

Job Description

Job title: Communications Officer

Contract: Full time, permanent contract (35 hours per week)

Working base: Choice of office base in Bridgend, Cilgerran, Brecon or New Quay with some home-based working. Post covers the whole WTSWW area – from Cardiff to Aberystwyth including counties of Glamorgan, Pembrokeshire, Carmarthenshire, Ceredigion and Brecknock.

Team: Fundraising & Communications

Responsible to: Fundraising & Communications Manager

Responsible for: Occasionally work with placement students and volunteers

Salary: £26,114

Background

The Wildlife Trust of South & West Wales is a charity dedicated to protecting the region's most precious wild places for people and wildlife. We work on our reserves and beyond to rebuild biodiversity across the region, bringing species back from brink and recovering lost habitats. We work to empower individuals, businesses and communities to take action for the natural world. We campaign for better protection of our environment both locally and nationally. We have over 9000 members, 500 volunteers and manage over 2000 hectares of land on over 100 reserves, including Skomer and Skokholm Island.

We are one of 46 Wildlife Trusts spanning the UK. Each Wildlife Trust is an independent charity. This means we can respond to local needs and opportunities quickly but can also rely on the Wildlife Trust movement when strength in numbers is needed.

We have a small Fundraising & Communications team. We work closely with the Conservation and Engagement team to achieve our mission of rebuilding biodiversity and connecting people with nature in line with our strategy:

Action for Nature: **30% of land and sea managed for nature by 2030**

Action with people: **One in four people taking action for nature by 2030**

Action on Climate: **Net Zero by 2030**

Read more here: [Our Wilder Strategy | The Wildlife Trust of South and West Wales](#)

Overall purpose of job

1. **Coordinating the development and delivery of communications** - telling stories of our impact to inspire action for nature.
2. **Raising the profile of The Wildlife Trust of South and West Wales** on a local, regional and national level to encourage further memberships, donations, and support.
3. **Collaborating with colleagues across Wales** and Wildlife Trust federation to strengthen our collective voice and brand.

Main responsibilities

The Communications Officer is required to have a sound knowledge and empathy in relation to The Wildlife Trust movement. Specifically, the following tasks are an essential part of the job content:

- **Content creation:** Work collaboratively to create engaging content for our website, social media and e-news – including videos, blogs, graphics, etc.
- **Manage communication channels:** Work to grow our online communities and engage new audiences. Collate and analyse social media and website analytics to inform future communications plans.
- **Email marketing:** Coordinate monthly e-news and develop e-mail journeys for warm leads.
- **Media liaison:** Assist with media enquiries and visits, as well as the writing and distribution of press releases.
- **Magazine production:** Assist with production of our membership magazine, including design and copy.
- **Interpretation design:** Support wider team with interpretation design, including the production of templates in accordance with brand guidelines.
- **Ensure brand consistency:** Ensure a consistent brand image and voice across all communications.
- **Promote membership:** Work with our membership team to promote membership via communication channels.
- **Support fundraising:** Work to promote legacy campaigns, support fundraising efforts and encourage donations.
- **Coordinate campaigns:** Collaborate with other Wildlife Trusts on national campaigns as well as local e-actions.
- **Digital innovation:** Research new opportunities and develop innovative ways to communicate our key messages to members and the general public.
- Support the Fundraising & Communications Manager in the **day-to-day communications** and to undertake other duties appropriate to the post.

Person Specification

This section details the experience, competence, knowledge, skills and personal qualities required for the post.

Experience & qualifications:

- **Communications experience:** Significant practical experience in communications within a charity or social enterprise organisation, or with a private organisation that has similar aims to a charity.
- **Degree:** A relevant qualification is preferred but emphasis is placed on a good practical track record in relevant and related employment areas.

Competence, knowledge & skills:

- **Communication:** Excellent written and oral communication skills with flair for storytelling.
- **Organisation:** Ability to prioritise and work flexibly is essential.
- **Social media expertise:** Knowledge of trends, confident using variety of platforms (including BlueSky, X, Instagram, Facebook, LinkedIn) as well as social media scheduling apps.
- **E-marketing experience:** Experience using MailChimp and developing email journeys.
- **Graphic design:** Digital design skills and experience with Adobe Creative Cloud software is essential.
- **Media experience:** Experience writing and distributing press releases as well as working with journalists and/or producers would be an advantage.
- **Photography and filming:** Ability to plan, shoot, and edit photos and videos.
- **Relationship building:** Confident at building and maintaining relationships internally and with external organisations.
- **Inclusive comms:** Knowledge of inclusive communication practices would be desirable.
- **Welsh language:** Ability to speak and write in Welsh would be an advantage.
- **Driving licence** is essential.

Personal qualities:

- **Positive:** Able to maintain high levels of enthusiasm and self-motivation.
- **Creative:** An innovative thinker with an eye for design and attention to detail.
- **Passion for wildlife:** Knowledge of local wildlife as well as an understanding and commitment to addressing wider environmental issues would be an advantage.
- Ability to **work independently and as part of a team**, both in person and remotely.
- A clear understanding and **empathy with The Wildlife Trust** movement.

Further details

Working Hours: We operate a flexible/TOIL working system to take account of the fact that some evening/weekend work is required on occasion.

Holidays: 25 days plus bank holidays plus additional discretionary holiday over Christmas/New year awarded by Trustees (usually between 3 and 5 days).

Pension: The Trust operates an auto-enrolment compliant pension scheme with a 6% employer contribution. Details are set out in the staff handbook.

Travelling expenses: 40p per mile. Shared pool cars available if booked in advance.

Volunteer days: We give our staff the opportunity to use two workdays a year. You can use this to volunteer for other teams within our Wildlife Trust or for another organisation. Many staff use this opportunity to volunteer on Skomer Island.

Key dates

Please send your completed application form to info@welshwildlife.org with the job title as the subject line. Please be aware we may not accept applications if we have reason to believe they have been wholly produced using generative AI tools.

Application closing date: Monday **26th January** 2026 at 5pm

Interview date: Wednesday **4th February** 2026 at Head Office in Bridgend (The Nature Centre, Parc Slip, Fountain Road, Tondy, Bridgend, CF32 0EH).

If you haven't received any communication from us after **Friday 30th January** 2026 your application has been unsuccessful on this occasion.

Equal Opportunities

We are committed to equality, diversity and inclusivity. We are particularly keen to increase the diversity of our staff, volunteers and supporters. We welcome applications from people from groups which are underrepresented in the conservation sector, particularly people from minority ethnic groups, people with disabilities and people from low-socioeconomic backgrounds. Even if you do not feel you meet all the criteria, please do submit an application. We can provide training and support to the right candidate.

As a Disability Confident Committed 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.