



The
Wildlife
Trusts



Ymddiriedolaethau Natur
Cymru
Wildlife Trusts
Wales



POLICY AND ADVOCACY MANAGER (WALES) **RECRUITMENT PACK**

Salary: up to £40,000 per annum

Location: Hybrid working with regular travel to other places of work including Wales

Full-Time - 35 hours per week

Permanent contract

About us

Wildlife Trusts Wales (WTW) represents the five Wildlife Trusts in Wales – Gwent, Montgomeryshire, North Wales, Radnorshire and South and West Wales working together in partnership to achieve common aims. The Wildlife Trusts in Wales collectively speak on behalf of more than 34,000 members and manage over 200 nature reserves, covering more than 8,000 hectares of prime wildlife habitat, from rugged coastline to urban wildlife havens. The Wildlife Trusts in Wales seeks a world where nature is in recovery with abundant, diverse wildlife. We believe that nature plays a central role in helping to address local and global problems and speak with a bold voice for nature and wild places on land and at sea.

The Royal Society of Wildlife Trusts (RSWT) is the central charity which supports the federation of 46 independent Wildlife Trusts working for nature's recovery across the UK, Alderney and the Isle of Man. The Wildlife Trust's vision is of a thriving natural world, with abundant wildlife and healthy natural habitats playing a valued role in addressing the climate and ecological emergencies, and everyone is inspired to take action for nature's recovery.

The Wildlife Trusts are a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. We have more than 944,000 members, over 38,000 volunteers, 3,600 staff and 600 trustees. There are 46 individual Wildlife Trusts, each of which is a place-based independent charity with its own legal identity, formed by groups of people getting together and working with others to make a positive difference to wildlife and future generations, starting where they live and work.

About us

Every Wildlife Trust is part of The Wildlife Trusts federation and a corporate member of the Royal Society of Wildlife Trusts, a registered charity in its own right [founded in 1912](#) and one of the founding members of IUCN – the International Union for the Conservation of Nature. Taken together this federation of 47 charities is known as The Wildlife Trusts.

The next few years will be critical in determining what kind of world we all live in. We need to urgently reverse the loss of wildlife and put nature into recovery at scale if we are to prevent climate and ecological disaster. We recognise that this will require big, bold changes in the way The Wildlife Trusts work, not least in how we mobilise others and support them to organise within their own communities.



About you

We are looking for a highly motivated individual to work in an experienced team seeking to recover nature in Wales. We are looking for an individual with experience in political advocacy and influence. With a passion for nature and an entrepreneurial spirit to support the work of the Wildlife Trusts in Wales.

The world of nature conservation is changing, in the face of the nature and climate crises no longer is it sufficient to maintain or simply enhance existing habitats instead we must look to restore nature at scale and at pace. To meet this challenge, we need to ensure that legislation recognises the nature crisis and seeks urgent interventions. This post will work alongside the Wildlife Trusts Wales team to seek action from key partners including the Welsh Government, Senior Civil Servants, businesses leaders and decision-makers to support nature recovery and improve the resilience of the Wildlife Trusts movement in Wales.

By working with the Welsh Wildlife Trusts and the wider movement of 46 UK Wildlife Trusts the post will bring innovative and forward thinking to develop the collective thinking to accelerate nature's recovery. Wildlife Trusts Wales is already a respected partner with excellent links to the Welsh Government and key partners. The post will develop these relationships with local Wildlife Trusts to position and promote our work to enable greater impact.

About you

You will need to understand the political, economic and social context that the Welsh and UK nature conservation sector operates within. With that understanding, you will be able to use your direct experience of political advocacy and influencing as well as facilitation skills to help the Wildlife Trusts in Wales combat the nature crisis.

You will be highly organised – prioritising time and workload effectively. You will be able to utilise ICT efficiently and effectively. Your personable approach will enable you to work with all, building collaborations and partnerships across Wildlife Trusts and with many different stakeholders.

Your knowledge of nature restoration and future trends together with relevant environmental legislation and policy will make you a key advocate in the Welsh environment sector. You will showcase how the Wildlife Trusts speak with a bold and confident voice for nature and in doing so inspire partners and individuals to take meaningful action for nature.

The Wildlife Trusts value passion, respect, trust, integrity, pragmatic activism and strength in diversity. Whilst we are passionate in promoting our aims, we are not judgmental and are inclusive. We particularly encourage applications from people who are underrepresented within our sector, including people from minority backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.





About you

RSWT take our Safeguarding responsibilities extremely seriously. Please click [here](#) to read our commitment statement. The Royal Society of Wildlife Trusts is committed to safeguarding and promoting the welfare of children and adults at risk. For applicable roles, applicants must be willing to undergo checks with past employers and Disclosure and Barring Service checks at the eligible level.

As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

RSWT are committed to increasing the diversity of its staff through its Levelling the Field recruitment pledge and will put any ethnic minority applicants that meet all the essential criteria for the post through to the next stage of recruitment.

Please be aware we may not accept applications if we have reason to believe they have been wholly produced using generative AI tools.



Job Description

Overall Purpose

- Position The Wildlife Trusts in Wales as key instigators and leaders of change
- Inspire colleagues by developing working relationships with local Wildlife Trusts on political advocacy opportunities.
- Build a greater awareness among the public, decision-makers and businesses for the urgent need for change to combat the nature and climate crisis.

Main Responsibilities

Position The Wildlife Trusts in Wales as key instigators and leaders of change

- Maintain existing relationships and develop new connections with key influencers including Senedd Members, Senior Civil Servants, Wildlife Trust colleagues and stakeholder representatives.
- Develop and lead a programme of advocacy to press for strong legislation to drive a rapid move towards nature's recovery. This will include a range of approaches such as evidence-based briefings, publications and Senedd events.
- Influence the relevant policies of other organisations, government policy and legislation.
- Represent the organisation at meetings and maintain the reputation of the organisation through potentially difficult and demanding negotiations.
- Represent The Wildlife Trusts on relevant working groups and sub-groups, and form partnerships to maximise influence over key issues. You will be expected to deputise for the WTW Director when needed.
- Work creatively to promote the profile of The Wildlife Trusts' nature recovery work by developing external messaging in conjunction with colleagues.
- Act as an ambassador and spokesperson for Wildlife Trusts Wales on nature's recovery. The role requires regular, media work, including interviews on national radio and TV.



Job Description - Main responsibilities

Inspire colleagues by developing working relationships with local Wildlife Trusts on political advocacy opportunities

- Build awareness and knowledge of policy and related issues with Welsh Wildlife Trusts by ensuring the production of information materials, updates and briefings and by providing advice, webinars and workshops.
- Establish an active community of practice around key advocacy areas and promote and facilitate the flow of information and exchange of views around Wildlife Trusts in Wales.
- Consult with internal colleagues, partners and other experts to ensure the development of evidence-based policies informed by an appropriate range of views.
- Engage with individual Wildlife Trusts and other organisations to identify, collate and promote case studies relating to nature recovery and seek media opportunities to promote these.
- Coordinate and facilitate the development of evidence-based policy and related activity with Wildlife Trust colleagues.

Build a greater awareness among the public, decision-makers and businesses for the urgent need for change to combat the nature and climate crisis

- Develop and lead a programme of advocacy to press for strong legislation to drive a rapid move towards nature's recovery. This will include a range of approaches such as evidence-based briefings, tracking policy, consultation responses, meetings and Senedd events.
- Seek and develop opportunities to champion nature's recovery at a high level with external audiences including the Welsh Government, partner organisations and representatives of farming and landowning communities.
- Produce influential guidance materials on key policy areas including farming, land use and related terrestrial issues to internal and external audiences.

Job Description - Main responsibilities

- Develop new innovative and creative ways of developing working relationships with Members of the Senedd and their staff to influence Senedd debates, consultations and committee inquiries.
- Collaborate with colleagues to develop and deliver high-profile political campaigns in support of our advocacy, to demonstrate strong support for action.
- With colleagues create more awareness of the potential of green finance to enable nature's recovery.

For the organisation to work effectively you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.

All staff are ambassadors for the organisation both internally and externally and are expected to act in a professional manner at all times. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.



Person Specification

Essential:

Personal Qualities

- Diplomatic in approach with an ability to work with a wide range of partners from different sectors.
- Highly motivated and professional with high standards of work.

Key Competencies:

- Effective and influential in high-level liaison with decision-makers including colleagues, civil servants, and partners.
- Networking and relationship building with a wide range of stakeholders including civil servants, land managers, funders and businesses.
- Confident and inspiring when communicating policy information to the public and media, including giving media interviews and participating in panel discussions.

Experience:

- Substantial experience of working on strategic nature issues at both national and local levels.
- Developing nature conservation policy and advocacy materials.

Knowledge and Skills:

- Deep understanding of nature conservation issues, and nature restoration approaches including future trends.
- Negotiating, influencing and managing conflict.



Person Specification

Desirable:

Personal Qualities

- Working collaboratively, facilitating conversation and constructive challenge to reach a consensus.
- Challenging the way things have always been done, providing alternatives and demonstrating what is possible in order to achieve change.

Key Competencies:

- Planning, writing and presenting documents for publication.

Experience:

- Working with public and voluntary sector organisations including environmental NGOs.
- Developing and delivering successful advocacy programs using a variety of channels to achieve change.

Knowledge and Skills:

- Excellent written communication skills with the ability to craft clear, concise, jargon-free and inspiring communications. eep understanding of nature conservation issues.
- An understanding of Welsh culture and language.



Additional benefits of working for The Wildlife Trusts

- Private medical insurance
- Electric vehicle salary sacrifice scheme
- 26 days holiday per year plus 8 bank holidays
- 4 Concessionary Days
- Non-contributory Life Assurance Scheme
- Generous pension contribution
- Charity worker discount
- Employee Assistance Programme

Closing date for applications: 3 August 2025

First Interview: 13 August 2025

Second Interview: 19 August 2025

