



The  
**Wildlife**  
Trusts

# SENIOR MEDIA OFFICER

## RECRUITMENT PACK

**Salary: up to £35,280 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 at The Kiln, Waterside, Mather Road, Newark, NG24 1WT for those within easy travelling distance.**

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

**Full time: 35 hours per week Mondays to Fridays.**

**This role includes participation in a rota for out-of-hours press office support, including evenings and weekends as required.**

**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

### Are you looking for a new challenge?

If you're an experienced media relations professional looking to make a meaningful difference for nature, this is an exciting opportunity to join one of the UK's best-loved nature charities.

As a Senior Media Officer, you will play a key role in raising the profile of The Wildlife Trusts by promoting our work, campaigns and priorities across the national media. You'll help shape public conversation, influence key stakeholders, and inspire action for nature's recovery while building strategic relationships with national journalists and the media. You'll also contribute to protecting and enhancing The Wildlife Trusts' brand and reputation, ensuring our voice is trusted, influential and widely heard.

Working within our small but highly effective national Media Relations team, you'll play a key role in promoting The Wildlife Trusts and our work across national media outlets including print, online, TV and radio. Your work will help shape public opinion, influence decision-makers and inspire action for nature's recovery, ensuring our stories reach a wide and diverse audience.



## About You

From commentary on government policy and ambitious landscape recovery programmes, to highlighting the restoration of vital habitats – such as Britain’s lost rainforests – and showcasing community action for nature, you’ll help bring the breadth and impact of our work to life. You’ll do this through compelling press releases, media commentary, and by securing high-quality interview and filming opportunities.

You will develop and maintain strategic relationships with national journalists and media outlets, while actively playing an important role in protecting and enhancing The Wildlife Trusts’ brand and reputation.

We are looking for a creative and proactive media relations professional with excellent research, writing and editorial skills. You’ll have a track record of developing a range of news stories and features, and the confidence to pitch and place stories and commentary effectively with journalists and editors.

You’ll thrive in a fast-paced, varied environment where no two days are the same, bringing excellent organisational skills, resourcefulness and exceptional attention to detail. You’ll confidently manage inbound enquiries to our press office inbox, ensuring timely, accurate and professional responses, including outside of standard working hours.



**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

- Deliver high-impact national media activity that raises the profile of The Wildlife Trusts, helping to influence key stakeholders, shape public opinion and inspire action for nature's recovery, including developing strategic relationships with national media.
- Provide effective day-to-day management of inbound enquiries to The Wildlife Trusts' busy press office inbox, ensuring timely, accurate and well-judged responses that support organisational priorities.
- Proactively protect and enhance The Wildlife Trusts' brand and reputation through high-quality media engagement, consistent messaging and sound judgement in both proactive and reactive communications.
- Monitor, analyse and evaluate media coverage and activity, using insight to inform ongoing media planning and improve performance and impact.
- Demonstrate leadership within The Wildlife Trusts movement and ensure effective internal communication on both proactive and reactive communications.

## Job Description – Main responsibilities

**Deliver high-impact national media activity that raises the profile of The Wildlife Trusts, helping to influence key stakeholders, shape public opinion and inspire action for nature's recovery by:**

- Delivering consistent, strategically placed, high-impact media activity, working closely with the Head of Media Relations and colleagues to strengthen The Wildlife Trusts' position as a leading voice for nature and support the delivery of our [Strategy 2030](#).
- Maintaining an overview of stories, priorities and policy initiatives from across the Wildlife Trusts network; identifying and developing proactive opportunities to showcase our people, places and impact through national media.
- Researching, writing and editing clear, compelling and accurate press releases, media comments and other written content for the national media.
- Proactively pitching and securing national media coverage, including news stories, features, interviews, commentary, opinion pieces and letters to editors, often to tight deadlines.
- Monitoring the news agenda and proactively identifying opportunities to raise awareness of our expertise, campaigns and policy positions, working collaboratively with our Policy and Public Affairs colleagues.
- Bringing our work with key stakeholders and corporate partnerships to life by translating complex activity into engaging, accessible stories that resonate with national and trade audiences.
- Identifying and building strategic relationships with key media contacts, including national journalists, producers and broadcasters, ensuring The Wildlife Trusts is recognised as a credible and influential voice on environmental issues and maintaining these networks to support proactive and reactive media activity.
- Working collaboratively with external contractors and volunteers, including photographers and video producers, to support the delivery of high-quality, engaging media content.

## Job Description – Main responsibilities

**Provide effective day-to-day management of inbound enquiries to The Wildlife Trusts' busy press office inbox, ensuring timely, accurate and well-judged responses that support organisational priorities, including:**

- Monitoring and triaging incoming enquiries in a fast-paced environment, prioritising requests according to urgency, reputational risk and strategic importance.
- Liaising with colleagues, subject experts and senior stakeholders across the organisation to gather information and coordinate informed, consistent responses.
- Responding to media enquiries promptly and professionally, drafting clear, accurate and engaging responses that reflect agreed messaging and organisational positions.
- Exercising sound judgement when handling sensitive complex or high-profile enquiries, escalating issues where appropriate and ensuring risks are managed effectively.
- Maintaining accurate records of enquiries, responses and outcomes, contributing to insight, reporting and continuous improvement of press office activity.
- Supporting the wider delivery of a responsive and reliable press office service, including contributing to out-of-hours cover as required.

**Proactively protect and enhance The Wildlife Trusts' brand and reputation through high-quality media engagement, consistent messaging and sound judgement in both proactive and reactive communications by:**

- Preparing clear and effective interview briefings, supporting and coaching The Wildlife Trusts' spokespeople to perform confidently in media interviews and helping to build media capability across The Wildlife Trusts to ensure key messages are communicated effectively.
- Contributing to a responsive and reliable 24-hour media response service, including advising Trust colleagues across the federation on emerging reputational risk issues and appropriate media handling.
- Acting as an ambassador for The Wildlife Trusts, representing the organisation professionally and positively in all interactions with media, partners and stakeholders.

## Job Description – Main responsibilities

### **Monitor, analyse and evaluate media coverage and activity, using insight to inform ongoing media planning and improve performance and impact by:**

- Monitoring national, regional and sector media outlets for key articles relevant to The Wildlife Trusts, sharing timely insights, trends and intelligence with colleagues.
- Assessing and reporting on the national media profile of The Wildlife Trusts, including planning, tracking and evaluating coverage to measure impact and support key campaigns and priorities.
- Maintain accurate and up-to-date records of media activity and performance, producing clear internal reports and contributing to reporting requirements for funders and stakeholders where necessary.

### **Demonstrate leadership within The Wildlife Trusts movement and ensure effective internal communication on both proactive and reactive communications by:**

- Identifying, shaping and writing timely, newsworthy responses to government policy and wider national issues relevant to the work of The Wildlife Trusts.
- Understanding and articulating the unique selling points and distinctiveness of The Wildlife Trusts, ensuring these are consistently reflected in media activity and messaging.
- Supporting and developing spokespeople across The Wildlife Trusts network, building confidence and capability in media engagement to strengthen our collective impact.
- Making effective use of Wildlife Trust case studies, locations and filming opportunities to enrich storytelling and secure impactful national media coverage.
- Responding promptly and collaboratively to requests for information, advice and support from colleagues across the federation, contributing positively to shared priorities and outcomes.
- Fostering an open and effective working environment through excellent internal communication, sharing media materials, templates and guidance to support colleagues across the network.
- Championing a positive, inclusive and collaborative culture across RSWT and The Wildlife Trusts movement.
- Planning, managing and reporting on work effectively, ensuring priorities are delivered on time and to a high standard.

## Job Description – Other responsibilities

- ◊ Working closely with the Head of Media Relations and the wider team to coordinate and align media activity across the organisation, including providing clear guidance and support to colleagues across The Wildlife Trusts federation.
- ◊ Contributing to organisational governance and decision-making processes by producing high-quality papers, briefings and updates, and supporting relevant initiatives where 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.**

## Person Specification

APP = Application Form

A = Assessment

I = Interview question

### Essential

- Key Competencies:

- **Communication & Influence:** builds and maintains effective relationships with national journalists, producers and broadcasters. Demonstrates effective influencing and negotiation skills to secure high-impact, strategically placed media coverage. Communicates clearly, confidently and professionally with diverse audiences. **App, I**
- **Adaptability and Resilience:** delivers high-quality media activity in a fast-paced environment, effectively managing multiple priorities and tight deadlines. Plans and prioritises work effectively, remaining calm, flexible and professional when responding to unexpected developments and making time-critical editorial decisions. **App, A, I**
- **Innovation & Strategy:** uses insight and analysis to identify newsworthy stories and innovative media opportunities, spotting creative and engaging story angles that resonate with nature conservation objectives. Contributes to the development and delivery of media plans and campaigns aligned with organisational priorities. **App, A, I**
- **Leadership & Decision Making:** exercises sound judgement to make timely, informed decisions when handling media enquiries, sensitive issues and emerging risks. Takes a proactive approach to identifying media opportunities and shaping effective media responses in a fast-paced press office environment, often working to tight deadlines. **App, A, I**
- **Collaboration & Support:** works effectively both independently and as part of a team. Builds positive, collaborative relationships with multi-disciplinary colleagues, offering advice, support and constructive challenge as appropriate, particularly when briefing spokespeople or responding to emerging opportunities and risk. **I**
- **Analysis & Interpretation:** monitors and evaluates media activity and coverage, including across sustained campaign periods, using insight to measure, maintain and enhance brand recognition and impact. **App, I**



## Person Specification

### Essential

- Experience:
  - Significant experience of working in public relations within a fast-paced press office environment, ideally within the environmental, charity and/or nature conservation sector. **App**
- Knowledge and Skills:
  - **Exceptional written and verbal skills:** with experience producing high-quality, engaging press materials tailored for diverse audiences. Exceptional editing, sub-editing and proofreading skills, with excellent attention to detail and accuracy when working to tight deadlines. **App, A**
  - **Confident and proficient in the use of digital tools and platforms, including Microsoft Office and media related platforms.** Able to use these effectively to manage press office activity, monitor and analyse media coverage, maintain accurate records and reporting, and draw on data and insight to inform media planning, improve performance and maximise impact. **I**

### Desirable

- Experience:
  - Proven track record of developing and delivering effective media plans and securing coverage to support organisational priorities and campaigns.
- Knowledge and skills :
  - **Good understanding of environmental and nature conservation issues,** including the significance of policy and campaigning to nature's success.



## 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: : 9<sup>th</sup> or 10<sup>th</sup> June (Online Interview)**

**Second interview: To be confirmed (Online Interview)**