



Cheshire
Wildlife Trust

**Let's bring wildlife back together -
for everyone, everywhere**





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Purpose and impact of the role

We have reached a tipping point. Wildlife is in freefall both locally and nationally and our climate is in crisis. By 2030 we must see nature recovering, wildlife returning and ecosystems restored and we need many, many more people on nature's side.

Cheshire Wildlife Trust is a fast-growing environmental charity which is part of the UK-wide federation of Wildlife Trusts. With the local support of over 17,500 members and almost 1 million members nationally, you will be a part of a dynamic organisation which is at the forefront of bringing wildlife back. Your role will help achieve our 2030 goals to put nature into recovery, mobilise at least 1 in 4 people to be on nature's side and ensure that the environment plays a full role in addressing the climate crisis. In short, we need to create a [Wilder Cheshire](#).

This role sits in the Fundraising and Development Directorate. The main purpose of the department is to ensure we have both the supporter base and financial resources to deliver our plan for a wilder Cheshire across the region by achieve our grants and voluntary income targets and creating compelling propositions that ignite people's passion for and connection with nature.

The role of Communications Officer is a Technical Officer level position where the main purpose is to deliver agreed objectives that contribute to achieving a specific strategic goal.



The specific purpose of this position is to:

- Act as the communication team's link with programme leads, identifying story opportunities, milestones and engagement needs.
- Maximise the use of digital and traditional media platforms to raise the profile of the Trust's work and more broadly the threats to and benefits of nature.
- Work with colleagues across the Trust to ensure a consistent and coherent profile for CWT.

Overview

Title: Communications Officer

Responsible to: Director of Fundraising & Development

Term: Permanent

Salary: £25,526–£28,978 per annum.
Starting in the region of £25,526 FTE

Hours: Full time, 35 hours per week

Location: Bickley Hall Farm (SY14 8EF). This is a hybrid role.

Main duties and responsibilities

- Work across teams to plan and deliver engaging, effective and coordinated supporter journeys across all digital channels and platforms.
- Contribute to the communications plan, content calendar and messaging frameworks led by the Senior Communications Officer.
- Gather stories, photos and video content from teams across the Trust.
- Turn technical information into clear, engaging content in the Trusts tone of voice.
- Share and create content that inspires our key audiences to connect with the work of the Trust.
- Follow the Communications Strategy to make best use of digital channels to promote the Trust's campaign messages and encourage engagement.
- Work with Senior Communications Officer, to create and maintain webpages to inform the public and supporters about the threats to nature and the work of the Trust.
- Work with the Senior Communications Officer to raise the profile of the Trust's work in the media through the proactive identification and distribution of newsworthy stories

- Write and edit media releases and work with the Senior Communications Officer and The Wildlife Trusts' national media team to localise national press releases.
- Work in an agile way, testing content, messaging and techniques, analysing results and adapting to optimise reach and engagement through digital channels alongside the Senior Communications Officer.
- Ensure Cheshire Wildlife Trust's brand guidelines are followed for all printed materials, equipment and signage.



Person Specification

You will be expected to have at least 2 years relevant experience or at least a Level 3* qualification or be an associate of a professional body within one or more of the following fields: communications, marketing, public relations, journalism

In addition you will need to demonstrate knowledge and/or experience of the following:

Essential

Experience of creating compelling written and digital content across online and offline channels, including web, email, social media, press and campaign materials.

- Strong storytelling skills, with the ability to turn complex, technical or evidence-based information into clear, engaging content for non-specialist audiences.
- Experience identifying strong story angles, monitor media and social trends, and responding to timely opportunities.
- Up to date working knowledge of social media platforms, scheduling tools and analytics, such as Facebook, Instagram, YouTube, LinkedIn and Hootsuite.
- Confidence handling communications on sensitive, complex or controversial issues in a calm, credible and evidence-led way.
- Basic design skills using tools such as Adobe, Canva or InDesign



- Photography and videography skills, including editing
- Good organisational skills, including time management, working to deadlines, coordinating campaign content and maintaining accurate records.

Desirable

- Confidence creating content briefs and sourcing visual content
- Experience and confidence liaising with external media contacts (such as press and publishers)
- Experience of writing media releases and preparing media materials
- Experience working with web and email platforms such as Drupal and Mailchimp
- Experience of following brand guidelines, including logo usage, tone of voice, visual identity, imagery, accessibility and consistency.
- Audience profiling, segmentation and insight, with the ability to adapt messages, tone and content for different audiences and platforms.
- Experience of delivering communications that drive action, such as campaign participation, event registrations, supporter actions, enquiries or behaviour change.
- Experience using tracking systems to gather insight on digital behaviour eg Meta Business Suite, Hotjar, Google Analytics



Personal qualities:

We expect all who work for CWT to demonstrate the following personal qualities:

- Be passionate about securing a future for local wildlife on land and sea
- Be someone who leads by example and makes decisions based on evidence
- Be proactive, professional and pioneering in your everyday work
- Make sustainable choices
- Be able to work both alone and as part of a team
- Be flexible, practical and well organised
- Be friendly and approachable
- Have the means to travel to our headquarters as and when required.

In addition this role requires the following:

- Ability to work in an agile way and respond to changing priorities
- Being highly organised with good self-management of time to deliver against multiple priorities and strict deadlines.

About us

We are a small and friendly organisation employing around 60 staff supported by a network of delivery partners, volunteers and trainees. The people who work for Cheshire Wildlife Trust are passionate about the natural environment and local wildlife conservation. We have a highly motivated and committed team who are driven to succeed, and we believe that our staff thrive best in a culture of creative freedom within a strategic framework. Many staff are involved in Cheshire Wildlife Trust's activities outside of their duties such as occasional volunteering to help with a wildlife survey or helping run a weekend/evening event.

At Cheshire Wildlife Trust we embrace agile working with a focus on supporting you to achieve your objectives alongside a healthy work-life balance. We operate a hybrid working policy with most staff working at least part of the week from home and/or out on site.

Our headquarters at Bickley Hall Farm (SY14 8EF) are set in the beautiful Cheshire countryside on a working farm managed by Cheshire Wildlife Trust.

The farmhouse provides our main office space with fantastic views and the opportunity to walk around the farm in your free time.

Depending on your role you may also have the flexibility to work from one of our satellite offices or use a hot desk hosted by a partner organisation.



How to apply



To apply for the position please download and complete an application form and return to Emma Raine (People & Culture Officer) at jobs@cheshirewt.org.uk

The closing date for this role is midnight on **Sunday the 1st of November 2026.**

Applicants must have the right to work in the UK. You may be required to undergo a DBS check as part of this role.

