



## Job Description

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### Public Affairs Officer

**Grade:** 8

**Directorate:** Fundraising, Marketing and Communications

**Location:** WWT Slimbridge Wetland Centre with the opportunity for hybrid working

**Reporting to:** Senior Campaigns Manager

**Main function of post:** To support the development and delivery of WWT's public affairs and campaigning activity, through influencing decision makers and securing the political and policy support needed to unlock the superpowers of wetlands for everyone's benefit.

Working collaboratively with colleagues from across the organisation, this hands-on role will help shape and deliver an ambitious campaigning agenda, designed to raise the profile of wetlands, advocate for their conservation and build support for the work that WWT does to protect, restore, and provide access to, wetlands. As part of our Communications team, this post will lead the stakeholder engagement element of our campaigning work, with a focus on government officials, policy makers and political influencers as well as supporting our wider public engagement work.

With a keen understanding of the political environment and the policy-making process, this role will have the chance to help shape WWT's campaigning approach through advocating for wetlands and the work that WWT does.

**Supervisory responsibilities:** None

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### Responsibilities of the post

1. Contribute to and support the delivery of the Communications and Campaigns strategy as part of the wider Fundraising, Marketing and Communications strategy.
2. Lead the implementation of WWT's public affairs activity including monitoring, stakeholder management and drafting/briefings speeches for WWT's leadership team as required to achieve our campaigning goals.
3. Work closely with the Senior Campaigns Manager to develop a clear and measurable approach to public affairs that supports WWT's wider campaigning and influencing activity.

4. Work with the wider Communications and Campaigns team to develop and deliver advocacy strategies that support campaign priorities, inspire WWT staff and volunteers and influence decision makers to help deliver WWT's strategy aims.
5. Build trusted relationships with parliamentarians, ministers, civil servants and other influential stakeholders, and develop a process for identifying, tracking and managing these relationships. This includes attending key events and hosting parliamentarian and influential stakeholder visits.
6. Provide timely and relevant political insight and analysis to guide campaigns and maximise our influence on WWT's priority policy areas.
7. Work collaboratively with WWT's subject matter experts to identify policy barriers and levers that can be influenced through WWT's campaigning and advocacy plans, and collate relevant case-work and consultation responses.
8. Raise WWT's profile in Westminster by building a network of cross-party political wetland advocates who can speak up for them in parliament and at key events.
9. Work with the Events Manager to deliver events designed to influence political stakeholders, while maximising influencing opportunities within our existing events programme
10. Represent WWT at relevant external groups and events of importance to our advocacy goals, including regular networking and influencing opportunities such as party conferences.
11. Champion campaigning and advocacy with teams across the organisation, helping to create an internal culture of campaigning as we continue to speak up for wetlands.
12. Co-ordinate the evaluation of public affairs activity and reports, including developing internal reports as required.
13. Be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
14. Be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

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**Date raised:** October 2025

# Person Specification

## 1. Qualifications

### *Desirable:*

- Educated to A-level or equivalent.
- Current driving licence with the ability to travel to other WWT sites and around the UK.

## 2. Experience

### *Essential:*

- Relevant experience working within a public affairs, campaigns, parliamentary or government environment.
- Proven experience of developing and delivering public affairs and advocacy plans and strategies designed to influence Government, politicians and other stakeholders.
- Experience of working closely with senior colleagues, offering strategic advice and briefings ahead of political events.
- Strong working knowledge of the UK Parliament's political processes and an understanding of the current political environment, including parliamentary tools and processes.
- Confident building a network of strong and positive relationships with government officials, including politicians and civil servants to affect policy change.
- Confident representing an organisation and its cause with high-profile and political audiences.
- Familiarity with campaigning to build political and public support that leads to policy change.
- Skilled writer, confident communicating complex issues clearly and succinctly, and adapting style for different audiences.

### *Desirable:*

- Knowledge of national conservation issues, environmental policy and legislation.
- Knowledge of UK planning legislation and process.
- Evidence of developing thought leadership content targeting influential and political stakeholders.
- Knowledge of access-based policy and legislation
- Experience of engaging with and supporting the functioning of All Party Parliamentary Groups.
- Experience of managing and coordinating events for political audiences, designed to achieve advocacy and campaigning objectives.

## 3. Managerial & Supervisory

### *Desirable:*

- Confident offering professional advocacy and public affairs advice and guidance to people at all levels of an organisation, including senior leadership.

- Ability to inspire others, through championing the role of public affairs, campaigning and advocacy with colleagues in a complex organisation.

## 4. Responsibility

### ***Essential:***

- Ability to identify, research and draft appropriate public affairs collateral (for example, reports, position statements and briefings) in a clear, concise and persuasive style.
- Understand the need to identify and mitigate reputational risks and opportunities.
- Professionally and confidently represent our organisational position, externally and internally, on issues impacting the whole organisation.
- Horizon scanning to swiftly identify developments in political agendas, highlighting when challenges or opportunities arise that will help deliver WWT's strategic objectives.
- Highly organised and self-motivated, with the ability to work under pressure.

### ***Desirable:***

- A proactive approach to supporting WWT with its commitment to equality, diversity and inclusion at work, to include proactively supporting a respectful, welcoming and supportive working culture.

### ***Levels of Responsibility:***

Type of Responsibility	Level (£'s)
Budget Responsibility	£0
Income	£0
Assets (required for job, exc. buildings)	£0
Visitors (number per annum)	N/A

## 5. Creative Ability

### ***Essential:***

- Confident writer, able to adapt content in different formats and for different audiences.
- Able to work independently under own initiative, with a positive and proactive attitude.
- Used to multi-tasking, balancing deadlines and busy workloads in a fast-paced environment.
- Ability to take a constructive flexible and considered approach to find solutions to achieve common goals.
- Ability to think laterally and adopt a range of external views in order to position WWT effectively.

***Desirable:***

- Engaging story-teller, able to generate original ideas to support advocacy and campaigning objectives, including generating thought leadership pitches targeting influential stakeholders.

## **6. Contact**

***Essential:***

- Represent organisation to high-profile and influential stakeholders internally and externally, sometimes in sensitive situations.
- Excellent verbal and visual communicator, with the ability to build trust across a range of audiences.
- Strong interpersonal skills, with the ability to exercise good judgement, express arguments clearly and persuasively, with the integrity to represent WWT confidently with different audiences, remaining true to WWT's positions and core messages.
- Ability to build relationships and work with a wide range of people, both internal and external.
- Excellent networking abilities with established contacts in government, environmental, planning and health sectors.

***Desirable:***

- Experience dealing with internal and external senior management.
- Network of contacts in the media landscape.
- Confident in working effectively with colleagues across the UK, including the planning and delivering of events at remote locations.
- Confident public speaker.

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## **General Notes**

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.

Whilst this post is Slimbridge-based, a willingness to travel to other WWT Wetland Centres and to London is essential.