



The
Wildlife
Trusts

Community and Communications lead (Temperate Rainforest)

RECRUITMENT PACK

Salary: up to £32,445

Location: Home working, with regular travel across Wales and some wider UK travel

Full time (35 hours per week)

Contract type: Fixed Term to 31 August 2030

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About Us

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.

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

Are you passionate about nature's recovery across the UK and telling this story to inspire others? Do you believe that community voices are central to nature's recovery? Then this may be the role for you.

As the twin nature and climate crises continue to accelerate, communities are already feeling the effects of increased flooding, drought and soil loss. At the same time, nature disconnectedness is causing many people to feel powerless to act. This role seeks to redress that balance, by telling the stories of nature recovery from those that it is affecting directly. To give a voice to local communities and amplify these messages in ways that inspire others to take action be that through direct action, policy making, funding or wider support.

The Temperate Rainforest Restoration Programme is a £38.9 million, 100-year programme working in a long-term partnership with Aviva. Native to the British Isles, temperate rainforest is an incredibly rare and biodiverse habitat, rarer even, than its tropical counterpart. This programme is going beyond traditional habitat restoration and creating new rainforests on eligible sites across the bioclimatic envelope (the area along our Atlantic coastline with the specific conditions needed for rainforest to thrive).

This post will work across teams within The Wildlife Trusts' to tell the story of this restoration and promote the importance of temperate rainforests based on connecting with people and telling their first-hand accounts of the work of Wildlife Trusts along the west of the UK, with a particular focus on Wales. This role will need to relay stories of how nature restoration benefits communities helping them adapt to our changing climate. Your work will give a voice to living memories of the land but also look ahead, effectively and compassionately communicating the need for a just transition to create more resilient landscapes that benefit future generations.



About You

You are a passionate science communicator with a demonstrable ability to inspire action in others for nature's recovery. Your strong communications skills include the ability to create clear, audience-specific messaging and use digital tools to engage and connect with people wherever they are. You can build coherent narratives so that stories gather momentum over time and balance personal storytelling with the need to maintain brand consistency. Your outgoing and collaborative working style also makes you comfortable engaging with people face to face, going to meet people where they are and using these relationships to share real-world stories which foster a sense of shared ownership of content produced.

Experience of working in rural or farming contexts is beneficial, particularly in terms of Welsh culture and while knowledge of UK nature conservation, particularly woodlands, is helpful, it is not essential. What matters most is your ability to build rapport quickly and tell stories with conviction whoever the audience.

The Wildlife Trusts value passion, respect, trust, integrity, pragmatic activism and strength in diversity. Whilst we are passionate about promoting our aims, we are inclusive, not judgemental. We particularly encourage applications from underrepresented people 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.

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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. RSWT take our Safeguarding responsibilities extremely seriously. Please click [here](#) to read our commitment statement.

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 diversity of its staff through its Levelling the field recruitment pledge and will offer an interview to any ethnic minority applicants that meets all the essential criteria for the post.

Please do not use artificial intelligence tools to assist you to complete the application form. We may not accept applications that have been completed utilising AI tools.



Job Description – Overall Purpose of the job

- Create an overarching narrative of rainforest recovery for the programme that inspires action and support, tailored to relevant audiences.
- Develop ongoing communications assets in a wide range of media that can help tell this narrative across a suite of digital and physical spaces.
- Collect first-hand accounts from those people the programme is reaching and package and amplify these stories.
- Use solid data from both the programme and suitable external sources to develop stories that demonstrate measurable impact.
- Work with local Wildlife Trusts to enable the telling of these stories in locally relevant and impactful ways.
- Ensure consistent messaging and alignment with the overall Temperate Rainforest Programme goals.

Job Description – Main responsibilities

You will be working as part of an inter-disciplinary UK Temperate rainforests programme team in the Royal Society of Wildlife Trusts. The team includes members of the senior leadership team, a Programme Manager, Programme Coordinator, a Carbon & Research Manager, a Celtic Rainforest Creation Manager and a Monitoring Officer. The postholder will be line managed through Wildlife Trusts Wales, and you will be part of our small but fantastic team which covers all our work across Wales. As well as working through the programme you will have opportunities for training, career development and team building days through Wildlife Trusts Wales and the Rainforest Programme Team

Partnership and Community Engagement

Work collaboratively with the fourteen Wildlife Trusts involved in the programme to shape locally relevant rainforest communications, with a particular focus on Wales and Welsh cultural identity linked to Celtic rainforests.

- ◻ Establish and maintain relationships with Wildlife Trusts, and the communities they are working with to gain a deep understanding of the feeling around existing and newly developing rainforest sites.
- ◻ Capture feedback, stories, and case studies by attending (and occasionally hosting) events, volunteer tasks and through one-on-one interviews to build the stories of community involvement.
- ◻ Develop clear narratives and supporting materials (digital and physical including videos, blogs, social media posts, leaflets, reports, banners etc.) working with The Wildlife Trusts' communications team to communicate how local people and stakeholders can actively participate in rainforest restoration and management and identify suitable channels for promotion.

Job Description – Main responsibilities

Act as a Spokesperson and Storyteller for Rainforest Communications

- Serve as a visible and authentic spokesperson for rainforest communications, developing a distinctive personal style to bring stories to life through written and video content.
- Conduct on-camera interviews and produce engaging social media content – for example, a YouTube series – to showcase the stories and impact of rainforest restoration.
- Identify and support other spokespeople who can contribute to and strengthen the rainforest narrative in external media.
- Create impactful stories that resonate with key audiences, including corporate partners, funders, rural communities, policymakers, and Wildlife Trust members.

Programme Development & Delivery

- Work collaboratively across RSWT and Wildlife Trusts Wales teams – including communications, communities, and evidence – to achieve shared programme goals.
- Share insights and learning from community engagement to inform continuous improvement and programme development.
- Coordinate events, outreach, and communications activities that build public and political support for rainforest recovery.
- Support reporting and evaluation processes, gathering and presenting evidence for funders and project steering groups.
- Champion and integrate the use of the Welsh language across engagement and communications activities.
- Manage budgets effectively within delegated authority, ensuring value for money and quality in commissioned services and materials.

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 expected to always act in a professional manner. 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.

Essential

- Personal Qualities

- **Demonstrated ability to build trust and rapport across diverse communities and stakeholder groups:** Builds positive relationships through empathy, active listening, and consistent follow-up
- **Proven adaptability and resilience:** Adjusts approach quickly, remains solution-focused, and models calm professionalism Flexible and adaptable to changing priorities
- **Proven confidence in engaging with individuals, community groups, and stakeholders:** demonstrated through leading or contributing to engagement activities such as meetings, workshops, or community events. Confident engaging with individuals, community groups, and stakeholders
- **Strong commitment to equity, diversity, and inclusion:** Actively seeks diverse perspectives and ensures representation in storytelling and engagement

- Key Competencies:

- Strong listening skills to understand community priorities and motivations
- **Excellent written, verbal, and digital communication skills:** Adapts tone, style, and medium to suit purpose and audience, ensuring messages are clear, persuasive, and aligned with organisational values
- **Fully fluent in the use of digital tools and platforms** to plan, deliver, and measure communications and engagement
- **Proficient in the use of design and video-editing software** Produces visually consistent and high-quality outputs that align with brand standards and engage target audiences effectively
- **Demonstrated ability to coordinate projects or events, managing concurrent workstreams or initiatives to successful delivery.** Plans systematically, monitors progress and adjusts timelines or resources to meet deadlines without compromising quality.
- **Proven ability to respond quickly and effectively to challenges:** Assesses situations calmly, makes informed decisions, and maintains focus on achieving positive outcomes under pressure.



Person Specification

Essential

- Experience:
 - **Proven ability to communicate scientific or technical information in accessible and engaging ways:** Communicates scientific and technical information clearly, translating evidence into accessible messages that encourage engagement
- Knowledge and skills:
 - **Confident and credible public speaker:** Communicates with authenticity, enthusiasm, and clarity, adapting tone and style to engage diverse audiences
 - **Full UK Driving Licence**
 - **Demonstrated ability to work independently and as part of multi-disciplinary teams:** Shares knowledge openly, supports colleagues, and balances autonomy with collective accountability
 - **Highly organised and solutions-focused, with the ability to manage multiple concurrent deadlines while maintaining quality and attention to detail:** Prioritises effectively, anticipates challenges before they escalate, and delivers consistent, accurate outcomes under pressure
 - **Excellent knowledge of rural Welsh communities and cultural context:** Applies cultural awareness and sensitivity to communication, partnership working, and local engagement



Person Specification

Desirable

- Personal Qualities
 - Ambition to secure a better future for the economy, people and nature
- Experience
 - **Solid experience conducting interviews or gathering insights from members of the public:** Recognises core motivations and builds rapport quickly to gain deep insights from interviewees. Experience working in or with the charity or voluntary sector
 - **Some experience working in or alongside the charity or voluntary sector:** Understands sector values and applies collaborative approaches to achieve shared goals with partners and volunteers
 - **Solid experience working with media outlets:** Develops strategic messaging that aligns with organisational objectives, nurtures long-term relationships with journalists and editors, and represents the organisation with credibility and influence in public communications
 - **Proven ability to plan and manage public events or community initiatives:** Ensures inclusive participation, clear logistics, and meaningful engagement outcomes for attendees
- Knowledge and skills:
 - **Good understanding of land management, woodland ecology, or nature recovery practices:** Applies ecological understanding to shape accurate, engaging, and evidence-based communications. Ability to communicate in Welsh (or willingness to learn
 - **Ability to communicate in Welsh (or willingness to learn):** Shows respect for linguistic inclusion and integrates Welsh language use into public-facing materials where appropriate

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: 17th November 2025

First interview: 20th November 2025

Second interview: 24th November 2025

