



The
Wildlife
Trusts

SENIOR MEDIA MANAGER

RECRUITMENT PACK

Salary: up to £45,000

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 an in-person quarterly team meeting at the Newark office, The Kiln, Waterside, Mather Road, Newark, Nottinghamshire, NG24 1WT.

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

Full time: 35 hours per week

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

Permanent contract

Royal Society of Wildlife Trusts
Registered Charity N° 207238
© Royal Society of Wildlife Trusts 2026



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 national media relations and people leadership to help drive nature's recovery?

Join one of the UK's best-loved environmental charities and play a pivotal role in inspiring action for nature through impactful national media engagement and brilliant team leadership.

The Wildlife Trusts' small but highly effective national media team creates billions of opportunities to see each year across print, TV, radio and online media. From shaping national policy discussions through informed commentary on government policy, to sharing inspiring stories from conservation projects across the UK, our work helps ensure the nature and climate crisis remains firmly in the public eye.

Our interviews, expert commentary, videos and press releases contribute to national and international media coverage on topics as diverse as peatland recovery, climate resilience, red squirrel conservation, sea grass restoration and whale sightings. We regularly feature on programmes such as BBC Countryfile, Springwatch, BBC Radio 4's Today programme, and Channel 4 News, as well as in The Guardian, The Times and a wide range of other national and online media outlets.

In 2025 alone, our team secured around 46,000 media mentions, generating over one trillion opportunities to see. This coverage ensures that we remain at the heart of the national conversation and debate on environmental issues and solutions.

As the nature and climate crises intensify, the need for effective communications has never been greater. We are looking for a strategic, collaborative and creative media professional who can identify and maximise new opportunities for The Wildlife Trusts to increase our reach and impact throughout the national media landscape, while also supporting, developing and empowering colleagues to thrive and grow.

Working together, we will continue to raise the profile of The Wildlife Trusts, build public understanding of the challenges facing nature, and inspire more people to take meaningful action to help halt and reverse nature's decline. Through compelling stories, trusted expertise and impactful national media engagement, we can help drive the change needed to bring nature back into recovery.





About You

We are looking for an experienced Senior Media Manager with an excellent track record of securing national media coverage, building trusted relationships with journalists, and delivering impactful communications strategies. You will be confident managing reactive media activity in a fast-paced environment while also developing and delivering creative, evidence-led campaigns that engage diverse audiences and inspire action for nature.

This is a senior role with responsibility for leading and developing a small but talented national media team. You will bring experience of managing and supporting others, creating an inclusive and positive team culture where people feel valued, empowered and able to do their best work. Through coaching, guidance and constructive feedback, you will help colleagues develop their skills, grow in confidence, and achieve shared goals.

You will play a key role in ensuring the consistent delivery of high quality, high impact media activity. This will include overseeing the development and proofing of media materials, supporting story and campaign planning, creation and research, and contributing to the effective operation of a busy press office, including out of hours.

Working closely with the Head of Media Relations, you will build an environment where colleagues are encouraged to share ideas, test new approaches, and explore innovative ways to reach and engage audiences. We are particularly interested in increasing awareness of the role that communities and collective action can play in nature's recovery, and we are looking for someone who shares our passion for enabling people to make a difference.





About You

You will bring significant experience of identifying and developing compelling news stories, features and media campaigns that resonate with a wide range of audiences and national media outlets. Experience of working with policy, advocacy and campaign-led communications and contributing to broader public narratives, including the crafting of responses to political announcements, is also critical to this role.

This is a varied and rewarding role in a fast-paced environment where priorities can change quickly. You will be confident managing multiple priorities, making well-informed decisions and delivering high-quality work under pressure. Excellent organisational skills, adaptability, sound media instincts and a collaborative approach will be essential to success.

Most importantly, you will be passionate about using the power of media and storytelling to inspire action for nature. If you are excited by the opportunity to support and develop others, build meaningful national media engagement, and contribute to nature's recovery, we would love to hear from you.



Our Values

The Wildlife Trusts embrace 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 strongly encourage applications from people who are underrepresented within our sector, including those from minority backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.

Safeguarding

Royal Society of Wildlife Trusts take our Safeguarding responsibilities extremely seriously and are committed to safeguarding and promoting the welfare of children and adults at risk. Please click here to read our [commitment statement](#). For applicable roles, applicants must be willing to undergo checks with past employers and Disclosure and Barring Service checks at the eligible level.

Disability Confident Employer

At Royal Society of Wildlife Trusts we are committed to fostering an inclusive, equitable, and welcoming recruitment experience for all applicants. Applicants with disabilities 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.



Levelling the Field Pledge

Royal Society of Wildlife Trusts are committed to increasing the diversity of its staff through its Levelling the Field recruitment pledge. We strive to ensure a fair and welcoming recruitment process for all applicants, encouraging those from ethnic minority backgrounds to apply. Our pledge underlines our determination to foster diversity and equal opportunities within our organisation.

We particularly encourage applications from people who are underrepresented within our sector. Applicants 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.

Bullying and Harassment

At Royal Society of Wildlife Trusts, 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.

Use of AI

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

Team: Marketing, Communications and Development
Responsible to: Head of Media Relations
Responsible for: Three Senior Media Officers

As Senior Media Manager, you will play a key role in raising the profile of The Wildlife Trusts by securing impactful national and international media coverage that inspires action for nature and supports our mission to address the nature and climate crises. Drawing on your strategic insight and media relations expertise, you will lead the development and delivery of high-quality media plans and activity across print, broadcast and online media.

Working collaboratively with colleagues, partners and stakeholders across the organisation, you will help ensure our stories, evidence and expertise reach a wide range of audiences. Through effective storytelling and national media engagement, you will support greater understanding of the importance of nature's recovery and encourage meaningful action to tackle the nature and climate crises.

This role is central to strengthening our reputation, increasing the visibility and impact of our work, and helping to shape the national conversation about nature recovery and climate solutions. By championing inclusive, audience-focused communications, you will help ensure that our messages are accessible, engaging and relevant for the diverse communities we work with and for.

Job Description – Overall Purpose of the job

MAIN RESPONSIBILITIES

Media Relations and Communications.

- Develop and secure high-profile, high-impact strategic national and international media coverage that raises the profile of The Wildlife Trusts, supports organisational objectives, and inspires action for nature's recovery.
- Lead proactive and reactive national media activity across print, broadcast, and online channels, ensuring our messages reach and engage with a wide range of audiences.
- Proactively identify and develop opportunities arising from the national news agenda, public discourse and our organisational priorities to generate compelling, evidence-based stories that highlight both the challenges facing nature and the solutions that support its recovery.
- Create and pitch high-quality media content, including press releases, media commentary, features, opinion pieces, briefing materials and letters to editors, often working to tight deadlines and changing priorities.
- Ensure all media communications are accurate, inclusive, accessible and audience-focused while also reflecting organisational values, key messages and strategic priorities.
- Build and maintain positive, collaborative relationships with journalists, producers, editors and other media stakeholders to increase opportunities for coverage and thought leadership that enhances organisational influence.
- Contribute to the planning, shaping and delivery of major campaigns, organisational announcements and high-profile events, maximising opportunities to increase awareness, encourage engagement and increase impact.
- Monitor, analyse, evaluate and report on media activity, using data, audience insights and learning to demonstrate impact and continuously improve future communications activity.

Job Description – Main responsibilities

Team Leadership and Line Management.

- Lead, support and develop a team of Senior Media Officers, fostering an inclusive, collaborative and high-performing culture where colleagues feel valued, empowered and able to thrive.
- Provide day-to-day leadership, coaching and guidance to colleagues, helping them manage priorities, develop confidence, and achieve both individual and shared objectives.
- Encourage continuous learning, knowledge sharing and professional development, creating opportunities for colleagues to develop new skills, explore new approaches and enhance media engagement activity.
- Hold regular development and performance conversations, providing constructive feedback, recognition and support to help colleagues grow and succeed.
- Ensure effective participation in the press office out-of-hours rota, helping to maintain a responsive and resilient service that can effectively manage emerging media opportunities and issues.
- Champion inclusive ways of working that support wellbeing and value diverse perspectives, experiences and working styles.
- Work closely with the Head of Media Relations and other senior colleagues to ensure alignment of priorities, proactively sharing updates on progress, opportunities, risks and emerging issues.
- Contribute to effective workforce planning and resource management, ensuring workloads are balanced and team capacity is aligned to organisational priorities.

Job Description – Main responsibilities

Strategic Communications and Influencing.

- Provide expert media relations advice and support to senior leaders, colleagues and subject matter experts across The Wildlife Trusts, including media briefings, interview preparation and spokesperson coaching, helping to continue to develop confidence, capability and effectiveness in media engagement.
- Contribute to the development of clear, compelling and evidence-based messaging that supports organisational objectives and aligns with communications, campaigning, advocacy and public affairs activity, helping to strengthen our influence, reputation and impact.
- Build and maintain positive, collaborative and influential relationships with key journalists, broadcasters, editors, partners and stakeholders to strengthen reach, credibility and impact.
- Support the development of media capability and confidence across the wider federation by designing and developing training, webinars, guidance, mentoring and knowledge-sharing opportunities that encourage continuous learning and collaboration.
- Contribute to the development and implementation of The Wildlife Trusts' Strategy 2030 and wider organisational priorities, ensuring media activity supports long-term organisational goals and maximises impact for nature and climate.
- Identify and respond to emerging issues, opportunities and trends, providing strategic communications insight and advice to support effective decision-making and organisational positioning.

Job Description – Main responsibilities

Brand and Reputation Management.

- Prepare and support spokespeople for media interviews, ensuring they feel confident, well-informed and equipped to represent The Wildlife Trusts effectively and authentically across a range of media opportunities.
- Provide media coaching, briefing materials and strategic guidance to colleagues and senior leaders, including on complex or sensitive issues, helping to strengthen the organisation's profile, credibility and influence.
- Oversee the management of the 24-hour press inbox, ensuring media enquiries are responded to in a timely, accurate and professional manner, and that responses align with organisational priorities and key messages.
- Promote and embed best practice in media relations, issues management and reputation management, helping colleagues across the movement to build confidence, capability and understanding with the media.

General Duties.

- Undertake the planning, administration and coordination of activities associated with the role, ensuring work is delivered accurately, efficiently and in a timely manner.
- Take responsibility for your own health, safety and wellbeing, while contributing to creating a safe, inclusive and supportive working environment for colleagues, volunteers and stakeholders.
- Work collaboratively across teams, departments and the wider federation, sharing knowledge, expertise and learning to support collective organisational success and achieve shared goals.

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 Essential

- Key Competencies:

- Adaptability & Resilience:** Demonstrates resilience, adaptability, and sound judgement in a fast-paced, evolving environment, responding effectively to changing priorities, emerging opportunities and developments in the news agenda. Able to balance competing demands, make informed editorial and communications decisions, and prioritise effectively across multiple projects and deadlines. Supports colleagues to maintain perspective and take a proactive, solutions-focused approach to challenges while delivering high-quality outcomes. **App, I**
- Innovation and Strategy:** Demonstrates strategic insight, creativity and sound judgement to identify opportunities that increase media impact, audience engagement and organisational profile. Develops compelling stories, campaigns and media activity that align with organisational priorities, using insight and innovation to identify new ideas, angles and opportunities that extend reach, strengthen engagement, and enhance influence. **App, A**
- Leadership & Decision-making:** Demonstrates the ability to provide clear, inclusive, and supportive leadership, creating a collaborative team environment where people feel valued, empowered and able to thrive. Uses sound judgement to make informed decisions, set priorities and provide clear direction, while promoting wellbeing, open communication, trust, accountability and continuous learning. Encourages diverse perspectives and collective achievement to deliver shared goals and achieve positive outcomes. **App, I**
- Communication & Influence:** Demonstrates excellent communication, influencing and relationship-building skills, using clear, evidence-based messaging to build trust and engage with a wide range of audiences, including on complex and reputationally sensitive issues. Communicates complex information clearly, confidently, and persuasively, adapting style, approach and channels to meet the needs of different audiences. Uses sound judgement, credibility and constructive challenge to influence decisions, navigate complex situations and deliver positive outcomes. **A**
- Analysis & Interpretation:** Demonstrates a track record of developing, delivering and evaluating strategic, audience-insight led national media plans and campaigns within a complex organisational environment. Uses data, audience insight, and evaluation to inform decision-making, maximise engagement and measure the effectiveness and impact of media activity to inform future strategy, including identification of trends and opportunities. **I**

APP = Application Form

A = Assessment

I = Interview question



APP = Application Form

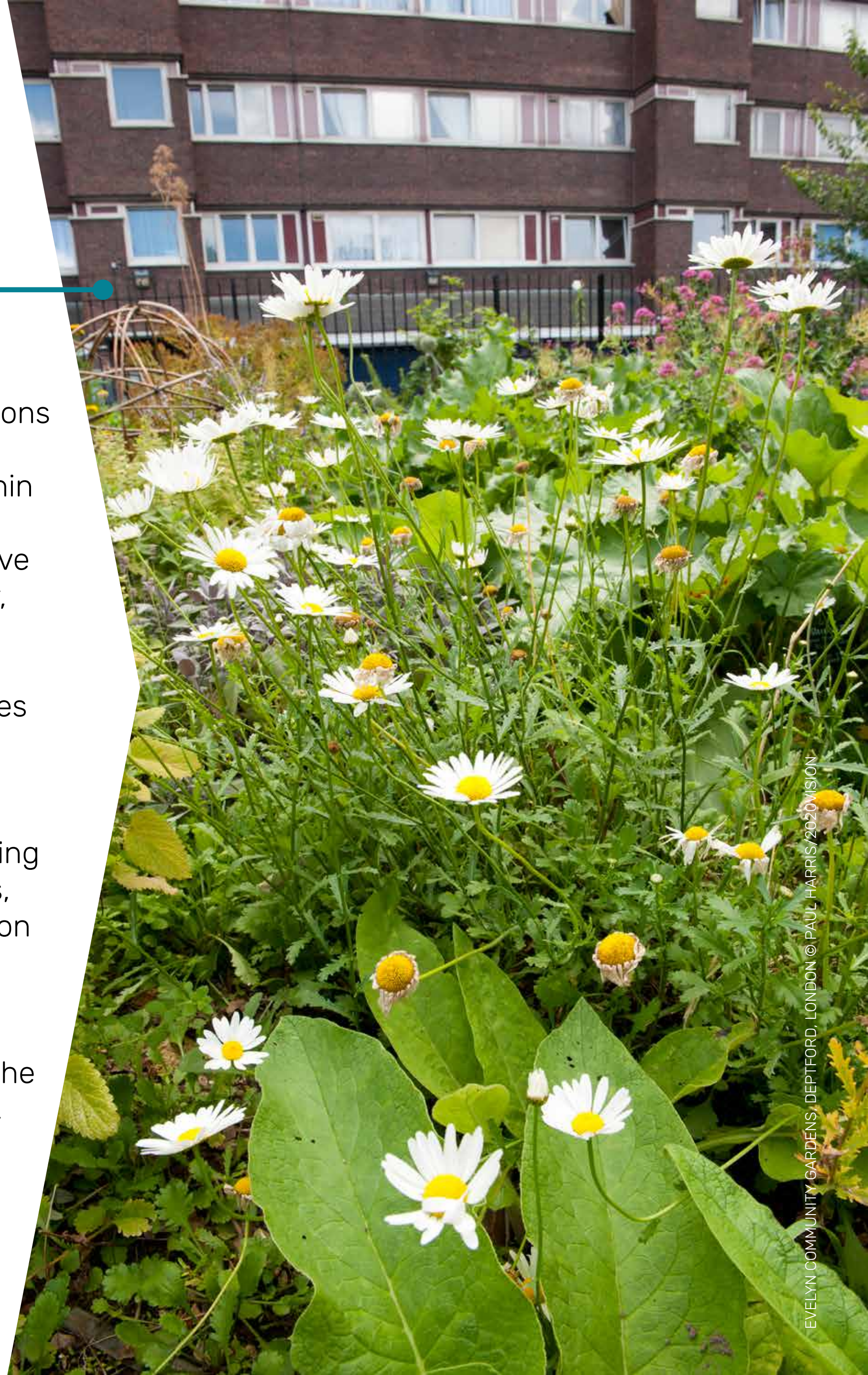
A = Assessment

I = Interview question

Essential

- Experience

- **Senior Media Relations and Press Office Management:** Substantial experience in senior media relations or public relations, with a proven track record of leading impactful proactive and reactive media activity and managing a high-performing busy press office function. Experienced in working collaboratively within complex organisations, ideally within the environmental, conservation or charitable sector, balancing immediate media opportunities with strategic priorities. Uses sound judgement, adaptability and effective prioritisation skills to build effective relationships, manage competing demands and deliver high-quality, impactful communications in a fast-paced environment. **App, I**
- **Crisis Communications and Reputation Management:** Significant experience advising on and managing reputational risk, media issues, and crisis communications within complex organisations. Uses sound judgement, political awareness and the ability to identify and assess risk, to navigate sensitive issues and provide trusted communications advice. Has a track record of developing clear, timely messaging that protects reputation, maintains trust and supports organisational priorities. **App, I**
- **Advanced Copywriting, Editing and Proofreading skills:** Substantial experience of producing, editing and quality-assuring high-impact communication materials, including media content, briefing materials, opinion pieces and commentary. Demonstrates the ability to translate complex and technical information into clear, compelling and accessible content for diverse audiences, including when influencing public discourse and/or political opinion, ensuring accuracy, consistency and alignment with organisational priorities, messaging and brand standards. **App, A**
- **Nature Conservation Knowledge and Sector Experience:** Substantial experience of working within the UK nature conservation, environmental or related sectors, with a good understanding of the challenges, opportunities and policy context influencing nature's recovery. Demonstrates the ability to apply knowledge to develop engaging communications, shape media narratives and support organisational priorities, while communicating complex issues clearly, credibly and accessibly to a wide range of audiences. **App, I**



Person Specification

Essential

- Experience
 - **Coaching, Development and Knowledge Sharing:** Substantial experience of developing the skills and confidence of colleagues, partners and stakeholders through coaching, mentoring, training and constructive feedback. Creates an inclusive learning culture that encourages collaboration, knowledge sharing and continuous professional development, helping individuals and teams strengthen their media expertise and contribute to organisational objectives. I

Desirable

- Experience :
 - **Visual Storytelling and Content Development:** Experience of identifying, commissioning and managing high-quality visual content that enhances storytelling, audience engagement and media impact. Uses creative judgement and audience insight to develop compelling visual assets that support key messages and organisational priorities, while ensuring compliance with copyright, licensing and ethical content standards.
- Knowledge and skills :
 - **Media Law, Copyright and Permissions:** Knowledge of media law, including copyright, defamation, permissions and licensing requirements, with experience of applying this knowledge in a media relations or communications environment. Able to identify legal and reputational risks, provide clear advice and ensure media content and activities comply with relevant legislation, licensing requirements, organisational priorities and best practice.



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: 9 August 2026

Shortlisting: 13 - 18 August 2026

**First interview: 25 August 2026 1pm - 5pm (Online Interview)
26 August 2026 9am - 1pm (Online Interview)**

Second interview: 2 September 2026 11am - 12pm (Online Interview)