



## Save the Rhino International: Communications and Marketing Lead

### 1. Brief job description

**Role:** Communications and Marketing Lead

**Salary:** In the region of £41,000 - £51,000 dependent upon qualifications and experience

**Holiday allowance:** 25 days *per annum*, plus UK bank holidays

**Contract type:** Permanent

**Probation period:** Six months

**Hours of work:** Core hours are between 10am and 4pm. You will work 7 hours per day (excluding a lunch break) 5 days per week. Start / end times can be flexible, so long as the core hours are worked (or a variation in agreement with your line manager)

**Location:** Save the Rhino International supports a hybrid work model. For this role, it is anticipated that you will work a minimum of three days a week from our office (Unit 3, Coach House Mews, 217 Long Lane, London, SE1 4PR). Further flexibility can be discussed with your line manager.

**Line Manager:** CEO

**Start date:** As soon as possible

**Application closing date:** 23:59 (BST) on 25 August 2025

We reserve the right to close this vacancy early if we receive sufficient applications for the role.

### 2. About Save the Rhino International – leading the charge!

At Save the Rhino International, we believe rhinos are magnificent, in themselves and as champions of the incredible wild landscapes in which they live. And they are endangered. To thrive, both rhinos and people need a world that is healthy, diverse and resilient.

We connect people striving to conserve rhinos and their habitats with people who want to support that vital work, and we contribute our own knowledge and skills to the conservation effort. Every day we work with a wonderful community of passionate friends, partners and supporters, to ensure that all five species of rhinos thrive in the wild.

Our core values, on which we will never compromise, are Integrity, Collaboration and Determination. We express those values through how we behave and talk to the world – who we are: Friendly, Knowledgeable and Passionate.

Save the Rhino International was established as a UK-registered charity in 1994. In the financial year ending 31 March 2025, we raised £3.4 million in support of our conservation partners in Africa and Asia.

### 3. About the Role

We're looking for a strategic, innovative and proactive Communications and Marketing Lead to drive forward Save the Rhino's communications across all touch points, delivering our ambitious five-year strategy. As a member of the Senior Management Team, this role is key to shaping our public voice, strengthening our organisation's brand and driving greater awareness and engagement with rhino conservation.

This is a broad and influential role for an experienced communications and marketing professional to amplify our core conservation messaging alongside our fundraising campaigns. You will bring clear

tactical vision and a deep understanding of how targeted communications can advance organisational reputation, support conservation goals and engage diverse audiences.

You'll oversee all aspects of external communications including messaging, media, PR, digital, campaigns and brand. With a talent for storytelling and an eye for detail, you'll be confident and experienced in turning complex information into accessible, compelling content. From writing press releases on the latest rhino news, to supporting successful fundraising campaigns, this role is ideal for someone who excels in strategic thinking as well as hands-on delivery. You will work closely with colleagues across departments as well as external agencies, building strong relationships and ensuring our messaging is clear, consistent and aligned with our values.

Save the Rhino International is a small and friendly organisation with big ambitions. Every day, we strive to achieve our vision of all five rhino species thriving in the wild. We have an informal, genuine and supportive atmosphere, whilst expecting high professional standards of all our staff. All members of our team are required to support the work of each other: enthusiasm, flexibility, and a willingness to pull together when required are essential.

#### **4. Key Responsibilities**

##### **Communications**

- Lead on the development and implementation of all communications messaging and materials, in line with organisational core values and strategic vision
- Support creation and production of advocacy materials relating to key rhino conservation issues as appropriate
- Work with the Programmes Team to produce materials for impact reporting including blogs and articles for use online and within the charity's Annual Report
- Develop a programme of regular webinars with the CEO, addressing timely and interesting rhino topics to engage and grow Save the Rhino's online audience
- Prepare and create content Save the Rhino's annual magazine, The Horn
- Monitor and report on key metrics across all communications channels and content, using data insights to support and/or adapt future plans

##### **Media**

- Prepare press communications plans around key events and rhino news, using core narratives and accessible language across diverse audiences and channels
- Create and implement crisis communication plans, ensuring timely and appropriate responses to reputational risks or urgent events

##### **Brand**

- Work with the CEO and the Communications and Marketing Team to produce materials to communicate new organisational strategy
- Ensure all Save the Rhino communications material maintains a consistent brand and house style, managing and updating brand guidelines and templates, for use by the internal team and external partners

##### **Marketing**

- Manage all aspects of Save the Rhino's website (WordPress), including general updates to content, SEO, e-commerce integrations and user experience development, supported by an external web agency
- Lead the Marketing and Communications Team to work in partnership with the Fundraising Team on the development of regular fundraising material and appeals, reviewing messaging, audience segmentation and asset creation
- Oversee all email and social media marketing, with a particular emphasis on video content for social channels to grow platforms and engage new audiences

- Oversee Save the Rhino's Marketing Cloud software, leading on data segmentation, fundraising supporter journey development, and strategic audience development, tailoring content to deepen engagement

#### **Operations and governance**

- Line management, supporting day-to-day tasks and career development
- Develop and deliver on organisational-wide strategy and management duties, as part of the Senior Management Team, preparing quarterly updates for the Board
- Lead periodic reviews of the communications and marketing strategy, using data insights to refine approaches
- Manage the marketing and communications budget, tracking income and expenditure and creating annual budgets in line with strategic objectives

### **5. Person specification**

#### *Essential Skills and Experience*

##### **Communications**

- Demonstrated success in developing and delivering impactful communications and marketing strategies across a range of channels, using storytelling to present complex or technical information in a clear and engaging way
- Expertise in inclusive, accessible, and ethical communications practices, ensuring content is respectful, representative, and effectively engages diverse audiences

##### **Media**

- Experience preparing and delivering strategic press and crisis communication plans, crafting clear, audience-tailored messaging to promote organisational and values with media

##### **Brand**

- Strong experience in brand management, ensuring consistent messaging and visual identity across digital, print, and PR materials

##### **Marketing**

- Proven ability to manage engaging digital content, including social media, video, blogs, and email campaigns, with experiences in email marketing platforms, CRM systems, and CMS tools
- Good design sense and visual communication skills to elevate content with audiences
- Confident in using data and performance metrics to inform decisions and improve outcomes
- Innovative and creative approach, with awareness of current trends in digital marketing, media and the charity communications landscape

##### **Operations and governance**

- Experience managing budgets and preparing reports for senior leadership or trustees
- Experience leading and supporting team members, including setting objectives and fostering professional development
- A collaborative and approachable working style, with the ability to build strong relationships across internal and external teams
- Highly organised, with the ability to manage multiple projects and deadlines simultaneously
- Excellent written and verbal communication skills, with the ability to adapt messaging for diverse audiences and platforms
- Alignment with Save the Rhino's values and mission

#### *Desirable Skills and Experience*

- Experience working within the charity or non-profit sector
- Familiarity with crisis communications, including securing media coverage or managing sensitive press engagement
- Experience in impact reporting and communicating metrics to measure technical progress
- Understanding of environmental or conservation-related communications
- Knowledge of data protection regulations (such as GDPR) and ethical marketing principles

- Experience using Salesforce and Marketing Cloud
- Familiarity with WordPress CMS

## 6. Application process

All applications need to be received by midnight (GMT) on 25 August 2025 Applications should be sent by email to [recruitment@savetherhino.org](mailto:recruitment@savetherhino.org) with “Communications and Marketing Lead” in the subject line. Please do not call the Save the Rhino office to discuss the application process.

Applicants should submit:

- A cover letter (PDF, no more than 2 pages), which should clearly explain why you want this position and demonstrate why you believe you are the best fit for the role. Please also include your contact details: email address and mobile phone number
- A CV (PDF, no more than 2 pages), which should demonstrate the skills, aptitude, and experience outlined in the person specification
- Details of 2 referees (name, address, telephone number, email, nature of relationship). Referees will only be contacted once a conditional job offer has been made

Failure to provide the information as specified above will result in immediate disqualification from the application process. Short-listed applicants will be invited for a first round interview (online) during the week commencing 1 September 2025 and an in-person second round interview on 9 September 2025.

We have a legal responsibility to ensure all employees have the right to work in the UK. Candidates will be asked to prove this before commencing employment.

We particularly welcome applications from candidates from diverse ethnic backgrounds, which are currently under-represented within the organisation.

Please note that due to pressure on staff time, applicants not shortlisted for interview will not receive a reply. If you have not heard from us by 29 August 2025, you should assume that you have not been selected for interview.

Thank you very much for your interest in this role. We look forward to receiving your application.

## 7. Protecting your data

Save the Rhino takes your data protection seriously. Our full privacy policy for recruitment can be found on our website: <https://www.savetherhino.org/privacy-policy/>