



The
Wildlife
Trusts

Senior Media Officer

RECRUITMENT PACK

Salary: up to £35,280 per annum

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

Full time: 35 hours per week

Permanent contract



Royal Society of Wildlife Trusts
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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 looking for a new challenge? If you have media and PR experience within the environment sector and would like to work for one of the UK's best-loved nature charities, then we have an exciting opportunity for you!

The Senior Media Officer will work to promote The Wildlife Trusts and our work, activities and messages to UK audiences through the national media, with a view to influencing key stakeholders, public opinion and action for nature's recovery. You will also develop and manage strategic relationships with the media and work to actively protect and enhance The Wildlife Trusts' brand and reputation.

Working within our small but brilliant national media team, the Senior Media Officer will work to promote The Wildlife Trusts and our work, activities and messages to UK audiences through the national media, with a view to influencing key stakeholders, public opinion and action for nature's recovery. From commentary on Government policy, through landscape recovery and restoration of iconic habitats such as Britain's lost rainforests, to people organising for nature in their communities – we want our stories to be heard far and wide. You will develop and manage strategic relationships with the media and work to actively protect and enhance The Wildlife Trusts' brand and reputation. We are looking for an innovative and creative individual who has proven research, writing, editing, sub-editing and proof-reading skills. You will have previous experience of generating compelling news stories and features and ideally publicising campaigns, combined with the ability to sell-in stories to journalists and editors. You will enjoy working in a fast-paced environment, be organised and resourceful and have great attention to detail.

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

- To promote The Wildlife Trusts and their activities and messages to UK audiences through the national media, with a view to influencing key stakeholders, public opinion and action for nature's recovery
- Develop and manage strategic relationships with the media
- Protect and enhance The Wildlife Trusts' brand and reputation
- Monitor and evaluate media activity

Job Description – Main responsibilities

Achieve great strategic national media coverage of The Wildlife Trusts' work. Promote the charity's activities and messages to UK audiences with a view to influencing key stakeholders, public opinion and action for wildlife by:

- Ensuring the consistent delivery of strategically-placed, high-profile, high-impact media activity, working with the Head of Media Relations and others to build our role as a powerful communicator – in order to deliver our Strategy 2030.
- Maintaining an overview of stories and policy initiatives from across the network of Wildlife Trusts; identify opportunities for proactive national media relations and use these, and Wildlife Trust people and places, to reach the media with our core messages
- Dealing with and prioritising press enquiries
- Writing commanding, compelling, accurate press releases and other written work for the media
- Actively selling stories to the national media, distributing press notices, media comments, features and letters to editors, often to tight deadlines
- Harnessing the news agenda to disseminate broader knowledge of our expertise and stories
- Bring our work with stakeholders and our corporate partnerships to life in the media



Job Description – Main responsibilities

Develop and manage strategic relationships with the media

- Identifying key media contacts and building and maintaining relationships with journalists, producers and broadcasters
- Managing external contractors and volunteers e.g. photographers, video producers

Protect and enhance The Wildlife Trusts' brand and reputation

- Preparing interview briefs and preparing TWT spokespeople for interviews, building capability for media representation across TWT
- Being part of an effective and reliable 24-hour media response service.
- Acting as an ambassador for The Wildlife Trusts

Monitor and evaluate media activity

- Monitoring media outlets for key articles that relate to Wildlife Trust work and disseminate key information to colleagues.
- Maintaining a log of media activity
- Assessing the media profile of The Wildlife Trusts at national level
- Monitoring the media impact of key campaigns



Job Description – Main responsibilities

Because of our federated structure successful delivery of these responsibilities in TWT will require the post-holder to:

Demonstrate leadership within The Wildlife Trusts as a whole by:

- Identifying and writing newsworthy responses to Government policy
- Understanding the unique selling points or key strengths of TWT
- Helping to develop spokespeople from individual Wildlife Trusts
- Making best use of Wildlife Trust case studies to add weight to media and publicity work
- Responding promptly to requests for information and advice, and providing support to colleagues
- Championing a positive and co-operative culture within RSWT and TWT
- Fostering an improved working environment and excellent internal communication
- Effective and timely work planning and reporting

Ensure effective internal communications by:

- Working closely with the Head of Media Relations and wider team to coordinate media activity
- Producing papers and supporting appropriate initiatives within TWT's governance structures, as appropriate

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:
 - **Enthusiasm and passion for the work:** A genuine interest in media and a proactive approach to media engagement. Has a talent for spotting engaging stories.
 - **Ability to work independently and as part of a team:** Taking initiative while collaborating effectively with colleagues.
 - **Flexibility and adaptability:** Able to work flexibly and handle unexpected situations in a professional manner.
- Key Competencies:
 - **Exceptional written and verbal skills:** Writing/developing creative press releases and other materials, tailored for diverse audiences. Ability to edit, sub-edit and proof read materials.
 - **Excellent interpersonal skills:** Building and maintaining relationships with key media contacts, journalists, producers and broadcasters.
 - **Commitment to high standards:** Maintaining accuracy, attention to detail, and a professional demeanor.
 - **Organisational skills:** Prioritising tasks, working to and meeting tight deadlines, and managing multiple projects simultaneously.
- Experience:
 - **Media monitoring and analysing:** Researching, analysing and interpreting information.
 - **Demonstrated experience:** in-depth knowledge of working in public relations within the nature conservation sector.
 - Writing for print / broadcast media or an in-house nature charity press office/PR agency.



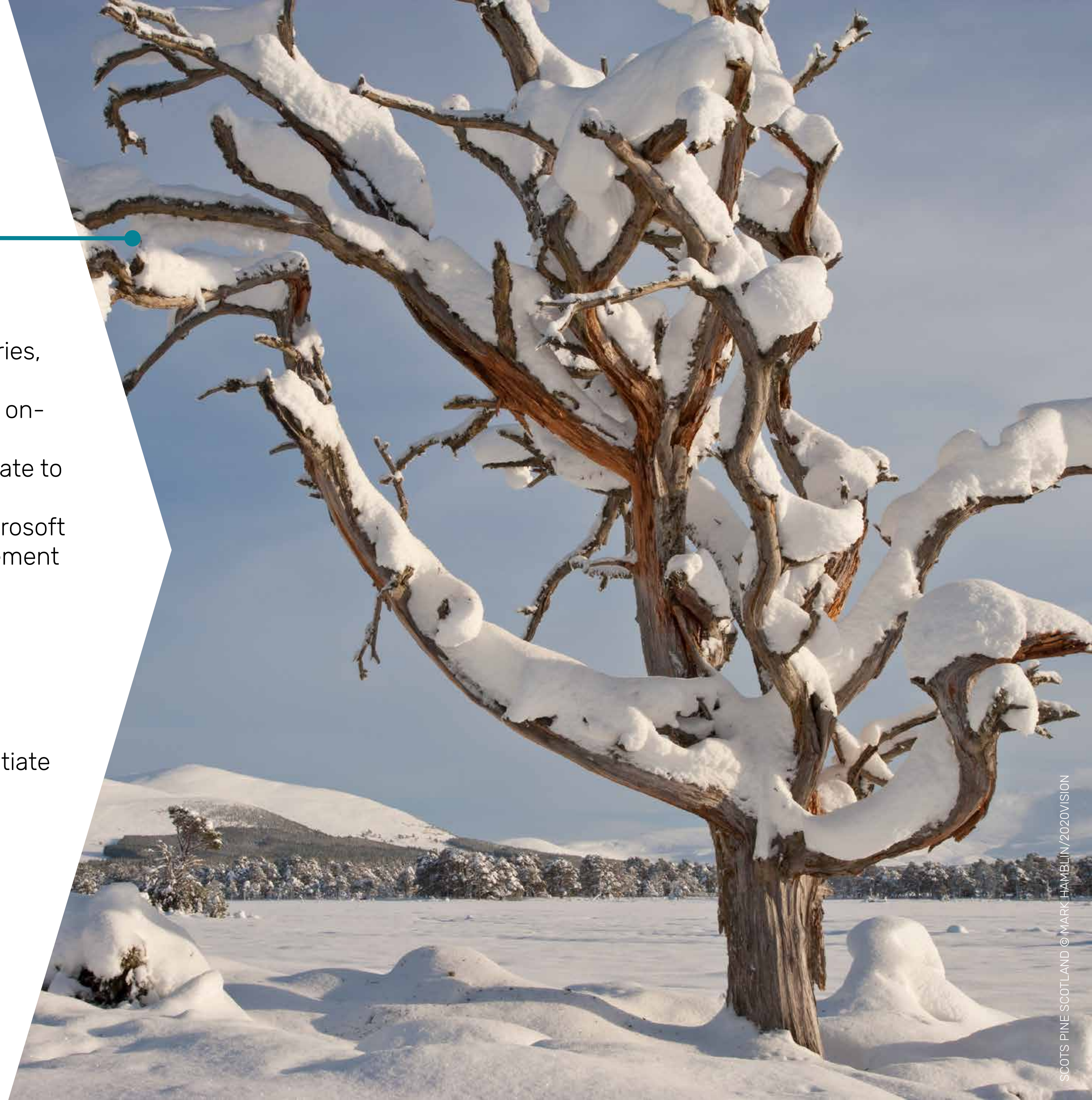
Person Specification

Essential

- Knowledge and skills:
 - **Problem-solving and decision-making:** addressing media inquiries, crisis management, handling sensitive issues, and making sound judgments in a fast-paced environment. Ability to make reasoned on-the-spot editorial decisions under pressure.
 - **Understanding of environmental issues,** particularly as they relate to nature conservation.
 - Proficiency in using relevant software and platforms, including Microsoft Office Suite, social media management tools, and content management systems.

Desirable

- Personal Qualities:
 - **Influencing and persuasion:** Using communication skills to negotiate and influence others and achieve desired outcome.
- Experience:
 - Proven success in selling stories to journalists.
 - Developing and delivering media plans.



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: 4 January 2026

First interview: : 13 January 2026

Second interview: 19 January 2026

