



# Communications Manager (Wetland Cities)

**Grade:** 9

**Location:** Slimbridge (Hybrid)

**Main function of post:** 'Wetland Cities' is a transformative five-year programme designed to establish Ramsar Wetland Cities in the UK.

This exciting programme of work will develop and establish varied and exemplar urban wetlands, from supporting local wetland projects as part of deep-rooted community partnerships through to facilitating the inclusion of nature rich wetlands as part of major urban renewal projects, and restoration of existing degrading and impacted wetlands.

This role will plan and deliver strategic communications for WWT's Wetlands Cities programme. The post-holder will have the opportunity to shape strategic communications for a number of high-profile projects, as well as deliver creative communications across a range of channels and disciplines. Supported by the Senior Communications Manager, a key part of this role will focus on horizon-scanning, mitigating and managing potential and live risks to the project and the organisation. The post-holder will work alongside a number of multi-discipline project teams, with colleagues from Conservation, Science and Evidence, Philanthropy and Partnerships and Community Engagement, as well as external partners like local and combined authorities.

This is an exciting opportunity to lead in communicating some of WWT's biggest nature restoration projects to new and existing audiences and raise the profile of WWT and the superpowers of wetlands. The post-holder may also have the opportunity to take part in delivering communications for other projects in line with WWT's strategic aims and priorities.

**Supervisory responsibilities:** None

**Reporting to:** Senior Communications Manager

---

## Responsibilities of the post

1. Plan, develop and deliver strategic communications for the Wetlands Cities programme.
2. Ensure communications plans support the delivery of WWT's national strategic aims and brand awareness, through highlighting the superpowers of wetlands, promoting WWT's expertise and reaching potential new partners.
3. Work with external agencies as well as WWT's Marketing and Design team to conceptualise and brief external and internal communications collateral (including digital and social materials, video, images and infographics).
4. Build strong working relationships and work collaboratively with multi-disciplinary project teams, championing, and providing advice, on communications best practice.
5. Support and advise project team(s) on strategic communications and issues management at a local level, ensuring alignment with project community engagement.
6. Write for a variety of channels, including social media, email newsletters, website, internal and supporter communications, with the ability to turn complex scientific evidence into communications that are accessible for a range of audiences.
7. Horizon scan for potential reputational risks, manage reactive media relations, develop position statements and lines, and advise senior leadership as required.
8. Support in monitoring and managing stakeholder relations during key project milestones, sometimes with senior and high-profile stakeholders.
9. Co-ordinate the evaluation of communications activity and reports, including developing internal reports as required for project meetings.
10. Deputise for Line Manager and the rest of the team as required.
11. 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.
12. 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.

---

# Person Specification

## 1. Qualifications

### *Essential*

- Level 3 qualification or equivalent by experience

### *Desirable:*

- A qualification in Marketing or Public Relations eg CIPR.
- Current driving licence with the ability to travel to other WWT sites and around the UK.

## 2. Experience

### *Essential:*

- Experience of planning and delivering integrated communications plans.
- Confident writing for multiple channels to engage a range of target audiences.
- Significant public relations experience, including writing for, pitching to and dealing with the media.
- Experience of delivering high profile events that support the delivery of organisation objectives.
- Experience of maintaining and developing networks of contacts internally and externally.
- Planning and development of engaging social media content.

### *Desirable:*

- Understanding of current environmental issues and media structures.
- Experience of turning complex scientific evidence and data into accessible communications for a variety of different audiences.
- Experience of planning and delivering hybrid, online and in-person events.
- Experience of delivering engaging internal communications.
- Experience in crisis and issues management.
- Experience of briefing and managing outside agencies to support work.

## 3. Managerial and supervisory

### *Essential:*

- Ability to inspire others, through providing professional communications advice and guidance.
- Ability to lead staff at all levels, supervising their activities at external and internal events.

Type of team member	Number managed (No. of direct reports)	Number supervised
Employed staff	0	0
Volunteers	0	0
Casual Workers	0	0

## 4. Responsibility

### *Essential:*

- Understand the need to identify and mitigate reputational risks and opportunities.
- Check work is of highest standards and manage peer review and internal approvals before issuing communications.
- Represent our organisational position, externally and internally, on issues impacting the whole organisation, including crisis management and reacting and adjusting to issues.
- Confident to support the delivery of high profile events with significant external reputational risks (such as the community engagement events).

### *Desirable:*

- Confident to brief and advise senior managers in tackling reputational issues.

### *Levels of Responsibility:*

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£0
Cash Handling	£0
Assets (required for job, exc. buildings)	£0
Visitors (per annum)	N/A

## 5. Creative Ability

### *Essential:*

- Confident copywriter able to adapt content for different channels and different audiences.
- Engaging story-teller, able to generate original ideas to support communications objectives, mitigate problems or develop and pitch in new stories.
- Demonstrable ability to target communications at different audiences.
- Able to work independently under own initiative, with a positive and proactive attitude willing to flex across projects and communications disciplines according to priority.
- Used to multi-tasking, balancing deadlines and busy workloads.
- Ability to empathise with colleagues to find solutions to achieve common goals.
- Ability to think laterally and adopt a range of external views in order to position WWT effectively
- Able to strategically plan diverse and high-quality events that deliver against defined objectives.

### *Desirable:*

- Confident briefing internal teams to support delivery of plans.

## **6. Communication & Collaboration Skills**

### *Essential:*

- Represent organisation to all stakeholders internally and externally, sometimes in sensitive situations.
- Excellent communication (verbal and written) skills.
- Ability to build relationships and work with a wide range of people, both internal and external

### *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.

## **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.