

Communications Wild Trainee (Voluntary)

Looking to gain experience in the conservation sector and inspire people in Gloucestershire to stand up for nature's recovery? You've come to the right place!

We have two Wild Trainee roles currently vacant within our Engagement and Communications team – could you join our team?

The Wildlife Trusts have recognised that for nature to be put into recovery, we must better engage and inspire people on a local level – these roles form part of the Wild Trainees Programme, which is designed to provide valuable experience for young people in delivering nature's recovery through practical work, communications, evidence, and engagement.

The Communications Wild Trainee will work across the organisation and support the Communications and Marketing team to produce inspiring content that influences Gloucestershire to grow more connected with nature.

You can view the Community Action Wild Trainee role [here](#):

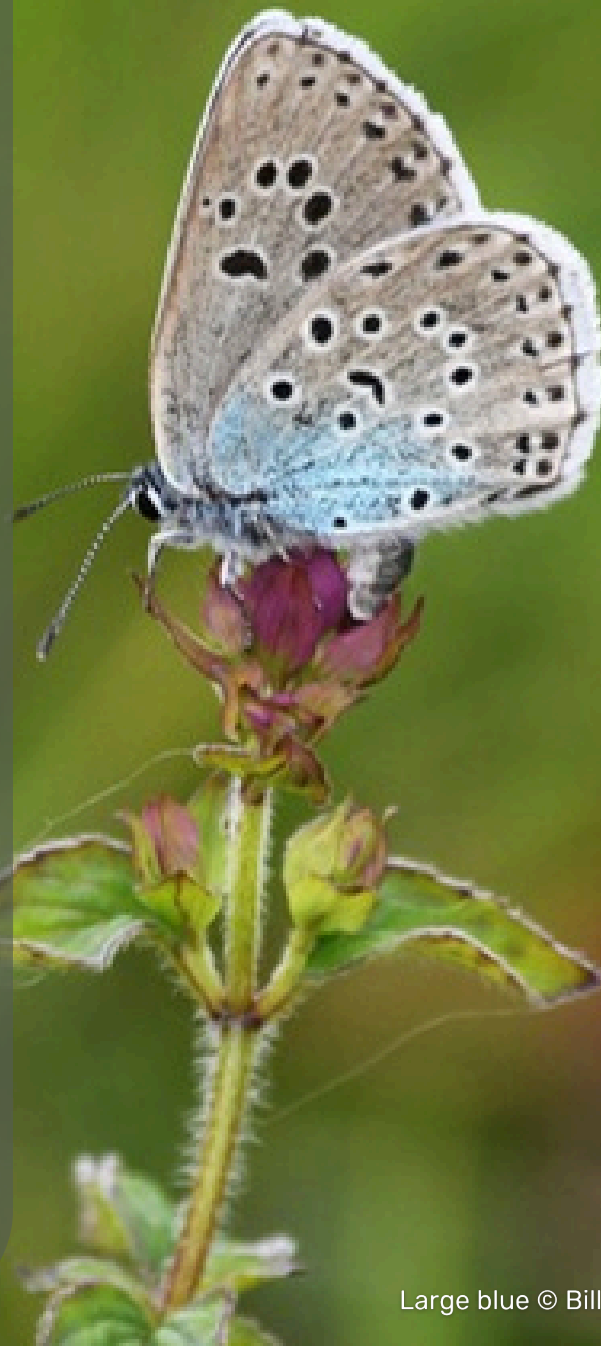
Our Community Action and Communications Wild Trainees will work closely throughout their traineeship, collaborating and developing skills from all areas of Gloucestershire Wildlife Trust.

How to apply: Please send us your CV and cover letter outlining why you'd like to be considered for the role and what applicable key skills and you have

Application deadline: Tuesday 30th September 2025

Date of interviews: Tuesday, 7th October 2025

Job description



Communications Wild Trainee (Voluntary)

Job Title: Wild Trainee – Communications (Voluntary)

Responsible to: Communications Officer

Liaison with: Digital Marketing Coordinator, Graphic Designer, Communications Manager, and other teams across Gloucestershire Wildlife Trust.

Time Commitment: 12-month voluntary traineeship (21 hours per week)

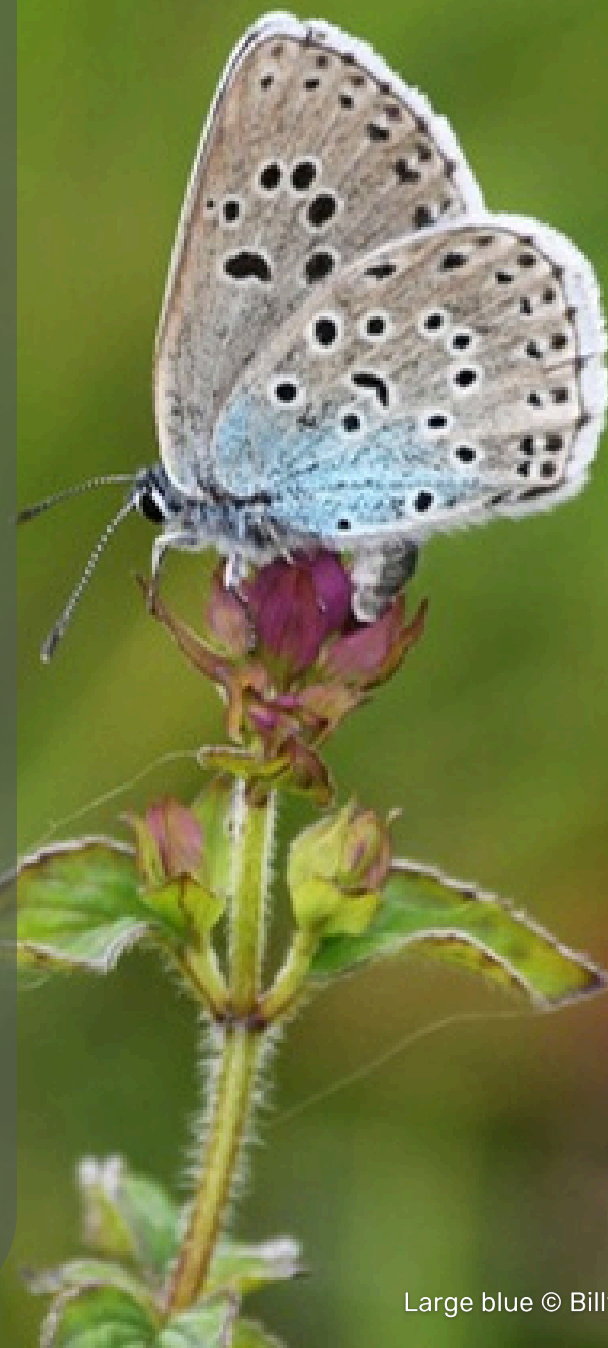
Introduction to the role

This is a voluntary position within the Communications and Marketing team at Gloucestershire Wildlife Trust (GWT). It forms part of the wider Wild Trainees Programme, which is designed to provide valuable experience for young people in delivering nature's recovery through practical work, communications, evidence, and engagement.

The Communications trainee will be based in our Communications and Marketing team, and support in day-to-day creation of social media content, e-newsletters and other communications materials.

The role is responsible for supporting the development and delivery of GWT's communications, that implement GWT's strategic objectives to create bigger, better, and more connected landscapes for people and wildlife.

Job description





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.gloucestershiREWildlifeTrust.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.







Our Purpose and Values

As humans, we're deeply connected to the natural world – and that world is powerful, dynamic, and resilient. At Gloucestershire Wildlife Trust, we believe that nature offers the solutions to some of the biggest problems we face today, from climate change to our personal wellbeing.

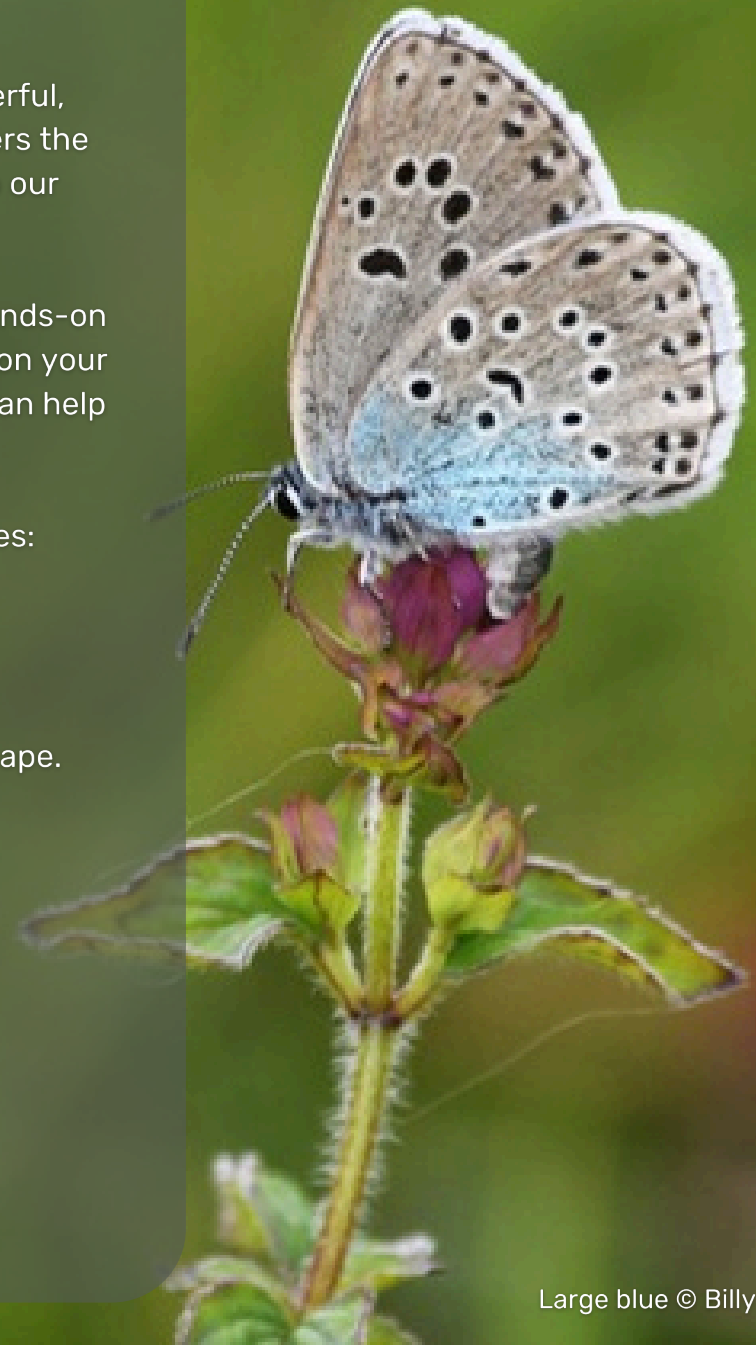
That's why we work with local communities and partners, using evidence and our hands-on experience, to work in the service of people and wildlife. Whether it's a small project on your street or a big one across the landscape, we believe that every action, big or small, can help shape a brighter, wilder future for us all.

We show how we care for nature, our partners and each other through our values:

-  We're ambitious and dream big – for people and for nature.
-  We collaborate, because we can achieve more together.
-  We're inclusive and believe that nature is for everyone.
-  We act with responsibility for the work we do and the world we're helping to shape.

Together, we're growing hope for a wilder future.

Job description





Outline of main activities

Content creation for, and supporting the team with:

- Regular e-newsletters.
- Engaging species-related content for social media.
- GWT's annual photography competition.
- Internal communications including GWT's internal newsletter.
- Written content when required, such as for press releases and Wildlife magazine.

Cross-organisation working:

- Spending time with other teams to improve your knowledge of work across teams, an important part of delivering effective internal and external communications.
- Develop an understanding of the projects and processes throughout the Trust.

Films and marketing:

- Indoor and outdoor filming, footage logs and media management.
- Creating carousels and videos using Canva.
- Monitoring and recording comments and highlights.

Brand:

- Understanding the brand and becoming a brand champion internally.
- Designing simple posters and fliers in Canva following the brand guidelines.

Job description



Person Specification

Aged 18 to 25 due to funder requirements.

Qualifications:

Relevant experience, willingness to learn, and values alignment is more important for this role than specific qualifications.

Experience and knowledge

Essential:

- Proficient in Microsoft Office Suite (e.g. Word, Excel, PowerPoint)

Desirable:

- Experience using Canva or a similar design tool.
- Experience using social media for personal or professional use.

Skills

Essential:

- Strong organisational skills, timekeeping and reliable attendance.
- Collaborative working, excellent ability to work towards shared goals within a team.
- A creative and imaginative approach.

Desirable:

- Basic understanding of ecological principles, biodiversity conservation and enhancement.
- Copywriting skills.
- An eye for design.
- Skilled in using a camera for photography or videography.





Terms of Employment

This is a 12-month voluntary traineeship (21 hours per week). Preferred days: Tuesdays, Wednesdays, Thursdays 9.00 – 17.00.

It is the nature of the work of Gloucestershire Wildlife Trust that tasks and responsibilities are, in many circumstances unpredictable and varied. Therefore, there may be the occasional option to attend evening and weekend events, however this is not a requirement of the role. You are not obligated to work beyond your standard hours.

15 days (5 weeks) allowance to cover pre-arranged holiday absence.

Our office facilities are at Robinswood Hill Country Park in Gloucester.

Role benefits / Training opportunities

To learn the theory and practice of digital communications and marketing from a friendly and knowledgeable team.

Day-to-day learning experiences will enable the Wild Trainee to become familiar with a wide variety of skills in traditional and digital communications - including social media marketing, website development, copywriting for varied audiences, and developing an eye for detail when adhering to brand guidelines and tone of voice.

The successful trainee will receive a substantial amount of additional internal training including copywriting, marketing, design, and where necessary wildlife identification.

The role would suit anyone at the beginning of a career in communications and/or marketing who is keen to develop their experience.

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

If you feel you have the necessary skills and experience to be successful in this role, please send your applications to hr@gloucestershirewildlifetrust.co.uk .

Closing date: Tuesday, 30th September 2025.
Interview date: Tuesday, 07th October 2025.

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

