



The  
**Wildlife**  
Trusts

# HEAD OF MEDIA RELATIONS

## RECRUITMENT PACK

**Salary: up to £55,000 per annum**

**Location: This role is predominantly home-based with regular travel to locations across the UK.**

**Office facilities are available at our Newark office (Tuesdays to Thursdays) for those within easy travelling distance.**

**There is a requirement to attend in-person the monthly team meeting at the Newark office.**

**Benefits: Private medical insurance, staff electric vehicle scheme, generous pension and annual leave entitlement**

**Full time: 35 hours per week**

**Permanent contract**

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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

Can you use your expertise in shaping powerful media narratives to help drive nature's recovery with one of the UK's best-loved environmental charities?

The Wildlife Trusts' experienced Media team plays a vital role in shaping the public conversation about nature. We create compelling, authoritative stories for broadcast, print and online national media outlets and generate billions of opportunities each year for people to see, hear and read about The Wildlife Trusts' important work to restore wildlife and reconnect people with nature.

Our work spans a wide and ambitious agenda. We respond to and comment on Government policy, we champion bold solutions for nature's recovery, and we spotlight the impact of our work across issues as varied as peatland restoration, nature for mental health, and whale and dolphin conservation. Through interviews, opinion pieces, press releases, video content and expert commentary, we regularly appear on flagship programmes including BBC Countryfile, Springwatch, ITV News and BBC Radio 4's Today programme, as well as international media.

Our high-profile coverage ensures that The Wildlife Trusts remain at the heart of the national conversation about the urgent need to tackle the nature and climate crises.

Our work continues to grow and adapt. The scale and pace of the challenges facing our wildlife demand even greater ambition, clarity and leadership in how we communicate.

We are now seeking a strategic and operationally experienced Head of Media Relations to lead the next phase of our media work – who can continue to strengthen our national profile in the media, identifying new opportunities for The Wildlife Trusts, and ensuring our message continues to cut through to drive awareness and meaningful action.



## About You

You are an experienced and credible media professional with a track record of leading and supporting high-performing teams in a fast-paced, high-profile environment. You will have demonstrable expert knowledge of the media landscape, with a wide network of trusted media relationships that you use thoughtfully and effectively to achieve impact.

You are equally confident developing and placing softer news stories as you are managing complex or high-stakes situations, exercising sound judgement and acting decisively when it matters most.

You will have substantial experience of reputation management, including advising senior leaders and stakeholders on sensitive or contentious issues. An understanding of the issues affecting UK wildlife and nature recovery is highly desirable, alongside a commitment to using the power of media to inform, engage and drive positive change.



**The Wildlife Trusts value passion, respect, trust, integrity, pragmatic activism and strength in diversity. We are passionate in promoting our aims, and we pride ourselves on being 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.**

**RSWT are committed to increasing the diversity of its staff through its Levelling the Field recruitment pledge and, as a Disability Confident employer, we are committed to fostering an inclusive, equitable, and welcoming recruitment experience for all applicants. Applicants with disabilities and from ethnic minority backgrounds, will be considered for the next stage of the selection process should they meet all the minimum criteria for the role outlined in the person specification detailed as essential criteria in the recruitment pack. As part of our Disability Confident Scheme, RSWT offers an interview to a fair and proportionate number of applicants with disabilities and therefore not all applicants with disabilities would be entitled to an interview as they must still satisfy the minimum requirements for the job. This commitment is designed to help reduce barriers and promote equal opportunity. We actively work to remove barriers throughout the recruitment journey and are dedicated to creating an accessible and supportive recruitment experience by offering reasonable adjustments at every stage of the recruitment process, as well as within the workplace. If you would benefit from any adjustments to support you during your application or interview process, please let us know and we will be pleased to put the appropriate support in place.**

**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 lead the development and delivery of The Wildlife Trusts' national media strategy, ensuring it supports our organisational priorities, protects and enhances our reputation, and aligns with and strengthens our new communications strategy.
- To deliver high-impact media coverage that advances our work across UK and international policy, landscape and species recovery, and people and communities, whilst leading and developing The Wildlife Trusts' national Media team.
- To lead and develop the Wildlife Trusts' wider Media Relations Community of Practice, building capability, collaboration and shared standards across the movement and supporting a consistent, confident approach to media engagement.

## Job Description – Main responsibilities

**To lead the development and delivery of The Wildlife Trusts’ national media strategy, ensuring it supports our organisational priorities, protects and enhances our reputation, and aligns with and strengthens our new communications strategy.**

- Work closely with the Chief Executive, Director of Marketing, Development and Communications and other members of the Senior Leadership Team to shape and deliver clear, compelling and consistent key messaging, ensuring our narrative cuts through as we continue to develop our “bold and confident voice” on nature’s recovery.
- Build, maintain and expand our influence with contacts across the media, strengthening The Wildlife Trusts’ influence and profile with key journalists, editors, producers and commentators.
- Provide expert, strategic advice to senior leaders across RSWT and the wider Wildlife Trusts movement on media engagement, reputation management and the handling of sensitive or contentious issues.
- Contribute to the implementation of our collective Strategy 2030, by contributing specialist media expertise to cross-organisational working groups tasked with leading this.
- Harness the news agenda and apply wider marketing and communications insight to maximise opportunities for proactive and reactive media coverage, ensuring our stories reach and resonate with diverse audiences.
- Oversee the monitoring, analysis and evaluation of media activity, using insight and impact reporting to inform continuous improvement and to report effectively to the Board of Trustees.
- Contribute to coalition and other partnership media initiatives, working collaboratively with external organisations to amplify shared messages and drive action for nature.

## Job Description – Main responsibilities

**To deliver high-impact media coverage that advances our work across UK and international policy, landscape and species recovery, and people and communities, whilst leading and developing The Wildlife Trusts' national Media team.**

- Lead, support and develop the Media team to ensure the consistent delivery of high-profile, high-impact media activity, working collaboratively with colleagues across the organisation to strengthen our role as a trusted, influential communicator and driver of change.
- Maintain a clear overview of The Wildlife Trusts' [Strategy 2030](#), nature stories and policy initiatives, translating these into media opportunities and ensuring the team proactively identifies and delivers coverage that brings Wildlife Trust people, places and impact to national audiences.
- Develop and deliver strategic media plans for our flagship national campaigns and initiatives, including 30 Days Wild, Wild About Gardens, National Marine Week and our advocacy campaigns, maximising reach, relevance and impact.
- Ensure effective and diverse spokesperson arrangements are in place across all areas of work, supporting colleagues and partners to represent The Wildlife Trusts with confidence, clarity and authority in the media.
- Lead by example in proactively pitching and placing stories to the national media, ensuring the team maintains a high standard of writing, creativity and persuasive storytelling across the media.
- Line manage the Senior Media Manager and Project Communications Officer and provide leadership and support to the wider team, enabling effective prioritisation, workload management and ongoing professional development.
- Lead the delivery of an effective and reliable 24-hour media response service, ensuring timely, accurate and confident handling of reactive and emerging issues.



## Job Description – Other responsibilities

**To lead and develop the Wildlife Trusts' Media Relations Community of Practice, building capability, collaboration and shared standards across the movement and supporting a consistent, confident approach to media engagement.**

- Build the capacity and skills of the Media Relations Community of Practice within The Wildlife Trusts' federation by designing and delivering an annual programme of training and drop-in sessions and develop confident spokespeople across the federation.
- Lead by example and share successes and learnings to inspire a bold, ambitious and confident approach to our media relations across the federation that reflects our values and collective impact.

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

APP = Application Form

A = Assessment

I = Interview question

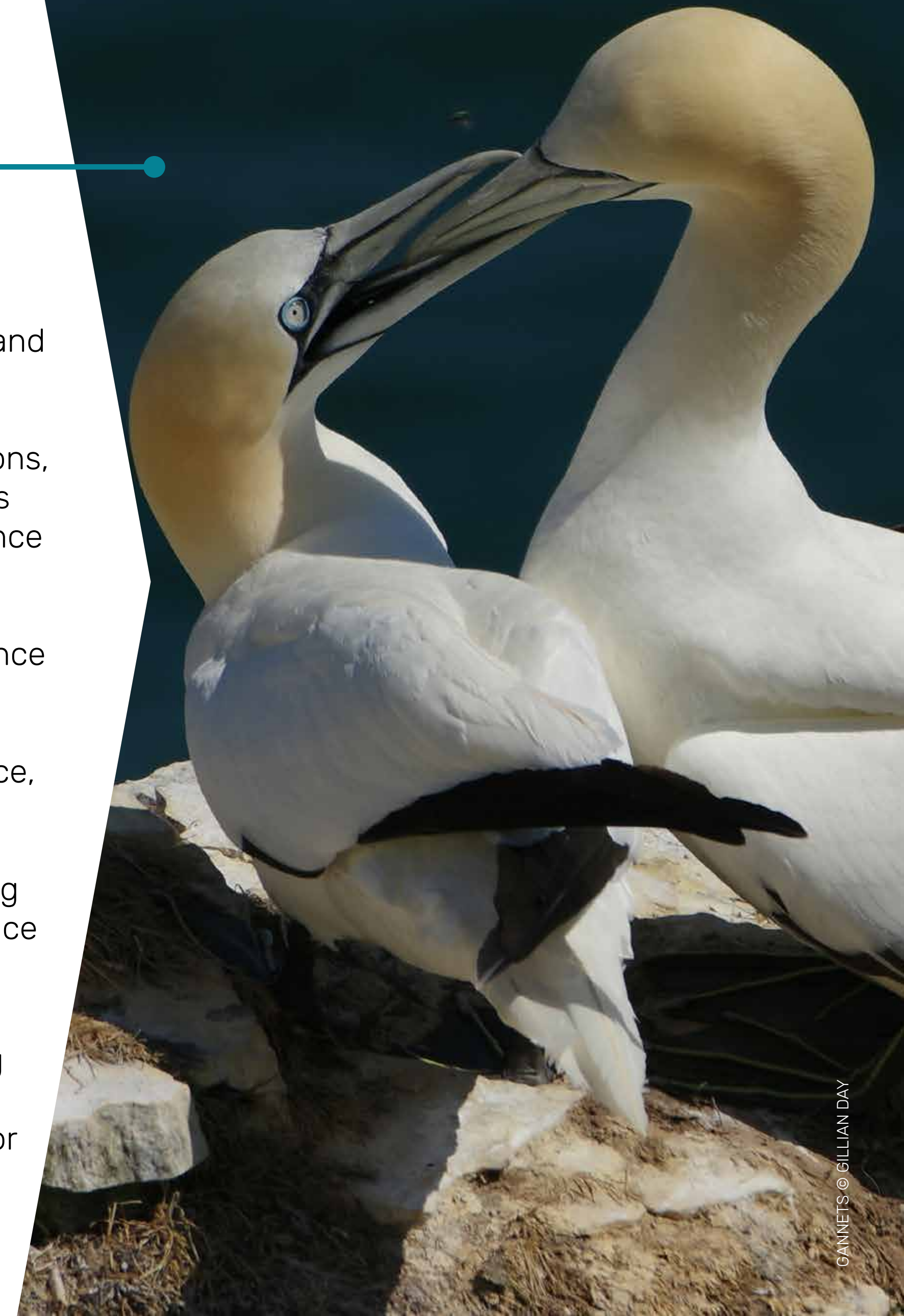
### Essential

- Key Competencies:

- **Leadership & Decision Making:** provides clear, confident, and values-led leadership, making effective decisions in complex and fast-paced environments. Uses evidence and sound judgement to assess risk and impact, taking timely and proportionate decisions that build trust, collaboration, and shared ownership of outcomes. **App, I**
- **Collaboration & Support:** works collaboratively across Communications, Policy and Campaigning functions, and with media colleagues across the Wildlife Trusts movement, to deliver joined-up media activity. Builds inclusive, supportive and trustworthy relationships and shares expertise to strengthen capability, confidence and collective delivery. **App, I**
- **Communication & Influence:** builds credible, effective relationships with media, senior leaders and colleagues across the Wildlife Trusts federation, using tact, diplomacy and emotional intelligence to influence with credibility. Communicates clearly and confidently, adapting style for different audiences, and using compelling, evidence-based storytelling to drive understanding, engagement and positive change. **App, I**
- **Planning & Execution:** plans and delivers media activity effectively, managing multiple priorities with pace, accuracy and attention to detail. Takes a solutions-focused approach, adapting to change while ensuring outcomes are delivered on time, to agreed standards and with positive impact. **App, I**
- **Adaptability & Resilience:** responds positively and constructively to change and uncertainty, maintaining focus, professionalism and effectiveness under pressure. Manages risk thoughtfully, learns from experience and uses insight to drive continuous improvement. **I**

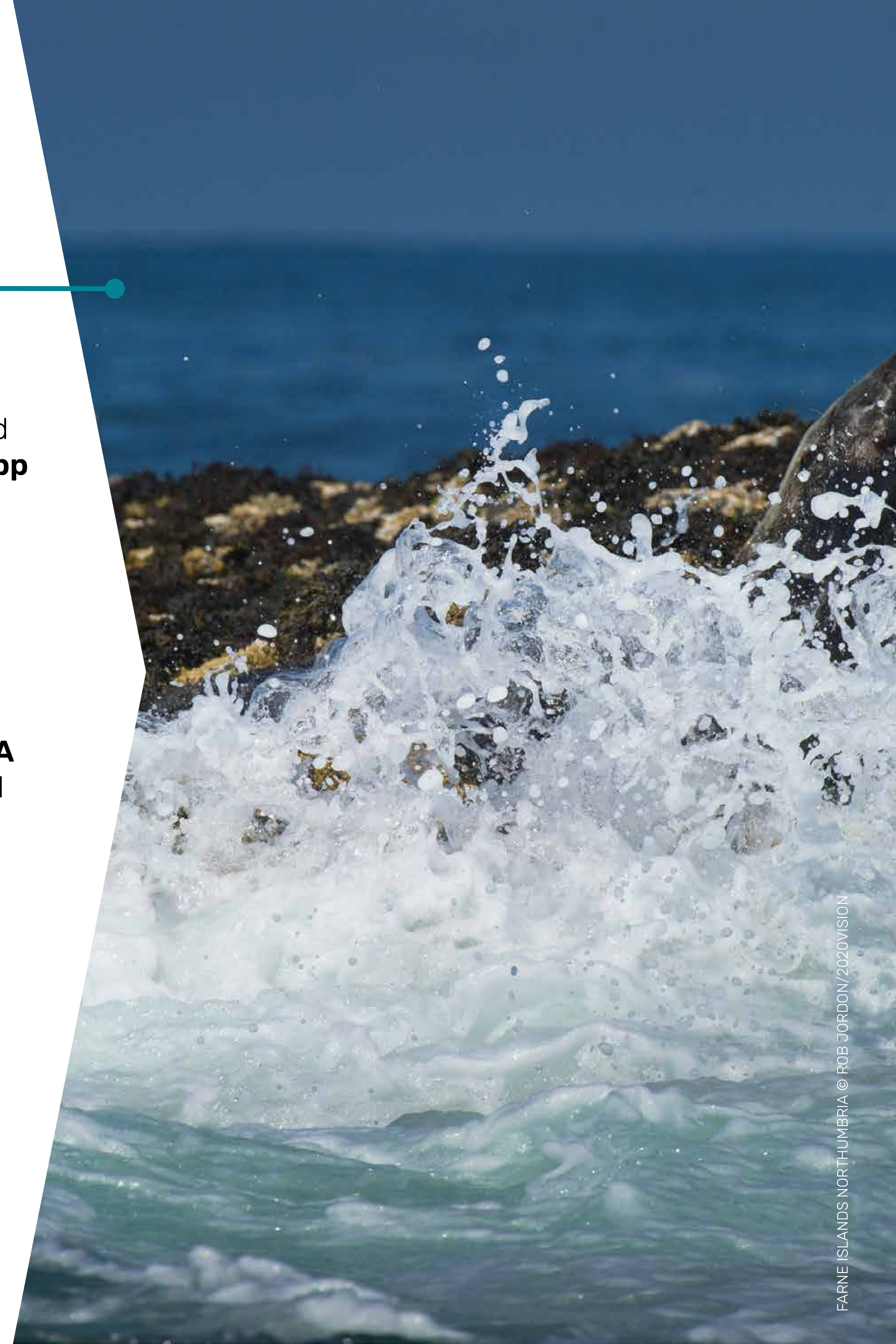
- Experience:

- Significant senior experience working in an in-house press office, PR agency, or journalistic role, delivering high-profile media activity, and shaping media narratives for complex organisations. **App, I**
- Proven track record of securing high-impact media coverage at local, national and/or international level for major campaigns and initiatives, with evidence of increased profile, influence or impact. **App, A**



### Essential

- Experience:
  - Demonstrated experience of developing and delivering strategic media plans as part of an integrated communications strategy, effectively balancing proactive storytelling with reactive media activity. **App**
  - Experience of coaching, training, and supporting others to build media capability and confident spokespeople. **App, I**
  - Extensive experience of crisis communications and reputation management, including handling sensitive issues, advising senior stakeholders and responding calmly and accurately under pressure. **App**
- Knowledge and Skills:
  - Proven ability to generate, pitch and place compelling stories and high-quality media content. **App, A**
  - Proven ability to prioritise and balance proactive and reactive media activity, applying sound editorial judgement to maximise impact in fast-moving environments. **App**
  - Advanced copywriting skills, with experience of writing, editing, sub-editing and proofreading high-quality media materials to ensure accuracy, clarity and consistency across outputs. **App, A**
  - In-depth understanding of how the media operates, including editorial priorities, news values and angles, with the ability to tailor stories to different outlets and audiences. **App**
  - Good knowledge of UK nature and environmental issues, particularly in relation to policy and public affairs, and the ability to communicate these clearly and compellingly. **App**
  - Excellent editorial judgement, balancing proactive and reactive media activity including the ability to make reasoned on-the-spot editorial decisions under pressure and consistently meeting tight deadlines in a fast-moving news environment. **App, A**
  - Proven project, risk and compliance management skills, including planning and delivering media activity across multiple workstreams while managing risk, time and resources effectively. **App**



### Desirable

- Key competencies:
  - **Innovation & Strategy:** a strategic and creative thinker who identifies new angles, opportunities and ways of working. Challenges conventional approaches, translating ideas into practical, value-adding solutions that support long-term organisational impact and reputation. **App, I**
- Experience:
  - Experience sourcing, commissioning and selecting high-quality photographic and illustrative material to support media activity, with an understanding of how visual content enhances storytelling and impact.
  - Experience working effectively in complex multi-stakeholder environments, balancing competing priorities and perspectives to deliver shared outcomes.



## 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
- Cycle to Work Scheme

**Closing date for applications: 31<sup>st</sup> May 2026**

**First interview: 15<sup>th</sup> June 2026 (In person at Newark office)**

**Second interview: 26<sup>th</sup> June 2026 (Online)**

# “Choose the Wild Life”

