

Communications & Marketing Manager

We're looking for a driven and creative Communications and Marketing Manager who can lead a small team to communicate our purpose to grow hope for a wilder future that reconnects people with the natural world, regenerating landscapes for people and wildlife, now and for generations to come.

Salary: £31,796 per annum.

Term: Permanent; Full-time , 35 hours per week.

Responsible to: Head of Engagement and Learning.

Liaison with: CEO, Senior Management Team, cross organisational support for all teams and programmes.

Location: Robinswood Hill Country Park, Reservoir Road, Gloucester, GL4 6SX .





Introduction to the job role

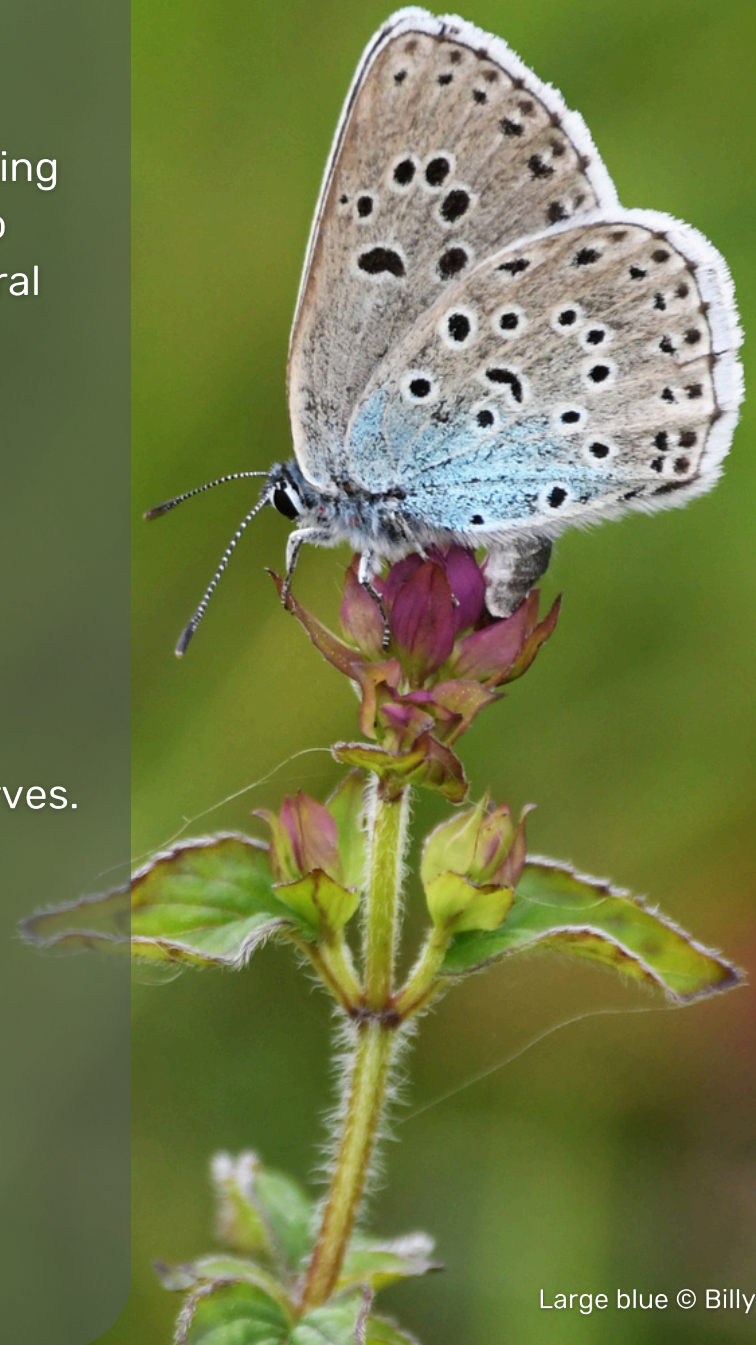
We're looking for a driven and creative Communications and Marketing Manager who can lead a small team to communicate our purpose to grow hope for a wilder future that reconnects people with the natural world, regenerating landscapes for people and wildlife, now and for generations to come.

You will do this by:

- Extending our reach to connect more people with nature
- Growing GWT's supporter base.

- Supporting efforts to diversify income and grow our financial reserves.

- Delivering communications and marketing linked to projects, campaigns and appeals.





Gloucestershire
Wildlife Trust

Introducing Gloucestershire Wildlife Trust

We are Gloucestershire Wildlife Trust – the largest membership organisation in the county dedicated to local wildlife. We own and manage more than 60 nature reserves across the county, all of which offer free access for visitors. 28,000 members in Gloucestershire support our work, with hundreds regularly volunteering time and commitment.

Our mission is a simple one – to value nature. Our ambition is to restore, recreate and reconnect Gloucestershire’s wild places. We want everyone in Gloucestershire to value, enjoy and share the natural world.

Our priorities are outlined in our Strategic Plan: Wild Places, Natural Solutions – <http://www.gloucestershirowildlifetrust.co.uk/about-us/who-we-are/strategic-plan>

Our vision is ambitious, but we believe we can deliver it by:

- Creating bigger, better, more connected wild places where people and wildlife can thrive
- Inspiring more people and communities to take action for wildlife
- Leading on ‘natural solutions’; championing the value of what wildlife can do for us
- Growing our resources, influence and reach to shape a strong, resilient organisation

Gloucestershire Wildlife Trust manages over 2,500 acres of land, from wetlands in the Severn Vale and heathland in the Forest of Dean, to limestone grasslands in the Cotswolds and a large ancient woodland at Lower Woods in South Gloucestershire. In addition to our community programmes, we have a vibrant programme of work outside our reserves, supporting farmers and landowners to deliver bigger, better and more connected landscapes where wildlife can thrive.

Gloucestershire Wildlife Trust expects its staff, paid and unpaid, to carry out their duties in a way which consistently exceeds the regulations and expectations of society at large in matters ethical and environmental. The Trust will ensure that its staff receives appropriate training and development opportunities based on a documented personal annual appraisal.



Gloucestershire
Wildlife Trust

Gloucestershire Wildlife Trust's values

Our values reflect each of us being:

A CARING COLLEAGUE – supportive and honest

Behaviours: We are considerate, honest and fair. We make time for each other and actively listen to others concerns or barriers before responding and finding solutions together.

ROOTED IN OUR COMMUNITIES – making nature inclusive

Behaviours: We respect each other's views and recognise and value our different backgrounds and lived experiences.

CHAMPIONS FOR WILDLIFE – passionate and pioneering for nature's recovery

Behaviours: We have an urgency for action. We are open to new ideas, encouraged to take risks together, finding creative solutions and learning from our mistakes.



Outline of main responsibilities

- Work with Head of Learning and Engagement to develop and deliver GWT's communications and marketing strategy to support delivery of key impact areas and outcomes aligned with project and campaign briefs.
- Manage the development and delivery of the GWT narrative, content and brand approach, ensuring that purpose and values run through all our communications and marketing activity.
- Manage the planning, alignment and delivery of communications and marketing work, ensuring there is a robust and efficient approach to managing the delivery of client and project briefs.
- Manage all aspects of media, PR and external affairs work, developing contacts and maximising GWT's profile in support of the ambitious goals of the strategy.
- Manage the development of our internal communications approach, linking with the Head of Business Operations and other areas to gather and respond to feedback in order to support our growth.
- Manage the production of the twice-yearly members' magazine, and annual impact report, supporting other aspects of supporter recruitment and retention as required.
- Produce inspiring audiovisual content as required by the communications and marketing delivery plan, and ensure all content meets brand and reputational standards



Outline of main responsibilities

- Line manage, support and develop the communications and marketing team, seeking out, sharing and applying best practice.
- Manage communications and marketing contractors and suppliers as required and commission external content as required to deliver against campaign brief.
- Manage expenditure of the communications and marketing budget, maximising income and efficiency.



Person Specification

Qualifications

Required:

- Degree or Equivalent

Preferred:

- Accredited qualification such as CIM or CAM
- Membership of a relevant professional body

Experience and knowledge

Essential:

- Experience of managing a small team or being part of a larger team with personal experience of delivering across all comms disciplines.
- Experience of delivering, measuring and reporting of communications and marketing impact .
- Highly collaborative style; experience of developing and implementing communications strategies across a wide range of communications channels.
- Experience of interpreting the brand across a range of digital, printed and on-site communications platforms.
- Experience of managing the expenditure of a budget.





Gloucestershire
Wildlife Trust

Person Specification

Desirable

- At least 3 years line management experience.
- Experience of content management.
- Experience of working collaboratively with all stakeholders, including staff, board members, volunteers, members, partners, funders, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Relationship builder with the flexibility and flexibility to "manage by influence."
- Experience/understanding of working for a charity, membership organisation or ENGO





Person Specification

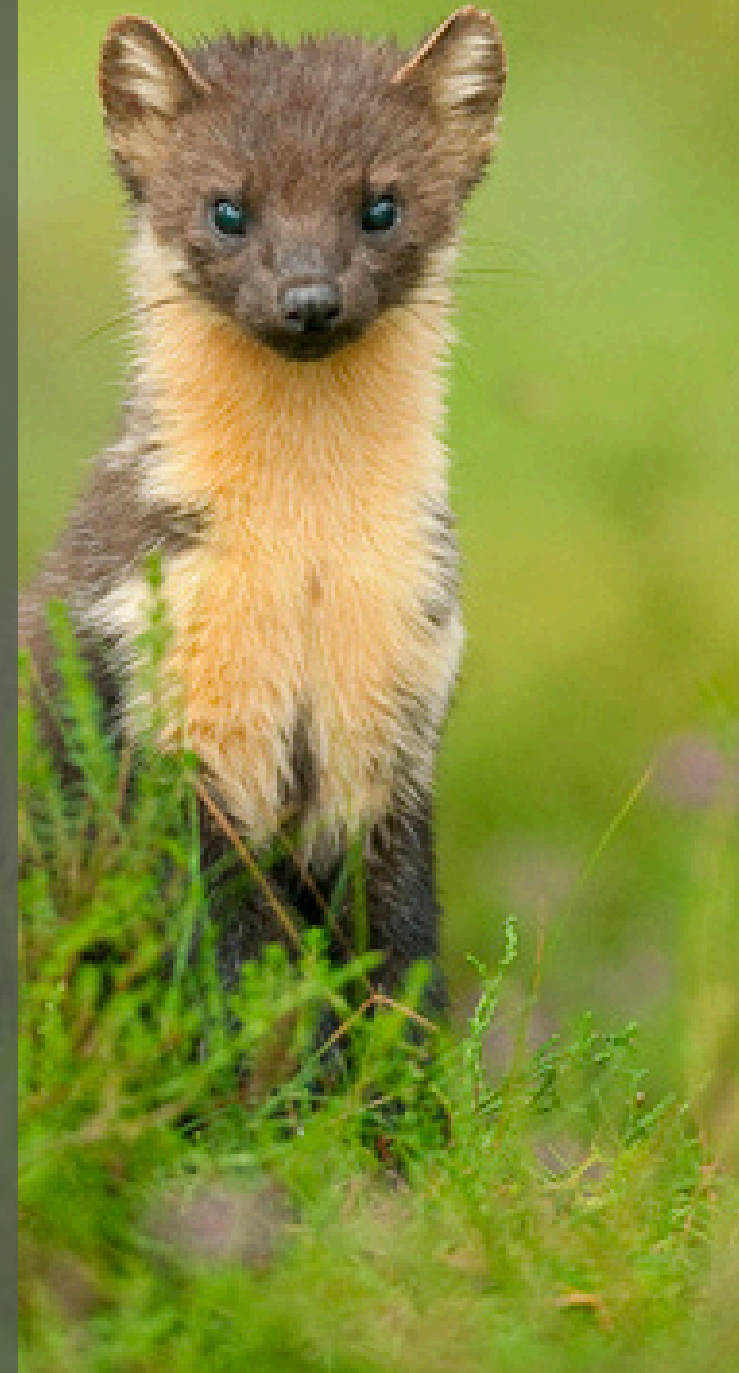
Skills:

Essential:

- Ability to think creatively and maximise tight budgets to produce cost effective communications often using effective negotiation skills in securing contracts.
- Ability to manage your own priorities and workload as well as your teams.
- Excellent interpersonal and communication skills.
- Excellent writing and research skills

Desirable:

- Empathetic to a broad range of individuals' needs.
- Proactive, highly flexible and comfortable with change.
- Mature and professional outlook.
- Personal commitment to nature conservation and sustainable living.





Terms of Employment

This is permanent post (35 hours a week) and is subject to a six-month probationary period. Due to the nature of the Trust's work, occasional evening or weekend work may be necessary for which time off in lieu is given.

We offer a rounded benefits package to include life insurance of three times salary, a contributory pension scheme with generous employer contributions and an employee assistance programme. The postholder is entitled to 25 days paid leave per year pro rata (rising to 30 days through service) in addition to public holidays and Christmas closing period as well as two volunteering days. Other discounts and benefits are available too.

Our office facilities are at Robinswood Hill Country Park in Gloucester. Hybrid working arrangements are available subject to discussion with your line manager.

It is the nature of the work of Gloucestershire Wildlife Trust that tasks and responsibilities are, in many circumstances unpredictable and varied. All staff are, therefore, expected to work in a flexible way when the occasion arises where tasks that are not specifically covered in the Job Description are undertaken, including providing cover for absent staff in order to maintain organisational effectiveness.

As part of its commitment to investing in its people, GWT trains and supports its staff in the delivery of their duties. Advice will be given in drawing up a personal development plan and all suggestions considered according to resources available and the over-riding priorities of the Trust. An appraisal process is carried out every year.

Major changes to duties and responsibilities and reasonable notice will be given before implementation.



Gloucestershire
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Equality, Diversity and Inclusion

Gloucestershire Wildlife Trust is committed to encouraging equality, diversity and inclusion among its workforce, and eliminating unlawful discrimination, harassment and victimisation. The Trust's policy is to provide equality, fairness and respect for all staff, whether temporary, part-time or full-time; ensure no unlawful discrimination against the Equality Act 2010 protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex and sexual orientation; and to oppose and avoid all forms of unlawful discrimination. A full copy of the policy is available on request.





Gloucestershire
Wildlife Trust

How to apply

To make an application, please send a covering letter and CV to hr@gloucestershirowildlifetrust.co.uk by midnight on Monday, 28th July 2025.

Interviews will be held Monday, 04th July 2025.

Thank you for your interest in this position and we look forward to receiving your application.

