

## **Director of Communications**

This is an unusual opportunity to help mould the future of one of the UK's most dynamically developing zoological charities, working in a pleasant rural context in the heart of England.

Twycross Zoo is a successful charitable trust and our vision is to care for our earth's animals and environments through conservation, communication and integrity.

This exciting new post, looking for a person possessed of exceptional energy and drive, is to oversee all aspects of the Zoo's communications needs, particularly focusing on marketing the Zoo to both the visiting public and the external decision making community and also ensuring coordinated and effective internal communication.

Managing and developing the existing overall branding and communications strategies, you will lead the Marketing and PR team in articulating a nationally and internationally unique identity for the Zoo. You will also optimise the Zoo's external funding and ensure applications are made for grants and corporate support, as appropriate.

You will have a firm understanding of, and sympathy towards, the mission and aims of the Zoo: a clear ability to see past the Zoo's immediate identity as a leisure attraction and through to its overriding conservation mission. You are confident, personable and with social skills sufficient to represent the Zoo at the highest level and to act as host in a variety of contexts. Demonstrating your excellent abilities in branding, marketing mix, PR and media, you will be a champion of both cutting edge technology and creative thinking.

For more information visit [www.twycrosszoo.org/perm\\_jobs.htm](http://www.twycrosszoo.org/perm_jobs.htm)

Please send your CV with a covering letter specifying your current package to [recruitment@twycrosszoo.org](mailto:recruitment@twycrosszoo.org) or post to Human Resources Department, Twycross Zoo, Atherstone, Warwickshire CV9 3PX.