



Ymddiriedolaeth
Natur
Gwent
Wildlife Trust

Marketing and Communications Officer

October 2025

Welcome!

Welcome and thank you for your interest in the role of Marketing and Communications Officer at Gwent Wildlife Trust.

Gwent Wildlife Trust is a charity dedicated to nurturing and restoring our wildlife, part of a network of Wildlife Trusts across the UK. For over 60 years, we have been the leading conservation charity in Gwent, protecting wildlife and our natural environment, working to educate and empower people to understand and care about the natural world wherever they live, and influencing governments and others to make our corner of Wales a better place, richer in wildlife and more enjoyable for all.

Established in 1963, we share decades of ecological experience, learning and evidence to protect wild places and wildlife with and for the people of Gwent. We own and manage over 28 nature reserves covering 701Ha, all freely open to the public, and support other landowners and communities to manage land for wildlife. We have over 8,000 members and 400 volunteers, and several local groups that champion community action for wildlife.

We are part of a movement of 5 Wildlife Trusts in Wales and 46 Wildlife Trusts in the UK, Alderney and the Isle of Man. More than 944,000 members and 38,000 volunteers work together with the Wildlife Trusts to make their local area wilder and make nature part of life, for everyone.

Within the rest of this pack, you will find further information about the job description alongside our vision, mission and values. We hope this stimulates your interest and if you recognise yourself in our vision, beliefs and person specification, we look forward to hearing from you.

Thank you!



Our Vision

Our vision is of people close to nature in a landscape rich in wildlife.



Our Mission

Our mission is to help nature recover and support people to take action for nature in a changing world



Our mission is to stem the decline in biodiversity whilst addressing the climate crisis that threatens Gwent's people and wildlife. We will stand up for wildlife and promise to sustain our enthusiasm and effort for the long-term benefit of nature. We are driving a people-powered nature recovery that is informed by science and encourages diversity and participation for all. We are sustained by our vision of people close to nature in a landscape rich in wildlife.

Report after report has shown the devastating loss of wildlife in recent years. Across the UK, the average abundance of wildlife has declined by 13% since 1970. Over 600 species are threatened with extinction in Wales. Nightingales no longer nest in Gwent and the sound of the cuckoo is becoming scarcer and scarcer.

Wildlife and wild places are becoming more important to people than ever. Visitors to our reserves have told us how visiting these natural havens has benefitted them personally.

To read more about how we work and our impact, visit our website at www.gwentwildlife.org



Role Description

Job Title	Marketing and Communications Officer
Location:	Gwent Wildlife Trust Offices
Reports to:	Head of Fundraising and Communications
Salary:	£26,473
Contract:	Full time permanent contract (37.5 hours per week)

Overall Purpose of the job:

The Marketing and Communications Officer will enhance Gwent Wildlife Trust's profile, helping to build strong relationships with stakeholders, beneficiaries, and the wider community:

- Working as part of the marketing team to support our fundraising and membership development
- Supporting colleagues across Gwent Wildlife Trust to tell stories of our impact, and help ensure consistent, impactful messaging across all channels
- Collaborating with comms and marketing colleagues within Wales and across the federation of Wildlife Trusts to reinforce our strong brand and campaign effectively



Main Responsibilities

- Content creation: Work collaboratively with staff and others to develop multimedia content for newsletters, website, social media posts, and other promotional materials;
- Oversee social media channels: Be responsible for the day-to-day management of our social media content, including interacting with our audiences, reporting and supporting colleagues across GWT with scheduling;
- Co-ordinate email marketing: Creating and sending out email newsletters and other communications to engage supporters, including membership marketing campaigns;
- Track and review performance: Monitoring the effectiveness of marketing and communications activities and report regularly with recommendations for improvement;
- Support delivery of fundraising plans: Supporting fundraising campaigns and activities by helping create and deliver engaging and impactful communications;
- Ensure brand consistency and quality of comms: Play a leading role in maintaining a consistent brand image and voice across all communications. Regularly review and update the UK website with engaging new content and remove out of date content;
- Be a digital leader: Identify new opportunities and improve the performance of current social media channels, being guided by analytics and testing new ideas and trends.

Person Specification

To be successful in this role you will need to demonstrate skills and experience in:

- **Planning and organising:** Experience in overseeing and delivering marketing and communications plans, working with a range of people across multiple channels and delivering these to a planned schedule (E)
- **Excellent written communications:** Storytelling, proofreading, editing, shortform copywriting to high levels of quality (E)
- **Social media expertise:** Ability to inform strategies, manage social media channels and create and post varied and engaging content (E)
- **Content creation:** Ability to use photography, film and copy to create engaging multimedia content for various platforms, working to brand and style guidelines (E)
- **Digital marketing:** Ability to use widely-adopted digital tools such as Mailchimp, Canva, Drupal CMS, Meta Business Suite (E)

It's also important that you can demonstrate a strong interest in wildlife and the natural world, along with a commitment to learning more and sharing your appreciation with others.



Person Specification

Additional highly desirable skills for this role include the following, although do not see these as a barrier to applying as training and development will be provided:

- Welsh language skills: ability to work with or create bilingual content (D)
- Event planning experience: Experience in planning and executing events (D)
- Fundraising experience: Content creation, campaign planning or delivery to raise funds (D)
- Journalism or PR: Interviewing and case story development, media liaison (D)
- Graphic Design: Digital design skills and use of Adobe software (D)
- Photography/Filming: Ability to plan, shoot, and/or edit high-quality photographs and video content (D)

Candidates should be able to demonstrate commitment to equal opportunities and be able to work out-of-office hours occasionally. The post holder will be required to attend other meetings elsewhere in Gwent and occasionally elsewhere in the UK.





Credit: Andy Karran

Terms of Employment

This is a full time permanent contract (37.5 hours per week) and is subject to a to a 6 month probationary period. Due to the nature of the Trust's work, occasional evening or weekend work may be necessary for which time off in lieu will be given.

We offer additional benefits including group life assurance of two times salary, a contributory pension scheme with 6% employer contributions and an employee assistance programme. The postholder is entitled to 20 days paid leave per year (pro rata) in addition to 8 public bank holidays and Christmas closing period.

Our head quarters are at Mamhilad Park Estate, Pontypool. The estate is home to an onsite gym, café and nursery. Hybrid working arrangements are available in discussion with your line manager.



Equal Opportunities

In accordance with our Equal Opportunities policy, Gwent Wildlife Trust will ensure no job applicant is discriminated against either directly or indirectly on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

Please let us know if you require any adjustments to be made to the application process or would like to provide any information you wish us to take into account when we are considering your application.

If you are selected for interview, we will ask you to let us know if you have any access needs or may require reasonable adjustments to the interview at that stage. Interview questions are provided in advance of the interview. Please be assured that we will be supportive in discussing reasonable adjustments with you at any stage of the recruitment and selection process.



How to Apply

To apply for the role, please complete the [online application](#)

We carry out an anonymised application process to ensure equal opportunities for all.

The deadline for applications is 16th November 2025. Interviews are planned for 27th November 2025.

If you wish to have an informal discussion about the role, please contact Debbie Stenner dstenner@gwentwildlife.org

Thank you!



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