



The
Wildlife
Trusts

DIRECTOR OF COMMUNICATIONS, CAMPAIGNING AND COMMUNITIES

RECRUITMENT PACK

Salary: up to £80,000 per annum

Location: This role is predominantly home-based with regular travel to London and 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. There may be an opportunity to on occasion work from the offices at a local Wildlife Trust.

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

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

Full time: 35 hours per week, Mondays to Fridays

Contract Type: 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

Are you passionate about designing and delivering bold, strategic campaigns that secure meaningful wins for nature, climate and communities? Do you have the vision, energy and ambition to identify and seize major opportunities, mobilise people-powered action and inspire communities across the UK to create lasting change?

Do you have the vision, ambition and strategic leadership experience to lead a people-powered movement to help shape a stronger future for nature and climate, and challenge the vested interests working against this agenda?

The Wildlife Trusts are looking for an inspiring, ambitious and values-driven leader with a proven track record of designing and delivering strategic campaigns that achieve measurable impact. You will bring expertise in campaigning, communications, community organising and movement building, with the ability to identify major opportunities, influence decision-makers and turn ambition into tangible outcomes.



DORBACK BURN AND SCATTERED SCOT'S PINES PINUS SYLVESTRIS, DORBACK ESTATE, © AMARK HAMBLIN 2020VISION

About You

This brand new role will bring together our skilled campaigns, community organising and media and communications teams to take our impact in these disciplines to the next level, helping many more people to take action for wildlife.

Whether through embedding community listening techniques, designing and delivering strategic campaigns that secure significant wins for nature, identifying opportunities created by the political, funding and public engagement landscape, or achieving billions of opportunities to hear about The Wildlife Trusts' work in the media, you will lead a directorate that mobilises people and communities to create lasting impact.

Working collaboratively with colleagues, partners and communities, you will lead initiatives that engage and mobilise diverse audiences, inspire and support community-led action, build grassroots influence and develop future environmental leaders, all as part of a coherent strategy that ensures it delivers greater than "the sum of its parts".

You will lead the implementation of 'Wilder', The Wildlife Trusts' shared new Communications Strategy, providing strategic oversight for evidence-led communications and brand management, creative content and public relations that strengthen our relevance, influence and reputation among diverse audiences, and drive impact, engagement and income generation.

As a member of our Senior Leadership Team, you will help shape our strategic direction, influence organisational culture, and strengthen the impact of community-led action and communications across the federation of Wildlife Trusts. At a time when nature and climate face unprecedented challenges, this role offers an opportunity to influence the UK's largest and best-loved nature movement, enabling people and communities to influence decisions and drive lasting change.



About You

We are looking for a highly strategic, collaborative, values-driven leader with the vision, specialist expertise, credibility, energy and emotional intelligence to influence at a senior level. You will excel at developing campaign strategies, building trusted relationships, bringing people together around a shared purpose, and navigating complexity with confidence and empathy. With a strategic outlook and an inclusive approach, you will work effectively with a wide range of colleagues, partners and stakeholders to drive impact and deliver meaningful change for nature and climate through carefully designed and brilliantly executed campaigns that channel grassroot collective action to secure lasting change.

As Director of Communications, Campaigning and Communities, you will provide strategic leadership across a talented and diverse team spanning content creation, social media management and media relations, campaigning, youth-led leadership and community organising. Working alongside 46 independent Wildlife Trusts that form our federated movement, you will help shape and deliver our shared vision that inspires and enables a cross section of society to be proactive about championing nature and its benefits to society.

You will champion collaboration, co-creation, youth influence and community organising, supporting communities across the UK to make change happen for nature in ways that are locally relevant, accessible and impactful. You will also lead the development of The Wildlife Trusts' voice, brand, reputation and storytelling, ensuring our communications engage diverse audiences, inspire action and remain audience-led, inclusive and aligned with our values.



About You

You will understand the power of authentic storytelling and lived experience, promoting meaningful representation while avoiding tokenism. Through your leadership, you will help grow a confident and diverse network of advocates for nature.

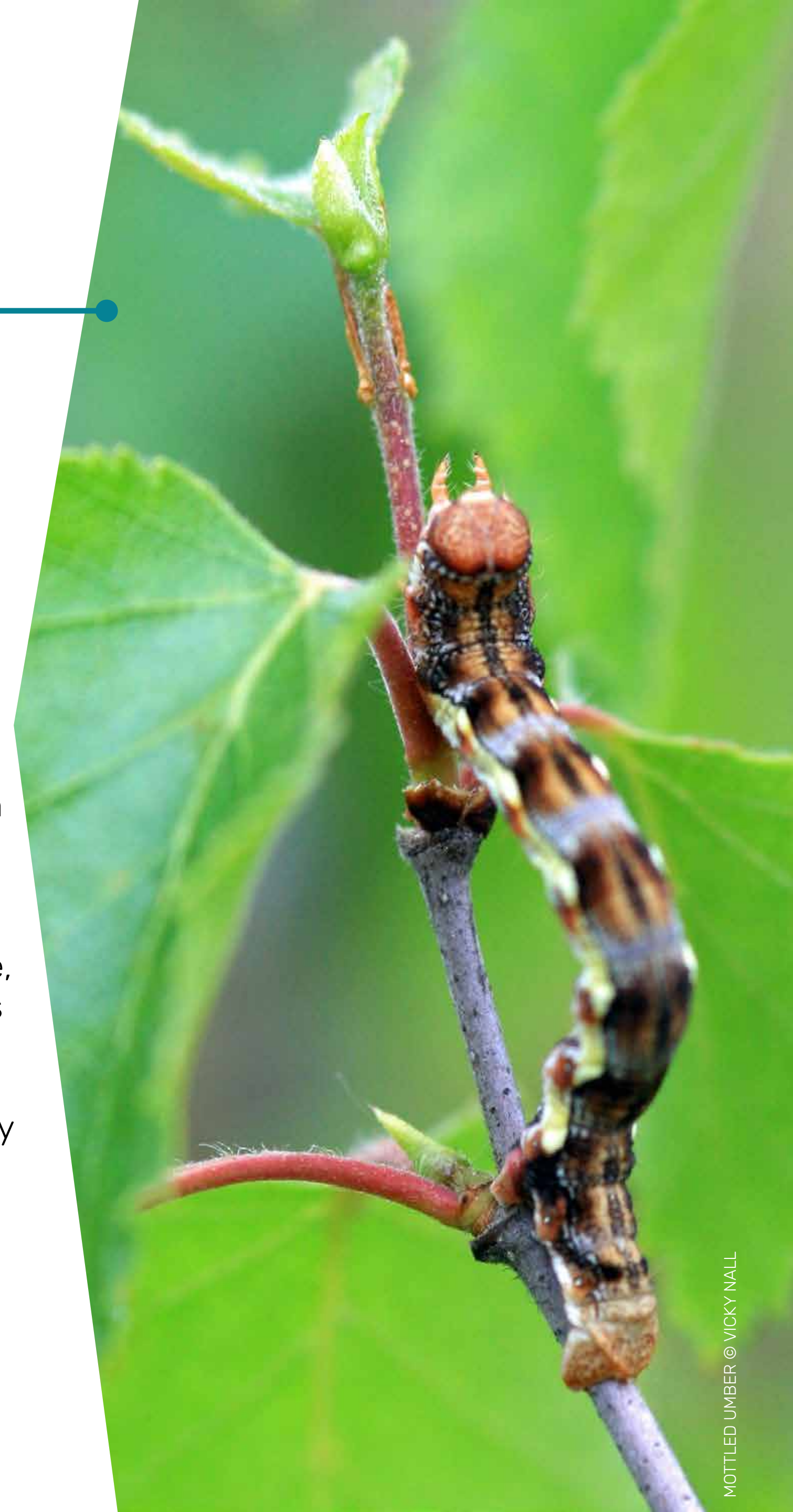
Working closely with colleagues, partners and stakeholders, you will help influence local and national policy by strengthening understanding of nature's role in addressing societal challenges. You will champion access to nature, promote nature-based solutions and support efforts to improve health, wellbeing and resilience, particularly in communities with limited access to green space

We are looking for a highly motivated and ambitious leader with the passion, resilience and determination to win support for nature. With a proven track record of designing and leading strategic campaigns that deliver measurable outcomes, influence decision-makers and create lasting change, you will be skilled at identifying opportunities, understanding the external environment and funding landscape, and bringing together communications, campaigning and community action to maximise impact.

Passionate about inspiring others to take action, you will build a movement that places people and communities at the heart of The Wildlife Trusts and our work. As a champion of The Wildlife Trusts' unique contribution to addressing the nature, climate and health crises, you will promote locally driven action that contributes to collective impact and lasting change as part of a wider global story.

You will bring a well-developed understanding of the funding, policy and stakeholder landscape, enabling you to proactively identify significant opportunities that accelerate impact. Working closely with fundraising colleagues and partners, you will build compelling propositions, secure support for strategic priorities and ensure campaigns, communications and community action are positioned to attract investment and deliver meaningful outcomes.

Above all, you will be an authentic and inspiring leader with the passion, resilience and determination to win support for nature. Driven by impact and motivated by opportunity, you will combine strategic thinking, creativity and sound judgement to design and deliver outstanding campaigns, communications and community action that place people at the heart of lasting change.



Our Culture

At RSWT, people are at the heart of everything we do, we are committed to promoting positive wellbeing, supporting our colleagues to grow, make a meaningful contribution and help deliver greater impact for nature, climate and communities. Through learning, development and collaboration, we aim to foster an inclusive, supportive and [values](#)-led culture where colleagues feel confident to share ideas, contribute their perspectives, challenge constructively and learn from experience.

We are committed to providing a safe, respectful and inclusive environment and maintain a zero-tolerance policy towards any form of discrimination, harassment (including sexual harassment) or abuse. This extends to all interactions with our employees by third parties, including clients, contractors, suppliers and visitors.

We encourage everyone to bring their authentic selves to work and to feel comfortable and confident in their working environment. Whether working from home, in the office, outdoors or in the community with key stakeholders, we trust colleagues to use their judgement and managers' guidance to dress appropriately reflecting our values and professionalism.

Learning and Development

At RSWT, we believe that learning and development are essential to helping people thrive, grow and make a real impact. From a supportive induction that helps you feel welcomed from day one, to formal qualifications, mentoring opportunities and access to high-quality learning from across The Wildlife Trusts, we'll support your development in a way which works best for you.

You can explore new skills through our learning platform -WildLearn, join colleagues from across the federation through Wild About Learning external training, take part in Communities of Practice or stretch yourself through cross-team projects and new challenges. We'll also support you to share your expertise and build connections with colleagues from across the Federation. Whether you learn best through training, collaboration, hands-on experience or by developing others, you'll find a wide range of opportunities to grow your knowledge, share your skills and build your confidence.

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.



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.

Disability Confident Scheme

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.

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.



Overall Purpose of the Job

Team: Communications, Campaigning and Communities
Responsible to: Deputy CEO
Responsible for: Media Relations
Communications
Campaigning and Community Organising
Youth Programmes

[Learn more about your team](#)

As a member of the Senior Leadership Team, to provide strategic leadership for the Campaigning, Communities, Youth, Media and Communications teams, driving public engagement, influence and action for nature and climate.

The role will lead the design and delivery of ambitious, community-centred strategic campaigns that secure measurable outcomes for nature, climate and people. It will identify and maximise opportunities arising from the political, social and funding landscape, ensuring communications, campaigning and community organising work together to achieve lasting impact.

The role is responsible for developing and delivering integrated strategies that grow and mobilise audiences, strengthen the organisation's reputation and brand, amplify its voice through media and communications, and enable communities, partners and Wildlife Trusts to achieve greater collective impact. As a member of the Senior Leadership Team, will lead high-performing teams, foster collaboration across the federation, secure resources and partnerships, and ensure the effective delivery of [Strategy 2030](#) through innovation, inclusive and evidence-led approaches that enable people to take meaningful action for nature's recovery.

Main Responsibilities

Strategic Leadership of Communications

- Oversee the implementation of 'Wilder', The Wildlife Trusts' shared new Communications Strategy, by providing strategic leadership for evidence-led content creation, media management and public relations that strengthen our influence and reputation, and drive impact, engagement and income generation.
- Act as a trusted adviser to the Chief Executive, Senior Leadership Team and Council of Trustees, shaping our public positioning through thought leadership, advocacy and reputation management.
- Lead the organisation's preparedness for emerging issues that might impact our reputation, ensuring effective communications, media and reputation management strategies are in place.
- Define and deliver integrated communications, content, channel and audience plans that support advocacy, policy, fundraising, engagement and internal communications priorities.
- Ensure communications, campaigning and community engagement strategies are aligned and mutually reinforcing, maximising influence, participation and visibility across all channels.
- Lead the stewardship and evolution of The Wildlife Trusts' brand, voice and messaging framework, drawing on our new Communications Strategy to embed standards that strengthen recognition, relevance, accessibility and trust across the federation.
- Ensure audience insight, behavioural understanding, evaluation and horizon-scanning inform communications priorities, major campaigns and organisational decision-making.
- Oversee communications performance and impact measurement, using insight and evidence to drive continuous improvement, innovation and effectiveness across our channels.
- Champion inclusive and accessible communications, ensuring representation and equity are embedded across all communications activity.
- Provide strategic communications leadership and sector insight, ensuring content and storytelling remain innovative, engaging and aligned with organisational priorities and strategic goal.

Main Responsibilities

National Media Leadership and Public Positioning

- Set the national media strategy and editorial direction, using agenda-setting communications to strengthen The Wildlife Trusts' visibility, credibility and influence on nature recovery and environmental policy.
- Oversee senior relationships with journalists, broadcasters, opinion-formers, community leaders, and strategic partners to strengthen influence, reputation and impact.
- Lead the development of federation-wide spokesperson capability, providing strategic advice and support to senior leaders on media, public and stakeholder engagement.
- Provide strategic oversight of major media issues, reputational risks and crisis communications, ensuring effective governance, clear accountability and robust response arrangements.
- Monitor and evaluate media performance, audience insight, reputational risk and emerging opportunities, reporting to the Senior Leadership Team and Council of Trustees to inform strategic decision-making.

Federation Leadership and Alignment

- Set the strategic direction for internal communications, ensuring colleagues across RSWT and the federation understand organisational priorities, leadership decisions and their contribution to delivering Strategy 2030.
- Build effective relationships, governance frameworks and collaborative approaches across the federation, maximising collective impact while respecting the independence and diversity of individual Wildlife Trusts.
- Strengthen communications and media capability across the federation through leadership networks, shared standards, insight, learning and best practice, fostering collaboration and mutual support.

Main Responsibilities

Strategic Leadership of Campaigning and Communities

- Provide strategic leadership for The Wildlife Trusts' ambition to inspire people to take action for nature and climate, strengthening individual and collective voice, community leadership, youth-led action, and influence across the federation to deliver greater environmental impact.
- Lead the strategic development and evolution of community organising approaches, with principles that enable individuals, communities and grassroots organisations to take meaningful action for nature and climate.
- Design and deliver ambitious, evidence-led and community-centred campaigning strategies that translate Strategy 2030 and organisational priorities into measurable outcomes, securing strategic wins for nature, climate and communities. Lead the development and evolution of community organising approaches and principles that enable individuals, communities, youth networks and programmes and grassroots organisations to take meaningful action for nature and climate.
- Drive audience growth through evidence-led and insight-driven strategies, ensuring effective audience journeys that support organisational goals.
- Champion innovation, best practice and digital approaches that enable action for nature and climate, ensuring The Wildlife Trusts remains at the forefront of community-led change.
- Build and maintain strategic partnerships, coalitions and stakeholder relationships that strengthen campaigning activity, community action and organisational influence.
- Strengthen collaboration across Wildlife Trusts, enabling greater impact through shared learning, resources, expertise and collective action.
- Create and sustain opportunities for young people to influence, shape and lead the work of The Wildlife Trusts, supporting the next generation of environmental leaders.
- Champion equity, diversity and inclusion across campaigns, programmes and engagement activities, ensuring participation reflects the diversity of local and digital communities.
- Provide leadership and direction to a high-performing team, fostering a co-creative, innovative and inclusive culture with a commitment to continuous learning and improvement.
- Monitor and evaluate progress against strategic and transformation priorities, using insight and evidence to maximise impact and respond to emerging opportunities and challenges.
- Represent The Wildlife Trusts at a senior level with external partners, coalitions, media, policy forums and stakeholder networks, advocating for nature, climate action and community-led change.
- Proactively identify and capitalise on emerging opportunities within the political, policy, funding and stakeholder landscape, ensuring The Wildlife Trusts is well positioned to influence decisions, secure support and maximise impact.
- Ensure communities are at the heart of campaign development, embedding community insight, co-creation, and grassroots leadership to build inclusive, community-led movements for change.

Job Description – Main responsibilities

Strategic Leadership and Team Development

- As a member of the Senior Leadership Team, provide strategic leadership for the Communities, Campaigning, Communications and Media functions, contributing to the overall success, culture and impact of The Wildlife Trusts.
- Provide visible, values-led leadership across RSWT and the wider federation, championing collaboration, co-creative inclusion and a shared commitment to community/people led change for nature.
- Lead and develop high-performing teams, fostering a collaborative, innovative and inclusive culture that promotes wellbeing, continuous improvement, accountability and the achievement of strategic objectives.
- Develop leadership capability across the directorate through succession planning, coaching, learning and professional development, ensuring the capacity and resilience to deliver current and future priorities.
- Translate Strategy 2030 and RSWT strategic priorities into a multi-year directorate business plan, balancing ambition, capacity, risk and value for money.
- Ensure effective workforce planning, performance management and deployment of resources, establishing clear priorities, decision-making responsibilities and accountability for delivery and impact.
- Hold accountability for directorate budgets, procurement and key supplier relationships, ensuring effective governance, financial stewardship and demonstrable value for money.
- Working closely with the Fundraising Team, develop and maintain strategic relationships with funders, major donors, sponsors and external partners to secure the resources required to deliver ambitious campaigns, community programmes and community priorities, while identifying new opportunities for growth and impact. Represent The Wildlife Trusts through relevant sector partnerships, networks and boards, promoting community-led approaches and organisational influence.
- Contribute beyond the directorate portfolio as an active member of the Senior Leadership Team, modelling collaboration, sound judgement and collective accountability for organisational performance.

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

APP = Application Form

A = Assessment

I = Interview question

- Key Competencies:

- **Leadership & Decision-making:** Provides inclusive and strategic leadership by creating a shared vision aligned to organisational priorities, making informed decisions based on evidence and insight, supporting teams through change, and enabling people to contribute to successful outcomes. **App, A, I**
- **Collaboration & Support:** Builds trusted, inclusive and productive relationships across a wide range of stakeholders, fostering collaboration, shared ownership and effective partnership working while promoting organisational values and a positive culture. **App, A, I**
- **Communication & Influencing:** Communicates with clarity, credibility and purpose, using engaging storytelling, awareness of the wider context and effective stakeholder engagement to build understanding, encourage participation and support organisational objectives. **App, A, I**
- **Analysis & Interpretation:** Uses evidence, insight and foresight to support strategic thinking, understand complex issues, identify opportunities and risks, and develop effective approaches that maximise organisational impact and continuous improvement. **App, A, I**
- **Innovation & Strategy:** Encourages innovative and forward-thinking approaches that enhance organisational impact, respond to emerging opportunities and risks, promote continuous improvement, and make effective use of audience insight and digital opportunities. **App**
- **Planning & Execution:** Translates strategic priorities into clear plans and achievable outcomes, managing resources, performance and risk in a way that supports sustainable delivery and long-term success. **App, A, I**
- **Adaptability & Resilience:** Maintains effectiveness in complex and evolving environments, responding positively to changing priorities and demonstrating sound judgement, flexibility and resilience when faced with challenges. **App, I**
- **Professional & Technical Knowledge:** Applies expert knowledge of strategic communications, campaign design and delivery, community organising, engagement and reputation management, using insight and evidence to secure measurable outcomes and organisational impact that secures strategic wins for nature, climate and communities. **App**
- **Personal Development & Performance:** Demonstrates accountability, integrity and professionalism, actively supporting personal growth, continuous learning and new ways of thinking that contribute to organisational effectiveness and impact. **I**



APP = Application Form

A = Assessment

I = Interview question

Essential

- Experience
 - Proven experience in a Director-level or equivalent leadership role leading communications, campaigning, engagement, or related functions within a large, complex, national, international or federated organisation, contributing to organisational, reputational and policy outcomes. **App**
 - Proven experience of designing and delivering major strategic campaigns and organisational strategies that have achieved measurable outcomes in influencing, public engagement, policy change, fundraising, audience growth, reputation and brand development. **App**
 - Experience of identifying and maximising opportunities arising from the political, stakeholder or funding landscape, translating these into strategic campaigns, partnerships and organisational impact. **App, I**
- Technical knowledge and skills:
 - Knowledge of strategic communications, national media relations, reputation management, brand leadership, audience engagement and public positioning across traditional and digital channels, supported by an understanding of the external environment and news agenda. **App**
 - Knowledge to support and lead responses to sensitive or high-profile issues, applying sound judgement and providing strategic guidance when managing reputational risk. **App, A, I**
 - Excellent writing, editing and storytelling skills, with the ability to communicate complex issues clearly, persuasively and credibly to diverse audiences that supports organisational objectives. **App**
 - Use audience insight, research, evaluation and performance data to inform strategy, assess impact and support evidence-based decision making. **App, A, I**
 - Demonstrable expertise in designing and delivering large-scale strategic campaigns that combine communications, community organising, influencing and stakeholder engagement to achieve measurable outcomes. **App**
 - Ability to identify emerging opportunities, develop compelling propositions and secure support for strategic priorities utilising sound knowledge of the funding, policy and stakeholder landscape. **I**



Person Specification

Desirable

- Experience :
 - Experience of leading change initiatives, supporting team development, strengthening organisational culture and engaging stakeholders to achieve strategic objectives.
 - Experience managing budgets, strategic investments, partnerships and supplier relationships, ideally within the environmental, conservation, climate, membership or wider not-for-profit sector.
- Knowledge and skills :
 - Sound strategic, political and commercial awareness, with the ability to navigate complexity, identify emerging opportunities and risks, and make informed decisions.
 - Sound awareness of financial, commercial and operational leadership capability, including budget accountability, strategic planning, governance and supplier management.
 - Well-established influencing, negotiation and relationship-building skills, underpinned by a commitment to inclusive and accessible communication.
 - Knowledge of UK nature, environmental policy and the political and societal context in which The Wildlife Trusts operate.



Additional benefits of working for The Wildlife Trusts

- Private medical insurance
- Generous salary sacrifice pension contribution
- Electric vehicle salary sacrifice scheme
- 26 days annual leave, plus 5 days discretionary days and 8 bank holidays
- Extra 5 days leave on each 5 year service anniversary
- 4 Concessionary Days over festive period
- Non-contributory Life Assurance Scheme
- Charity worker discount
- Employee Assistance Programme
- Cycle to Work Scheme

Closing date for applications: 20 September 2026

Shortlisting: 21 - 22 September 2026

First interview: 1 October 2026 (Online)

Second interview: 7 October (In person in London)