



Job Description

Content Writer

Grade: 9

Directorate: Fundraising, Marketing and Communications

Location: WWT Slimbridge

Reporting to: Content Manager

Main function of post: To support the delivery of WWT's mission by creating powerful narratives and high-quality content that elevates WWT's voice and enhances brand awareness and deepen engagement with supporters, visitors and partners. This hands-on role will combine creative storytelling and copywriting skills with content planning and an ability to transform complex data into engaging multimedia content.

Working with conservation teams, visitor site employees and the wider communications and marketing directorate, this role will seek out and tell purpose-driven stories that celebrate wetlands, highlights WWT's impact and inspires action through audience-focused, cross-platform marketing content.

Supervisory responsibilities: None

Responsibilities of the post

1. Support the delivery of WWT's communications and marketing plans in line with the wider Fundraising, Marketing and Communications strategy.
2. Translate established communications and marketing objectives into detailed content plans and deliver storytelling assets for priority campaigns.
3. Collaborate with people across the charity, including conservation teams, researchers, and WWT wetland site teams to source high-impact stories that communicate WWT's mission and inspires action for wetlands.
4. Produce engaging written content including articles, feature stories, campaign copy, newsletters, video scripts, and web content.

5. Adapt technical or scientific information and projects into accessible, compelling narratives that help to bring the superpowers of wetlands to more people.
6. Create storyboards for videos, animations, social media content, and educational materials.
7. Ensure all content aligns with brand voice, organisational values, and desired audience outcomes.
8. Work with the Insights team to evaluate and refine content performance using analytics and insights.
9. Deputise for Line Manager and the rest of the team as required.
10. To 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.
11. To 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.

Date raised: November 2015

Amended: December 2025

Person Specification

1. Qualifications

Desirable:

- A-levels

2. Experience

Essential:

- Proven experience in storytelling, journalism, content creation, or copywriting.
- Experience developing narrative-led multimedia content and storyboards and planning.
- Outstanding writing, editing, and proofreading skills with a strong attention to detail.
- Ability to simplify complex or scientific information without losing integrity.
- Experience creating content for digital platforms and an understanding of digital best practice.
- Excellent organisational skills and ability to juggle multiple projects.
- Understanding of SEO, analytics, and content performance metrics.

Desirable:

- Experience crafting scripts for public, policy or business audiences.
- Experience writing for conservation, environmental, visitor attraction or outdoor creation audiences.
- Passion for wildlife, sustainability, and environmental protection.

3. Managerial and Supervisory

Essential:

- Strong project management skills.
- Ability to inspire others, through providing professional storytelling advice and guidance.
- Experience of briefing and managing external freelancers and agencies.

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:

- Confident advising senior colleagues on compelling thought leadership narrative.
- Check work is of highest standards and manage peer review and internal approvals before publishing content.
- Confident in managing multiple creative projects simultaneously, ensuring they all run smoothly, to time and to budget.

Levels of Responsibility:

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

5. Creative Ability

Essential:

- Confident copywriter able to adapt content for different channels and different audiences.
- Creative, curious, and empathetic story-teller, able to generate original ideas to support organisational objectives.
- A thorough understanding of the creative process and ability to present creative concepts with confidence to bring out the best ideas from others.
- Confident in seeking out stories from across the organisation, researching and developing ideas for high-impact creative content.
- Experienced in developing thought leadership pieces on behalf of senior leaders.
- Comfortable working independently as well as part of a team.

Desirable:

- Confident briefing internal teams to support content delivery.
- Passionate about nature, wildlife, and environmental protection.

6. Contact

Essential:

- Confident collaborator, able to work with scientists, site teams, volunteers and senior leaders.
- Adaptable, proactive and solutions-focused, with a positive approach to feedback.

General Notes

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