicated. We know the impact of people power and how our actions on the ground, and at the top, make a difference.

03. OPEN

We're passionate, down to earth campaigners with a deep, unrelenting love of the ocean. We believe in building diverse, inclusive and active communities.

04. AUTHENTIC

We're human, doing our best for the ocean that we all love and rely on. When we don't get things right, we learn from it. We believe in authenticity. You can't fake trust.

05. DYNAMIC

We're active, energetic doers. From the beachfront to the frontbench, we bring people together, empowering them to get stuck in and make real change happen.

06. DARING

We're creative risk-takers, willing to disrupt the status quo and show how being different makes a difference. We have edge and energy that we put to use, pushing back against norms and pushing forward a counterview of what's possible for our planet.

TEAM CHARTER

When you start at SAS, you will be provided with our Handbook and Team Charter, which we collectively created to set out expected behaviours and ways of working; a manifestation of our values.



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How to Apply

Please submit your CV and cover letter explaining how your skills and experience meet the requirements of the role to **recruitment@sas.org.uk**

You should receive an automatic email response after submitting your application. If you fail to receive this confirmation from us, please email **recruitment@sas.org.uk** or call us on 01872 553001.

Closing Date: 29 September 2024
Midnight Sunday

Interview Date: 07 October 2024
Week Commencing

We will work with you to accommodate any reasonable interview adjustments.

