



Job Specification: Digital Communications Executive

Context of the role

At Open Planet, we believe storytelling has the power to change the world. We're on a mission to scale-up communications about our changing planet and shape new narratives for our future, by democratising world-class content for storytellers everywhere.

We're filming and gathering footage of the major problems and solutions, making this high-quality content freely available through our trusted, open-source [library](#), and building strategic partnerships for positive change. Created by world-leading filmmakers and scientists, Open Planet has fast-become a cornerstone of the climate and nature community.

Our diverse audiences range from content creators and changemakers, to international NGOs, multi-lateral organisations, educators, and scientists. As a digital library, it's vital our online presence inspires and engages target audiences to effectively and confidently tell their stories.

Job purpose

As Digital Communications Executive, you will play a key role in developing and managing our digital channels, focusing on producing creative content for social media, web, and email marketing, and supporting our global storytelling community to use our library. You will also help us to track and monitor our impact across channels, embedding an audience-first approach into all areas of our work.

As a global organisation with ambitious plans for growth, you'll be part of a small but agile core team working to drive positive change for our planet. This role is ideal for a motivated self-starter who is passionate about storytelling and can work both independently and as part of a team.

Location: UK, option to work remotely or in our Bristol office (travel to London/Bristol may be required)

Contract type: Full-time, fixed term (6 months, with potential to extend)

Contractual hours: 35hrs per week

Salary: £27,000 - £30,000 per annum

Application closing date: Wednesday 3rd September 2025

Preferred start date: Monday 27th October 2025

Key responsibilities

› Digital communications & content creation

- Work with the Head of Communications & Content to shape our strategy and content planner.
- Produce engaging, on-brand video content and copy for social media platforms (primarily Instagram, LinkedIn & YouTube), ensuring consistency with our brand voice and objectives.
- Proactively identify and suggest ways to optimise our digital channels for engagement.
- Develop and maintain website content, ensuring accuracy, relevance, and SEO optimisation.
- Create and execute email marketing campaigns, including drafting content, designing templates, and managing distribution lists.

› Community & partner engagement

- Monitor shared email inboxes and DMs across platforms and provide accurate, timely responses and engagement.
- Identify and outreach to prospective collaborators, content creators and users of our library, helping to grow and diversify storytelling.
- Support the delivery of key partnership communications and content.

› Communications coordination & support

- Assist the creation of communications materials and content to support key partnerships, fundraising, events, and other opportunities.
- Work closely with the editorial and logging team to surface the new and relevant content.
- Provide brand support and guidance to internal and external stakeholders.

› Analytics & reporting

- Monitor traffic and engagement across channels.
- Support with surveying and outreach to our community of partners and users, helping to understand audience needs and their experience of using our library.
- Identify trends and insights from data to help inform strategic priorities and opportunities to enhance our digital impact.
- Support with regular impact reporting to key stakeholders, partners and external audiences.

Skills and competencies

- Proficiency in video editing, content creation and community management for social media.
- Experience in using content management systems and email marketing platforms (e.g. WordPress and Mailchimp).
- Familiarity with analytical tools (e.g. Google Analytics) and basic knowledge of SEO principles.
- Strong written and verbal communication skills, with a meticulous eye for detail.
- Creative mindset and ability to generate fresh, engaging ideas.
- Proactive team player with the ability to prioritise, multi-task and adapt to a range of projects.
- Experience with graphic design tools (e.g. Canva, Adobe Suite) is a plus.
- Passion for environmental issues, storytelling and filmmaking.

Working environment

This role reports into the Head of Communications and Content and has no line management responsibilities.

Benefits include:

- 28 days holiday per annum, plus bank holidays and a day off on your birthday.
- Workplace pension scheme with NEST with 3% employer contribution.
- Flexible working package available depending on the requirements of the successful applicant.

Please note, the core functions of Open Planet take place on a UK timezone and require occasional in-person meetings in London and Bristol. As such all applicants must be UK-based with the right to work. You can choose to work remotely or based out of our Bristol office.

We are an inclusive employer and particularly welcome applicants from diverse backgrounds and under-represented groups.

About Open Planet

Open Planet is an independent, non-profit Community Interest Company and member of the UN SDG Media Compact. Launched in 2023, our award-winning library features over 14,000 cinematic, scientifically accurate clips of the major challenges and solutions linked to climate, nature and humanity. Free for education and impact use, it enables everyone to tell stories that can inspire change and accelerate action on the planetary crisis. Read our [2024 Impact Report](#).

The Open Planet Group also comprises [Open Planet Studios](#), an award-winning impact production team delivering groundbreaking content for change - from landmark feature films and documentaries, to short-form content for decision-making forums and immersive experiences.

To apply, please submit your CV and short responses to the following (maximum 300 words per response):

- 1. What campaign or project have you delivered that you feel best showcases your suitability for this role? Please summarise the goals of the project, its impact, and how you contributed to its success.**
- 2. Please share an example of visual storytelling that has inspired you, and why you feel it is particularly impactful. This could be a film, documentary or social media content.**

Please send your application via email to enquiries@openplanet.org by 23:00 (11pm) BST on 3rd September 2025, with the subject line 'Digital Communications Executive Application'.