



The
Wildlife
Trusts

HEAD OF COMMUNICATIONS

RECRUITMENT PACK

Salary: up to £55,000 per annum

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

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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 945,000 members, over 33,000 volunteers, 4,100 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 a creative storyteller who loves bringing ideas to life through brilliant copy, photography, video and social-first content? We are seeking an experienced content specialist to lead the production of high-impact communications that help more people connect with The Wildlife Trusts' cause and put nature into recovery.

Our Head of Communications plays a leading role in enabling The Wildlife Trusts to deliver inspiring, impactful and brand-aligned engagement with our target audiences.

You will bring your experience of translating strategy and audience insights into content that gets people talking, to help strengthen our brand and inspire more people to take meaningful action for nature.

You will be responsible for leading and developing teams tasked with content creation (including publications, events, graphic design and film), social media management and ambassador and influencer relations.

An excellent writer, with a flair for design and the ability to commission compelling photography and video content, you will be brimming with fresh ideas, alongside having a strong track record in delivering to agreed strategic priorities and timeframes.

You will be well-versed in managing creative teams, both in-house and agency, and overseeing the production of high-quality content that reinforces the brand and meets audience needs.



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 Communications plays a leading role in enabling The Wildlife Trusts to deliver inspiring, impactful and brand-aligned engagement with our target audiences. Alongside the Head of Marketing, Brand and Insight, they are responsible for the delivery of **The Wildlife Trusts' national communications strategy** by leading and developing creative teams with responsibility for content production (including publications, events, film and audio), social media and ambassador relations.

Job Description – Main responsibilities

Oversee the planning, development and delivery of our content strategy across multiple formats and platforms

- Line-manage the content, social media, events and film production teams.
- Support the roll-out of The Wildlife Trusts' new communications strategy and messaging architecture by ensuring all our content is reviewed and aligned.
- Be responsible for continuous review and development, horizon-scanning for new creative opportunities and keeping our communications fresh and engaging.
- Oversee the planning and production of high-quality, engaging content for multiple formats and platforms including reports and publications, membership magazines, events, photography, film and visual and audio storytelling, email, website and social media.
- Lead the commissioning, production and distribution of video and audio content, including films and podcasts.
- Be responsible for The Wildlife Trusts' image library – ensuring that it is aligned with our communications strategy, is regularly refreshed, inclusive and well-used.
- Support the marketing, campaigns and policy teams to deliver advocacy, fundraising and annual engagement campaigns (such as 30 Days Wild) by developing compelling, audience-focused content that is refreshed and revitalised as required.

Job Description – Main responsibilities

- Develop and manage The Wildlife Trusts' social media strategy, including keeping abreast of social media trends, scheduling, reporting and channel oversight.
- Develop the strategy for scheduling and production of impactful public events – online, in-person and hybrid; liaise with the Head of Marketing, Brand and Insight to ensure events are promoted effectively; report on the effectiveness of our events and provide recommendations for improvement.
- Oversee the production of publications, to include delivering high standards of scheduling, copy-writing, proof-reading and print management.
- Ensure all content is accessible and inclusive, working with the Equality, Diversity and Inclusion team, and take account of the Welsh language policy.

Provide leadership for internal communications across The Wildlife Trusts' federation and deliver an effective programme of internal communications

- Develop our internal communications strategy, plans and reporting against impact metrics to ensure continuous improvement.
- Line-manage the Internal Communications team to deliver and enhance internal communications such as email newsletters and video content, publications, our intranet site Wildnet, and staff-facing events.
- Ensure our internal communications respond to audience and organisational needs, are fit for purpose.
- Championing RSWT's role, building trust and collaboration, and ensuring colleagues at all levels are engaged and well-informed of strategic priorities.



Job Description – Main responsibilities

Oversee the management of relationships with influencers and Wildlife Trust ambassadors, supporting their involvement and alignment with organisational goals

- ▢ Line-manage the Events and Ambassador team.
- ▢ Oversee the communications with those in honorary roles, including our President, Vice Presidents and Ambassadors.
- ▢ Ensure engagement and other support from our ambassadors – quotes, content, etc., for the federation.
- ▢ Liaise with The Wildlife Trusts' Governance team to appoint, re-elect or retire candidates for honorary roles; ensure due diligence checks are maintained.
- ▢ Develop The Wildlife Trusts' influencer engagement strategy.

Leadership and management

- ▢ Develop high-performing teams across all areas of responsibility and ensure resources and plans are in place to achieve high levels of customer satisfaction and team wellbeing.
- ▢ Ensure all our communications are inclusive.
- ▢ Ensure effective resources and processes are in place to manage delivery – on time, within budget and to a high standard of communications activities across all areas of responsibility.
- ▢ Ensure all team members understand and are working towards strategic objectives including leading on communications planning for strategic programmes.
- ▢ Develop suitable KPIs based on organisational objectives and audience insights, and engage all team members in the development and delivery of plans to achieve them.

Job Description – Main responsibilities

Other responsibilities:

- Play a senior role in the management of crisis communications, working closely with the Senior Leadership team, Governance team and Head of Media.
- Take part in the social media out-of-hours rota.
- 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.

Essential

- Personal Qualities:
 - Exceptional leadership and communication skills, with the ability to inspire, develop, and unify multidisciplinary creative teams.
 - Ability to work collaboratively across a federated or multi-partner organisation.
 - Ability to succeed in high pressure environments, strong commercial acumen and a customer-centric approach, balancing creativity with business impact.
 - A strategic thinker who applies practical knowledge to problem-solving.
 - An inspiring team leader with commitment to continuous professional development – for yourself and the team.
 - Willingness to work flexibly and undertake occasional out-of-hour work as required.
 - Highly creative, with a knack for knowing which new ideas will resonate with audiences.
- Key Competencies:
 - Exceptional writing, proof-reading, editing and storytelling skills across formats and audiences.
 - Proven ability to lead and inspire teams, manage complex projects and influence senior stakeholders.
 - Ability to develop and implement strategy.
- Experience:
 - Extensive experience in communications management, ideally within the environmental or non-profit sector.
 - Demonstrated success collaborating with agencies, freelancers and cross-functional teams to deliver cohesive, high-quality creative output.
 - Experience in crisis communications and reputation management.
 - Experience in working with ambassadors, high-profile supporters and/or influencers.
 - Proven experience in managing and inspiring teams, with ability to mentor, set direction and delegate.



Person Specification

Essential

- Knowledge and skills:
 - Expertise in visual identity and multi-channel creative to ensure brand consistency across all touchpoints demonstrated by a strong portfolio.
 - Knowledge of wildlife and issues affecting nature's recovery in the UK.
 - Ability to develop high quality communications under pressure.

Desirable

- Key Competencies:
 - Proven ability to commission and oversee the delivery of high-quality creative services – including graphic design and film production.
- Experience:
 - Experience in policy and advocacy communications
- Knowledge and skills:
 - Experience managing projects, including through external partners such as consultants.





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: 1 February 2026

First interview: : 13 February 2026

Second interview: 23 February 2026

