



The
Wildlife
Trusts

Project Communications Officer (Rothbury Estate)

RECRUITMENT PACK

Salary: up to £29,000 per annum

Location: Home working with frequent travel to Rothbury and
Newcastle-upon-Tyne (2 to 3 times a week)

Full time (35 hours per week)

Temporary contract - Fixed term contract 1 November 2025 to 31 May 2026



Royal Society of Wildlife Trusts
Registered Charity N° 207238
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Project background

The Wildlife Trusts have an opportunity to secure the historic and vast Rothbury Estate for nature, local people and the nation and are currently seeking funding to achieve this and develop a vision for the Estate by:

- Carrying out surveys, appointing specialist contractors and listening to local people, farmers, visitors and other stakeholders to better understand the needs and opportunities of the site for nature, people and communities
- Engaging local, regional and national audiences to enhance understanding of this heritage landscape
- Working with local and national stakeholders to co-create a new integrated approach to land management where nature recovery will underpin sustainable farming, climate
- resilience, public access and resilient/connected communities

This project will lay the foundations for the future of the Rothbury Estate, a future which will see it become the heart of a 40-mile nature recovery corridor across northern England.

This project is led by the Royal Society for Wildlife Trusts (RSWT) working in partnership with Northumberland Wildlife Trust.

If you have a knack for creating compelling editorial content for a range of audiences across different platforms, confident in spotting and elevating stories that will engage the regional and national media, and would like to work for one of the UK's best-loved nature charities, then we have an exciting opportunity for you.



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

We are looking for a talented communications professional to work with The Wildlife Trusts on a transformative partnership project focused on the historic Rothbury Estate in Northumberland.

You will be a motivated, resilient self-starter who also thrives as part of a team. You will be experienced in working in a Communications and Media team, developing, analysing and evaluating impactful stories and content across different print, digital and broadcast channels to drive action. You will be adept at communicating with mass audiences from a diverse mix of backgrounds, with a creative flair and ability to create clear and simple messaging that educates and inspires people to act.

You will be adept at finding and writing stories that are likely to generate media interest, with a good understanding of the news agenda and ability to keep abreast of current affairs. Your ability to make great connections with people on the ground will be a crucial part of this.

You will be a strategic thinker with excellent attention to detail, used to balancing multiple priorities and using your initiative, whilst working against tight deadlines. A talented and creative team-player, you will need to work with a number of teams across the central charity, RSWT, including communications, press and media and community organising, as well as colleagues from Northumberland Wildlife Trust and across the 46 Wildlife Trusts and individuals within the community as we build a mass movement of people taking 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.

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 of the job

- Be responsible for the day-to-day development and implementation of the communications plan for the Rothbury Estate project, acting as a central point of contact between the RSWT and Northumberland Wildlife Trust teams
- Produce editorial content for The Wildlife Trusts' and our partners' channels
- Create opportunities for media coverage

Job Description – Main Responsibilities

Be responsible for the day-to-day development and implementation of the communications plan for the Rothbury Estate project, acting as a central point of contact between the RSWT and Northumberland Wildlife Trust teams

- Liaising with RSWT (The Wildlife Trusts) and Northumberland Wildlife Trust's communications, media and community organising teams, and our funding partner's communications team, identify appropriate audiences and design a calendar of communications.
- Continually monitor and evaluate the communications plan's effectiveness by using analytics, market research, press monitoring and audience insights to tailor approach and messaging to target specific audiences to drive conversion from our calls to action.
- Support the project team to deliver high quality internal communications with Wildlife Trusts and the wider RSWT team.
- Support impact reporting on the project, including through the production of publications and video.
- Ensure close liaison with the RSWT and NWT communications and fundraising teams.
- Support the project team to plan and hold public engagement, promotional and/or fundraising events as required.

Job Description – Main Responsibilities

Produce content for The Wildlife Trusts' and our partners' communication channels

- Working alone or with others, produce high quality written, photo and video content across a range of digital and print media, tailored to key audiences.
- Be our "roving reporter" to generate ideas, write and edit engaging copy for digital and print in line with The Wildlife Trusts' branding guidelines, ensuring that content is clear, user-friendly, accurate and inspirational.
- Plan, storyboard and commission the production of video content, agreeing objectives with the programme team and partners, including for our launch communications; produce some video content yourself, e.g. vox pops with phone footage.
- Schedule regular content to UK social media accounts, including Facebook, X, Instagram, LinkedIn and YouTube, and actively engage with our online audiences.
- Write email newsletter copy for bespoke Rothbury mailings and for inclusion in newsletter mailings to a wide range of audiences.
- Actively monitor and respond to engagement and feedback on social media channels.
- Keep up to date with trends and innovation in the digital world.

Create opportunities for media coverage for the Rothbury Estate project

- Under the direction of the Head of Media, work with the project team and Wildlife Trust colleagues to identify media opportunities and craft compelling stories to secure high profile and high impact, positive media coverage across broadcast and print.
- Manage and respond to project information requests from journalists in a timely manner.
- Build and maintain a portfolio of key media contacts from across all national media outlets using our existing media platform, keeping them well informed of the project's progress.
- Maintain a media log of local and national media coverage.
- Actively sell stories to the national media, drafting and distributing press notices, media comments, features and letters to editors, often to tight deadlines.
- Contribute to planning and delivering a limited number of high-profile media moments each year e.g. photocalls, media releases, interviews, event planning and management.
- Harness the news agenda to contribute to existing stories.
- Identify relevant spokespeople for The Wildlife Trusts and community leaders.
- Prepare interview briefs and spokespeople for media interviews

Job Description – Main Responsibilities

Other responsibilities:

- Undertake own administration.
- Occasional travel to other parts of the UK.
- Be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives.

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:
 - Exceptional communication skills; demonstrated through the ability to convey ideas clearly and persuasively in both verbal and written formats, tailored to varied audiences
 - Creative and forward-thinking, with an ability to explore new ideas and approaches
 - Self-motivated and adaptable, able to manage tasks independently and contribute effectively within a team and with stakeholders
 - Ability to prioritise and multi-task, capable of managing multiple priorities, working well under pressure, and meeting tight deadlines
 - Excellent interpersonal skills, displaying both tact and diplomacy in all interactions
 - Ability to form and sustain positive working relationships across teams
- Key Competencies:
 - Organised and adaptable, able to manage changing priorities and respond flexibly to evolving project needs
 - Detail-oriented and quality focused, with a commitment to accuracy and continuous improvement
 - Editorial insight and creativity; with the ability to identify compelling story angles and shape narratives that engage media audiences
- Strong writing proficiency; including the ability to produce accurate, impactful content with attention-grabbing headlines
- Media engagement; showing confidence in pitching stories to different media outlets and tailoring messaging to suit specific platforms and audiences
- Experience:
 - Demonstrated experience in a communications role, contributing to strategic and operational initiatives
 - Versatility in content creation; with experience writing across multiple formats – print, digital, and social media, ensuring relevance and resonance with diverse audience groups
 - Experience of building effective working relationships and providing support and advice to a range of stakeholders/partners
- Knowledge and Skills:
 - Excellent time management and organisational skills, with the ability to manage competing priorities effectively
 - Good analytical and evaluation skills to inform decisions and improve outcomes
 - Ability to craft concise, clear, jargon-free and audience appropriate communications, and promoting accessibility
 - Proficient in Microsoft Office and standard digital platforms and tools



Person Specification

Desirable

- Key competencies:
 - Effective communicator and collaborator, with the ability to negotiate and influence constructively across teams and stakeholders
- Knowledge and skills:
 - Knowledge of desktop publishing software (InDesign/Photoshop), or similar design software
- Experience:
 - Experience collaborating with external agencies, such as website developers and creative agencies
 - Proven ability of identifying and creating compelling and engaging stories for the media that resonate with target audiences
 - Track record of producing successful communication plans that achieve measurable outcomes
 - Confident in engaging with media outlets, including experience of pitching stories and securing media coverage





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: 19 October 2025

First interview: 27 October 2025

Second interview: 3 November 2025

