



Job Description

Media Manager

Grade: 9

Directorate: Fundraising, Marketing and Communications

Location: WWT Slimbridge, and our other UK wetland sites with hybrid working available

Reporting to: Senior Communications Manager

Main function of post: As WWT's Media Manager, you will play a leading role in raising the profile of the wetland charity by securing impactful media coverage that tells the story of wetlands, and inspires and educates the public to take action to protect and restore them. You will combine strategic thinking with hands-on media expertise, to deliver high-quality communications across digital, broadcast and print channels.

The Media Manager will have the opportunity to shape strategic media and PR activity across the organisation, with support and guidance from the Senior Communications Manager. At a national level, this role will help to shape the conversation on wetlands, particularly in the context of the climate and nature crises. And at a regional and local level, it will support local Marketing teams to tell the stories of our 10 incredible wetland sites to new audiences, as well as their engaged membership and visitor base.

This role is core to strengthening our reputation and building our profile as the UK's wetland charity and making sure our messages reach diverse audiences. Supported by the Communications Manager, a key part of this role will focus on horizon-scanning, mitigating and managing potential and live risks to the charity and our priority conservation projects.

Supervisory responsibilities: None

Responsibilities of the post

1. In line with WWT's communications strategy, develop and deliver an organisational media strategy which tells the story of wetlands and inspires the public to take action, with support from the Senior Communications Manager.
2. Lead the delivery of strategic media activity across digital, broadcast and print platforms.
3. Manage WWT's national Press Office, responding reactively to media enquiries and interview requests, and escalating issues or reputational risks as required.
4. Secure high-profile, high-impact media coverage nationally.
5. Proactively identify opportunities within the national news agenda, and using our organisational strategy, to create and sell-in meaningful stories about wetlands and their superpowers.
6. Draft and pitch press releases, media statements, features and letters to editors, often under tight deadlines.
7. With support from the Senior Communications Manager, horizon scan for potential reputational risks, respond to issues and crises, and advise senior leadership as required.
8. Maximise and enhance local and regional media coverage, by working closely with Marketing leads across our 10 wetland sites.
9. Build strong working relationships and work collaboratively with multi-disciplinary project teams, championing, and providing advice, on communications best practice.
10. Contribute to priority campaigns and high-profile events, ensuring media opportunities are maximised.
11. Support and advise teams across the organisation on media strategy and issues management process.
12. Monitor and evaluate the impact of media activity to inform future strategy.
13. Deputise for Line Manager and the rest of the team as required.
14. 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.
15. 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. There is also an expectation that the post-holder is willing to travel as necessary for media engagements, interviews and relationship building, across our UK wetland sites and potentially other interview locations.

Date raised: June 2026

Person Specification

1. Qualifications

Essential:

- Educated to A-level standard or equivalent.

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:

- Significant experience of planning and delivering strategic media activity across digital, broadcast and print platforms.
- Experience working in a busy Press Office environment, managing reactive enquiries and issuing statements, usually to tight deadlines.
- Confident writing for multiple channels to engage a range of target audiences.
- Experience of turning complex scientific evidence and data into accessible communications.
- Media relations experience, including writing for, pitching to and building relationships with the media.
- Confident briefing senior leaders as spokespeople for interviews and responding to tricky issues.
- Experience in crisis and reputation management.
- Understanding of current news agenda, environmental issues and knowledge of media structures.

Desirable:

- A network of contacts within the media sector, preferably in the nature/environment space.
- Understanding of and experience in charity media.

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.

4. Responsibility

Essential:

- Confident in identifying and mitigating reputational risks, and responding to crises and issues in real time.
- Confident to brief and advise senior leaders in tackling reputational issues, to protect and enhance the organisation's profile.
- Work collaboratively within a multi-disciplinary Communications team, championing and

- providing advice on communications best practice.
- Check work is of highest standards and manage peer review and internal approvals before issuing communications.

Desirable:

- Represent our organisational position, externally and internally, on issues impacting the whole organisation.

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 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.

Desirable:

- Confident briefing internal teams and creative agencies to support delivery of plans.

6. Contact

Essential:

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

Desirable:

- Network of contacts in the media landscape.

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.