



The
Wildlife
Trusts

HEAD OF MARKETING, BRAND & INSIGHT

RECRUITMENT PACK

Salary: up to £55,000

Location: Hybrid working with regular travel to other places of work. Office facilities available at Newark, Nottinghamshire. Office opening days are Tuesdays to Thursdays

Full time: 35 hours per week

Permanent contract

Royal Society of Wildlife Trusts
Registered Charity N° 207238
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ROBIN SCOTLAND © MARK HAMBLIN/2020VISION

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, data-savvy individual to develop and lead our national marketing team, securing more engagement and action from our audiences in support of nature's recovery. The postholder will provide strategic direction and operational leadership across The Wildlife Trusts' audience insights programme, development of our brand framework and the delivery of our marketing and digital fundraising plan.

We are looking for an inspiring team leader with significant experience of developing and delivering marketing strategy and with a proven track record of income generation. A seasoned analytical thinker, you will have a passion for all areas of marketing, underpinned by your expert use of audience insights and a flair for brilliant design and copy.

You will have excellent working knowledge of running scalable acquisition strategies and have a deep understanding of developing customer or supporter journeys. You will be well-versed in cross-team working, including with PR and communications, design, social media and content creators, to ensure all marketing campaigns deliver the core brand message.

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.

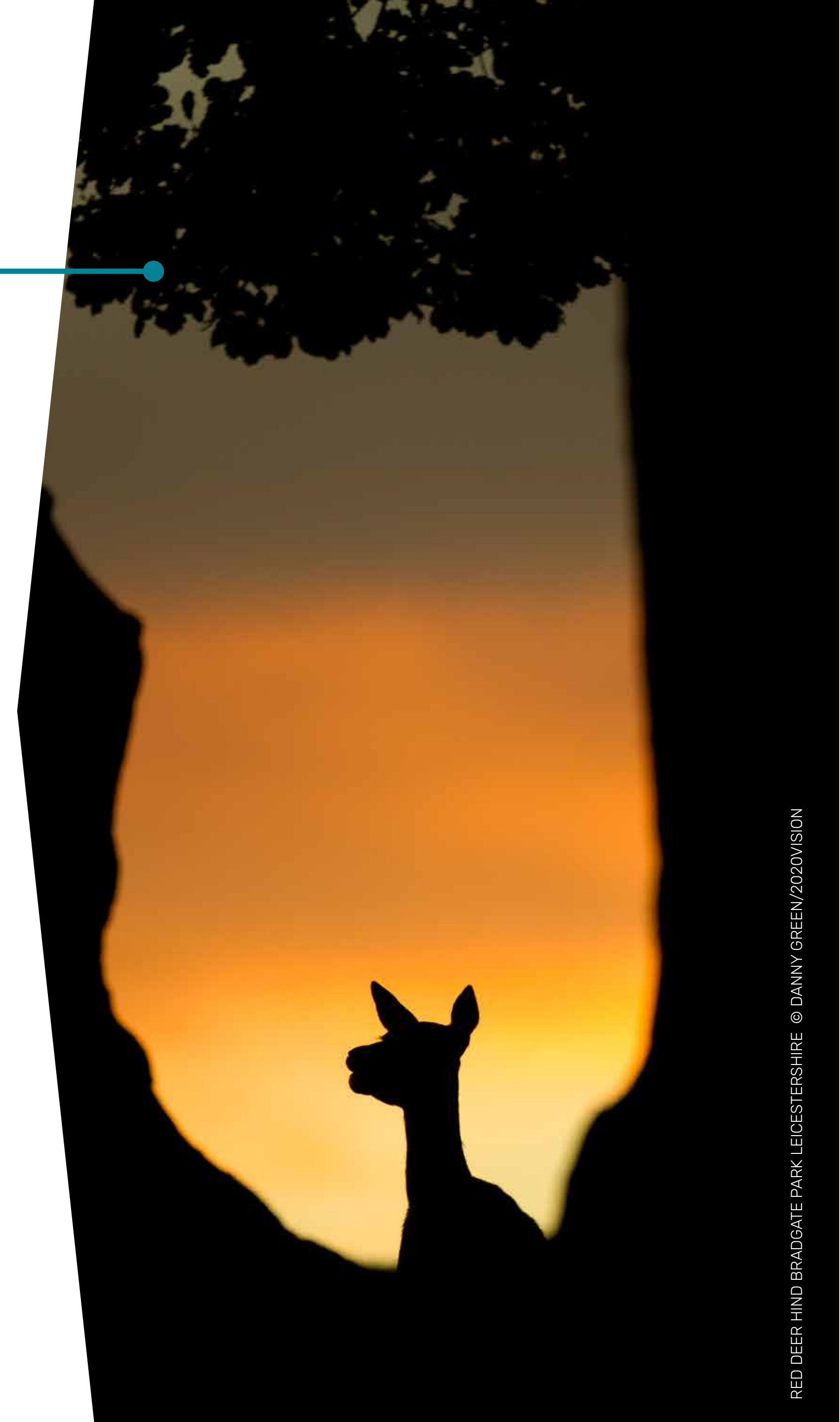
RSWT take our Safeguarding responsibilities extremely seriously. Please click [here](#) to read our commitment statement. The Royal Society of Wildlife Trusts is committed to safeguarding and promoting the welfare of children and adults at risk. For applicable roles, applicants must be willing to undergo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

At RSWT, we are committed to creating a safe environment where discrimination, bullying, and harassment are not tolerated. We expect everyone to uphold, respect, and support our zero-tolerance policy.

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

The Head of Marketing, Brand and Insight leads The Wildlife Trusts' national marketing function, ensuring the development and delivery of an ambitious marketing strategy that aligns with our goals for fundraising, engagement and reputation. You will be responsible for:

- Championing The Wildlife Trusts' brand and overseeing our audience insights programme;
- Developing and executing data-driven marketing strategies that drive action among our audiences;
- Providing expertise and insights to The Wildlife Trusts' federation in order to foster a collaborative and high-performing environment;
- Grow our national digital fundraising, and in particular, our digital membership recruitment on behalf of Wildlife Trusts.

Job Description – Main responsibilities

Champion The Wildlife Trusts' brand and oversee our audience insights programme

- Take the lead on our audience insights programme, coordinating colleagues and external suppliers to produce actionable reports and recommendations and staying abreast of the needs of the federation – from fundraising and communications to campaigning and public affairs.
- Ensure brand consistency across all our marketing assets, maintaining high standards for design, tone and messaging in alignment with The Wildlife Trusts' positioning.
- Be the first point of contact for matters related to the use of The Wildlife Trusts' logo and maintain robust systems and processes for authorising its use.
- Ensure our brand assets stay fresh and compelling, underpinned by a programme of audience insights, engaging design and well-crafted copy, alongside inspiring video content.
- Be responsible for monitoring and reporting on The Wildlife Trusts' brand profile.

Job Description – Main responsibilities

Develop and execute data-driven digital marketing strategies that drive action among our audiences

- Provide effective leadership and mentorship to the national digital marketing team and foster a culture of continuous learning and high performance.
- Lead the plan and execution of campaigns to achieve database growth and oversee the annual advertising calendar.
- Oversee the digital marketing budget, ensuring effective allocation and return on investment for campaigns and platform development.
- Develop strategies that improve supporter experience and fundraising, through acquisition and retention, increased qualified traffic and uplift in conversions.
- Work with the Head of Communications to ensure our websites are optimised for marketing goals.
- Work with the Head of ICT and Communications team to prioritise web developments supporting user experience and fundraising, including key integrations and new regular giving products.
- Work with the CRM Manager and Head of Fundraising to develop the organisational CRM strategy and development plan.
- Own analytics and regular reporting by developing frameworks and KPI's for measuring digital marketing effectiveness, ensuring all activity is evaluated and reported transparently; and create data-driven recommendations that optimise performance across digital channels.
- Ensure compliance with relevant legislation and best practice, including GDPR, WCAG accessibility standards, and Charity Commission and Fundraising Regulator guidelines.

Job Description – Main responsibilities

Provide expertise and insights to The Wildlife Trusts' federation in order to foster a collaborative and high-performing environment

- Act as expert advisor to Wildlife Trust senior leaders on digital marketing strategy and long-term growth.
- Stay abreast of sector trends, competitor activity and innovations in digital technology and communications.
- Act as a digital ambassador, promoting digital best practice and innovation across The Wildlife Trusts' federation through training, workshops and internal consultancy.
- Support The Wildlife Trusts' digital marketing community of practice by ensuring regular programmes of webinar and learning opportunities across your areas of responsibility.
- Champion a data-driven approach to digital marketing, ensuring insights are regularly shared with stakeholders and used to inform continuous improvement.
- Support the implementation of Wildlife Trust supporter personas.
- Play a key role in the development of the federation's data-sharing strategy to help develop superlative supporter journeys that deepen support for The Wildlife Trusts.

Grow our national digital fundraising, and in particular, our digital membership recruitment on behalf of Wildlife Trusts:

- Review and develop the national digital fundraising strategy, with a particular emphasis on growing the number of nationally-recruited memberships on behalf of Wildlife Trusts.
- Plan and execute growth strategies for our merchandise, retail and cause related marketing partnerships.

Other responsibilities

- Assist with crisis communications where necessary, working with the Communications and Media teams to ensure appropriate messaging and platform responses.
- Deputise for the Director of Marketing, Communications and Development when necessary.
- Ensure and maintain integrity and confidentiality of data and associated data protection requirements in line with statutory and corporate requirements.
- Respond to enquiries from members of the public by supporting colleagues on reception and the Communications team.
- Take part in the out-of-hours social media monitoring rota.

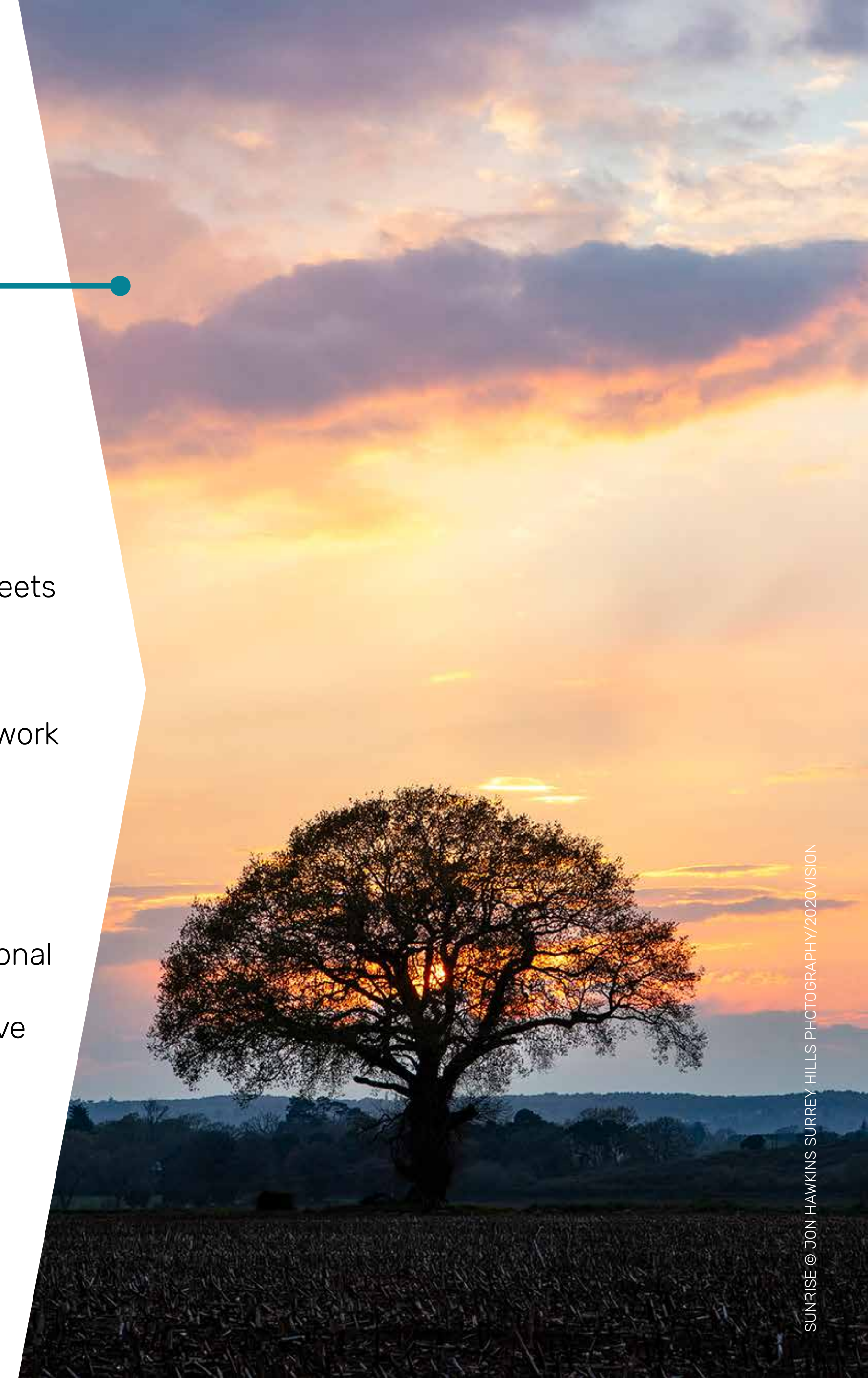
For the organisation to work effectively you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.

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.



Essential

- Personal Qualities:
 - Strategic, innovative thinker with a practical approach to problem solving.
 - Able to work independently but collaboratively in a dynamic, fast-paced environment.
 - An inspiring and supportive team-leader with commitment to continuous professional development for yourself and for your team.
 - Customer-focused mindset and user-centered approach to design and inclusive communication that meets diverse needs.
 - Commercially aware and results-driven with an ability to use digital marketing to deliver measurable outcomes such as brand awareness, engagement, lead generation and revenue growth.
 - Adaptable and flexible, with a willingness to adjust to changing priorities and occasionally out-of-hours work when required.
- Key Competencies:
 - Highly analytical and data-driven with the ability to interpret and communicate data insights and performance metrics clearly to inform strategic decisions.
 - Skilled in developing and implementing effective income generation strategies that align with organisational goals.
 - Knowledgeable about digital accessibility, GDPR and compliance standards, ensuring ethical and inclusive practices.
 - An empowering team leader, focused on building and supporting high-performing, collaborative teams.
 - Proficient in writing clear, engaging copy and commissioning visually appealing design.
 - Experience in commissioning high standards of work across diverse disciplines, ensuring standards of excellence and inclusivity.

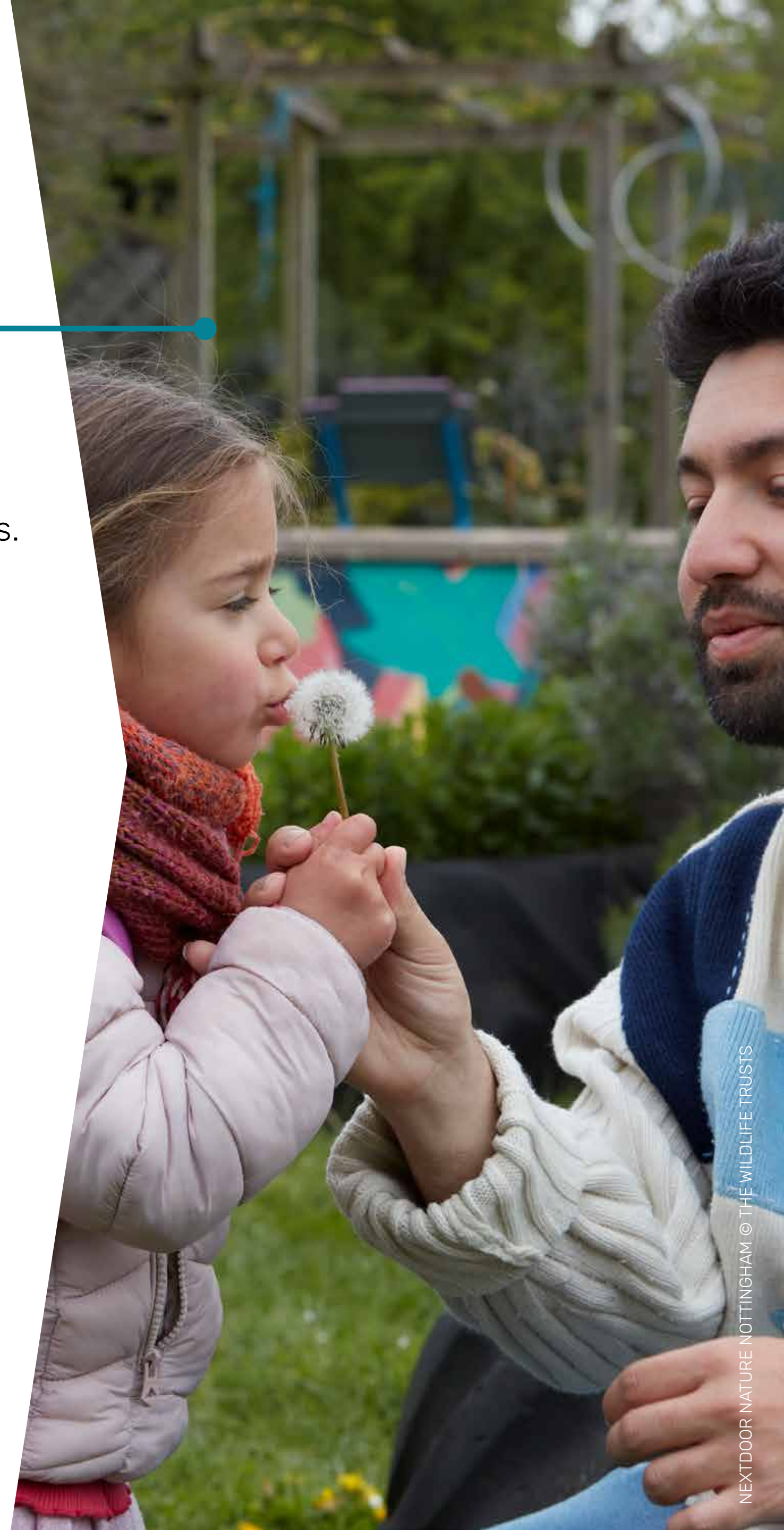


Essential

- Knowledge and skills:
 - Expert in digital marketing strategies, with comprehensive knowledge of tools, platforms and emerging trends.
 - Understanding of charity law and fundraising compliance requirements, ensuring ethical and transparent practices.
- Experience:
 - Experience in leading a marketing or fundraising function, ideally within a complex or multi-stakeholder organisation.
 - Proven experience in managing and inspiring teams: including able to mentor, setting clear direction, delegating effectively and fostering accountability.
 - Experience in working with CRM platforms (e.g. Salesforce, Microsoft Dynamics, HubSpot) in a marketing, sales or fundraising context.
 - Proven track record of developing and implementing marketing strategies that deliver measurable growth and impact.

Desirable

- Knowledge and skills:
 - Knowledge of web content management systems, user experience ("UX"), search engine optimisation ("SEO"), and analytics tools (e.g. Google Analytics, Tag Manager).
- Experience:
 - Experience of working in a senior leadership role within a charity or nonprofit sector, with an understanding of its unique challenges and opportunities. Developing and delivering media plans.
 - Demonstrable experience of developing website and CRM strategies to improve user engagement and experience.



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: 11 January 2026

First interview: : 29 January 2026

Second interview: 5 February 2026

