



The
Wildlife
Trusts



Peatland Programme Communications and Engagement Lead

RECRUITMENT PACK

Salary: £31,500 per annum (£25,200 pro rata for 0.8 FTE)

Location: Home working (UK based). Some travel will be required

Full Time: 35 hours per week (1.0 FTE) or 28 hours per week (0.8 FTE)

Permanent

About Us

Our host organisation, The Wildlife Trusts, are a federated movement of 46 charities, supported by a central charity, the Royal Society of Wildlife Trusts. Together we have 870,000 members, 38,000 volunteers and 3,400 staff across the UK. We are at an exciting moment in our 110-year history, with the development of an ambitious new strategy, setting out a vision of nature in recovery, with abundant, diverse wildlife and natural processes creating wilder landscapes where people and nature thrive.

The Wildlife Trusts value passion, respect, trust, integrity, pragmatic activism and strength in diversity. Whilst we are passionate in promoting our aims, we are not judgemental and are inclusive. We want our people to be as diverse as nature, so 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.

As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

This role may be subject to a DBS check.

About You

The successful candidate will be employed by the IUCN UK Peatland Programme's host organisation, The Royal Society of Wildlife Trusts. The new team member will be pivotal in the delivery of the Peatland Programme's objectives to champion peatland values. They will have the level of knowledge and experience to drive forward and promote peatland restoration in the UK and be able to advocate the multiple benefits of peatlands through partnerships, strong science, sound policy and effective practice, and communication.

We are looking for an enthusiastic and motivated Communications and Engagement Lead to drive and deliver the IUCN UK Peatland Programme's communications activity to promote the benefits of healthy peatlands to a national audience. This will be done primarily through establishing and maintaining good relationships with external contacts and partners and using these networks to identify opportunities and to build the Programme's reach. You will lead the production of communications materials through design and appropriate messaging, assist our advocacy work, and plan and deliver events such as online workshops and our annual conference.

We are looking for someone who is passionate about communicating peatlands to a wide audience and is creative and proactive in their approach. The peatland agenda has expanded exponentially over the last 10 years and you will need to be an excellent team player and networker to capture what is happening and communicate this to multiple partners and stakeholders. The Communications and Engagement Lead post is a standalone communications post within a small team (9 people) and your ability to quickly develop good relationships with partner organisations will be critical to your success in the role.





About You

You will be lead on the delivery of the communications strand of the Peatland Programme's activity. You should have experience of designing publications, creating digital content, newsletters, running stakeholder events and managing social media accounts. You will support the wider Peatland Programme team in networking, identifying opportunities for collaboration, as well as in the production of resources such as briefings and web content.



Job Description - Overall Purpose and Main Responsibilities

Overall Purpose

To manage the core communications functions of the Peatland Programme which, ultimately, champions peatland values to key stakeholders.

Main Responsibilities

- Ensure Peatland Programme communications and engagements are of high quality and in-line with the organisation's strategy including maintaining a strong organisational identity, an appropriate public profile and positive engagement with a broad range of audiences.
- Co-ordinate the production of resources and published materials to champion peatland restoration and communicate the benefits to key audiences including but not limited to land managers and peatland partnerships. Your role will be to design and publish resources including:
 - Quarterly newsletter, collating stories from the wider peatland community
 - Website
 - Digital publications e.g. briefings
- Lead in the delivery of the Programme's annual conference as well as other events such as workshops, webinars and site visits.
- Develop and promote digital resources such as the Peatland Project Map and the virtual Peatland Pavilion to the wider peatland community and develop new case studies to add to it.
- Produce press releases to promote the IUCN UK PP and the wider partnership's work.



Job Description - Main Responsibilities

- Respond to incoming media enquiries and identify media opportunities that will help promote IUCN UK PP and the wider partnerships' work.
- Manage the Programme's social media presence and undertake monitoring and evaluation of our digital engagement with the community. Create high impact content to engage people in peatlands.

In order for the Peatland Programme 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. Some out of normal hours working and travel across the UK will be 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 RSWT 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:

Personal qualities:

- Ability to form and develop good working relationships with a wide range of people across different organisations
- High degree of personal motivation, including the ability to work independently and collaboratively
- Enthusiasm, self-motivation and initiative
- Effective communicator and networker
- Excellent interpersonal skills - tact, diplomacy and ability to influence a wide range of people
- Displaying confidence and leadership whilst being mindful and respectful of others.

Key competencies:

- Good attention to detail and high level of accuracy in work
- Professional and highly efficient approach to work, especially when working to tight deadlines, in a sometimes pressured environment



Person Specification

Essential:

Experience:

- Significant experience working within PR, communications, marketing or a similar discipline
- Proven experience of working well with wide range of stakeholders including public bodies, environmental NGOs and land managing bodies
- Demonstrable experience of using digital communication tools including social media, MailChimp, EventBrite and Zoom, as well as design software such as Adobe InDesign and PhotoShop, MS Publisher or equivalent.
- Experience of creating resources such as publications (other resources such as virtual reality experiences/3D modelling, creation of infographics, creation/direction of short videos are desirable)
- Experience of managing websites and producing web copy (ideally in Drupal and WordPress).

Knowledge and skills:

- Knowledge of peatland ecosystems and their values to society, nature conservation and climate change issues
- Ability to convey complex information in a concise, compelling and straightforward way.



Person Specification

Desirable:

Key competencies:

- Project management, including through others e.g. consultants and agencies
- Ability to execute communications plans or campaigns

Experience:

- Experience of handling media enquiries.
- Experience of delivery of live and/or virtual events.





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
- Non-contributory Life Assurance Scheme
- Generous pension contribution
- Charity worker discount
- Employee Assistance Programme

Closing date for applications: 28 July 2024

First Interview: 6 August 2024

Second Interview: 12 August 2024

