



The Wildlife Trust for  
**Lancashire  
Manchester &  
North Merseyside**

# **Recruitment Pack**



# About us

We're one of 47 Wildlife Trusts spread across the UK, the Isle of Man and Alderney.

The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT) was founded in 1962 by people who knew they needed to take action for nature. Since then we have grown to be the largest nature conservation body in the area.

We are uniquely positioned to lead change in our region, working at a grass roots, local level, whilst also being part of a strong cohesive national movement. We work to protect wild spaces, and re-introduce key species and habitats, protecting the biodiversity of our area so that nature can recover.

## At LWT we believe that:

- Wildlife has intrinsic value, bringing colour, beauty and wonder to all our lives.
- The natural environment is under immense and growing threat, where we live and across the world.
- We are part of the natural world, and wildlife is relevant to every part of our lives; everything we do has an impact on it, and the natural environment affects our health, our wealth and our state of mind.
- Everyone can make a positive contribution to wildlife and can benefit from it.



# Our Mission

- Enable wildlife's recovery in our area by working in partnership with others to conserve, restore, create and connect habitats and to increase species abundance;
- Connect people with nature and help them to take action for wildlife, wherever they are.

# Our Vision

- Nature is recovering on a grand scale across Lancashire, Manchester and North Merseyside, and in our sea, and that everyone is able to enjoy our increasingly abundant wildlife.

# Our Work

Our core conservation work includes land management, advocacy for the natural world with key decision-makers, species re-introduction, protecting threatened species and collecting essential scientific data. We do this on land and at sea to secure a brighter future for both wildlife and wild places across our region.

We work all over our area with schools, colleges and community groups, running inspiring sessions covering everything from Forest School and orienteering, to Wild Family and Nature Tots sessions.

We believe that wildlife and nature have the power to instill confidence, heal the mind and help people meet their potential, which is why we champion a number of ecotherapy-based projects for both children and adults and the positive impacts to date have been phenomenal.

**Find out more:** [www.lancswt.org.uk/our-work](http://www.lancswt.org.uk/our-work)

# Our Nature Reserves

We have saved many special places, acquiring and managing many of them as nature reserves.

We look after 50 sites (including 42 of our own nature reserves), and a total of around 1,300 hectares of habitat, creating a network where people and wildlife can thrive, on your doorstep.

We believe that limited mobility shouldn't mean missing out on wildlife. Many of our reserves have accessible paths and boardwalks, disabled facilities and accessible bird hides, so people can fully immerse themselves in the great outdoors and discover the wonderful wildlife that lives on our doorstep.

We also have 6 offices based across Greater Manchester, North Merseyside, West Lancashire, East Lancashire and North Lancashire. Our Head Office is based on the outskirts of Preston.



# Strategic Goals by 2030

- Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.

30% of land and sea is in recovery.

- People are better connected to nature in their lives and more are taking purposeful action for wildlife.

1 in 4 people are taking action for nature.

- We have the financial and human resources, systems and skills that we need to improve our impact for nature's recovery.

LWT will be bigger, better and more joined up.

# Our Strategy

## **Defend wildlife and wild places**

We will stand up for the environment and protect wild spaces, enhancing them for both people and wildlife. We will encourage biodiversity, and work with land owners and other organisations in partnership, to create a network of habitats across our region where people and wildlife can thrive.

## **Inspire people to take action for their local wildlife**

We will inspire people to enjoy and protect the wildlife and wild spaces on their doorstep. We will help people learn how to live more sustainably, and demonstrate the benefits of nature to their health and wellbeing. We will engage people of all ages, from all communities to take action for wildlife and we will foster the environmental leaders of the future.

## **Base our work on sound evidence**

We will use evidence from sound science and research to further ecological understanding and demonstrate the needs, benefits and outcomes of nature conservation. We will use this evidence to focus our efforts on the areas most in need of protecting and champion those species that need a helping hand.

# Our Impact

- Our education team and project officers engage more than **20,000** children in wildlife-related activities.
- On average every **10 miles** you travel in the region means you will pass a Wildlife Trust project.
- More than **30,000** members support the Wildlife Trust in the region and 800,000 across the UK.
- More than **5,000** people a year take part in walks and other events on our reserves.
- We have over **1,200** dedicated volunteers supporting us on a regular basis, with their time, skills and experience.
- Our reserves cover more than **1,300** hectares across the region.
- We own or manage **42** nature reserves in the region.



# Our Culture

We foster a creative environment where new ideas can flourish. Our team members take pride in personal responsibility, striving for excellence in everything they do. Success in our organisation comes from a commitment to outstanding results, alongside a dedication to building strong, meaningful relationships - both within our team and with our external partners.

We promote a culture where our staff, trustees and volunteers are Wild About Inclusion, where difference is celebrated, everyone can be themselves, feel respected and able to contribute to their full potential.

## What does an LWT team member look like?

### **Integrity**

Acting in the best interest of LWT and honouring our scientific foundations in every activity. Our approach is built on honesty, respect, and a commitment to the core objectives of the charity, as well as the wishes of our members and funders.

### **Teamwork**

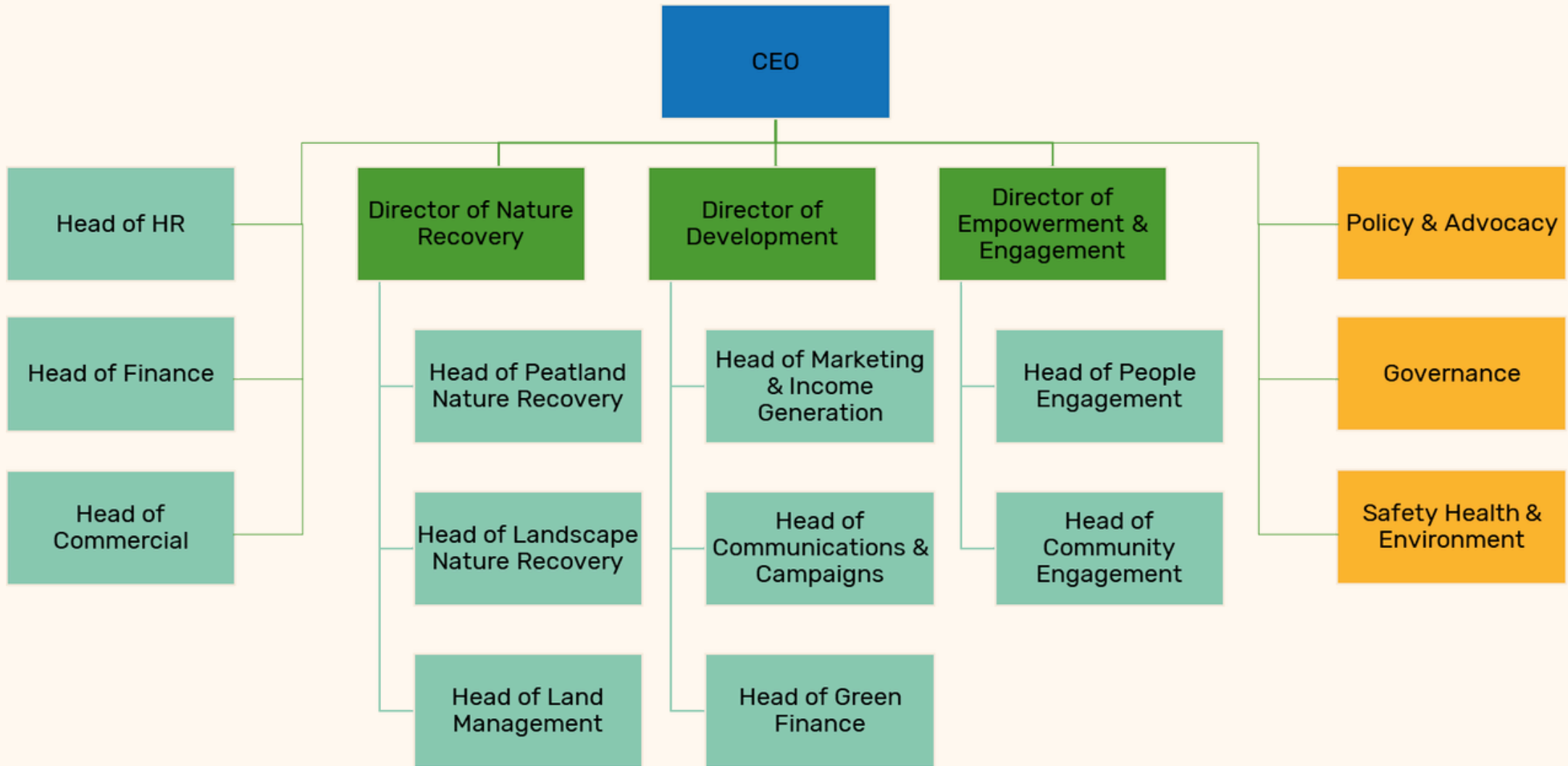
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

### **Passion**

Passion drives every LWT team member. Whether it's a love for wildlife, a desire to make a meaningful difference, or a commitment to inspire others, passion is at the heart of everything we do - and we have it in abundance!



# Our Organisation





# About the project

The Peatlands Programme is dedicated to restoring, caring for and promoting our precious peatlands. Large areas of Lancashire, Manchester and North Merseyside would once have been covered by wonderful peat bogs, but sadly nearly all of these are now damaged or degraded. Many of our lowland peatlands have been drained and subject to peat extraction or conversion to agriculture, our upland peat moorlands are drained, over-grazed and eroding.

Healthy peatlands are vital carbon stores, helping us to fight the climate emergency, along with providing habitats for an amazing array of rare and specialised wildlife. Peatlands are naturally wet and boggy and the water-logged, low oxygen conditions mean that as peatland vegetation forms, the lower layers only partially decompose, forming peat.

However, as soon as our peatlands are damaged or degraded in any way, they release huge amounts of carbon into the atmosphere and vital wildlife habitats are lost. Restoring our peatlands and telling their story is vital.

The Peatlands Programme is working to develop a matrix of peatland sites across our region, which will decrease damaging carbon emissions and provide homes for wildlife. Projects include innovative wetter farming trials, landscape-scale restoration projects, returning lost species and working towards a total ban on the use of peat in horticulture. Bringing in millions of pounds of funding, our peatlands work is one of our fastest growing and most exciting projects.

# Job Description

**Post Title:**

Communications Officer-Peatlands

**Responsible to:**

Senior Communications Officer

**Location:**

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY  
(Hybrid working available)

**Hours of Work:**

35 hours per week

**Salary:**

£26,210.77 per annum

**Duration of post:**

Permanent

## PURPOSE OF POST

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The Communications Officer will be responsible for delivering communications support to the Peatlands Project, showcasing its work externally and to partner organisations. The post holder will work closely with officers and volunteers to promote the project's work, with support and guidance from the Wildlife Trust's marketing team.

The Officer will promote the work to a wide audience through communications activities (including extensive written, visual and audio work), PR, events and the development of an online profile, and will work with funders and partners to ensure each piece of communication is on message.

## KEY ROLES AND RESPONSIBILITIES

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- Contribute to the achievement of team planning and targets.
- Promote the project and its partners externally, including communicating via the written word, video, photos and audio.
- Help organise and promote events and other activities.
- Monitor and evaluate the success of communications activities.
- Assist the Head of Communications & Campaigns in promoting the wider Trust.

**Contribute to the achievement of team planning and targets:**

- Effectively track and record all marketing and communications activity and successes to report back to the Head of Communications & Campaigns.
- Develop strong working relationships with Peatlands project officers and partners.
- Work closely with the Senior Communications Officer to ensure maximum participation and coverage for events.
- Work on other projects closely aligned to the Peatlands Project.
- Work closely with associated bodies, keeping them informed of all activities.
- Compile and present evaluations of project activity including the production of case studies and promoting key project successes.
- Create an updated communications plan.
- Work with the LWT communications and membership teams to maximise the opportunities for membership recruitment within the project area.

**Promote the project and its partners externally:**

- Promote the project via the media, website and other communications opportunities including through both written and visual/audio channels.
- Create extensive written communications including blog posts, news articles and features for external media organisations.
- Create digital communications including social media and video content.
- Ensure all guidelines from the funding body are followed correctly and approval is sought where applicable before anything is issued publicly.
- Ensure the funder is promoted at all times, through all promotional materials, online, uniforms, PR and project.
- Take a pro-active approach to developing stories, gaining coverage of special events and promoting activities, attending press events in person where possible.
- Talk passionately about the work on the peatlands, when engaging with stakeholders and the local community.
- Work with the communications team to maintain an up-to-date media list.
- Generate regular press releases and media coverage.
- Deal with all media queries promptly and professionally, maintaining the strong reputation of the Trust and the funders.
- Maintain high standards of internal communications with project officers, partners, funders and the LWT Marketing team.

- Support the planning, promotion and delivery of project events.
- Support with project consultations.

**Help organise and promote events and other activities:**

- Work with the Peatlands team on the organisation of events to engage the public and potential members and volunteers.
- Work with the Peatlands team on the organisation of events to engage stakeholders and future funders.
- Support events and activities organised by the Peatlands team or where the team is represented.
- Promote events and activities with the support of the LWT Marketing team.

**Monitor and evaluate the success of communications activities:**

- Monitor, analyse and report back on the success of all communications activities by implementing the relevant tracking procedures.
- Attend regular meetings with the Head of Communications & Campaigns and the Director of Nature & Wellbeing as well as weekly peat team meetings.
- Ensure the Peatlands Programme Manager is aware of communications goals and successes, including the production of quarterly comms reports to feed into grant funded project reporting.

**Assist the Head of Communications & Campaigns in promoting the wider Trust:**

- Support the promotion of Trust projects via PR and social media.
- Write copy for the Trust website, social media channels and membership magazine.
- Support the wider Marketing and Communications team in their activities.

**General**

- Follow and comply with all policies and procedures of the Trust which includes the Trust's Health and Safety procedures in the workplace, ensuring personal safety and the safeguarding of the interests and safety of all staff, trainees, visitors, and others at the Trust.
- Work as part of a team alongside staff and volunteers as required.
- Uphold the working values and expectations of the Lancashire Wildlife Trust.
- Carry out other duties relevant to your post as reasonably required by your line manager.

# Person Specification

## EXPERIENCE

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### Essential

- Minimum of one years' experience in a professional communications role.
- Writing and co-ordinating press releases.
- Dealing with media enquiries.
- Writing copy in an engaging way, and the ability to write for target audiences.
- Managing website content.

### Desirable

- Liaising with designers.
- Event management.
- Tracking and reporting media hits.
- SEO techniques.
- Raising awareness of wildlife issues.

## KNOWLEDGE

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### Essential

- Good level of education, ideally with communications qualification.
- Knowledge of communications, public relations and journalism approaches, techniques and procedures.
- High level of IT competency and experience.

### Desirable

- An understanding of wetter farming/paludiculture and how peatlands work.
- Dealing with negative publicity and controversial issues.
- Knowledge of creative methods to emotionally engage audiences.
- Copyright/Intellectual Property issues.
- Corporate and Charitable sectors.

## SKILLS

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### Essential

- Excellent communication and interpersonal skills.
- Able to develop strong working relationships with a wide range of people.
- Excellent copywriting and proof-reading skills.
- Ability to set, prioritise and achieve targets on time.

### Desirable

- Proven ability to think creatively and innovatively with a strong sense of accountability and ownership.
- Ability to develop creative ideas and a pro-active attitude in "making things happen".
- Ability to create communications strategies, plans and task lists.
- Ability to create interesting events and activities.

## PERSONAL QUALITIES

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### Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Self-discipline, confidence with an assertive but friendly manner.
- A positive and mature approach with tact and diplomacy.

### Desirable

- A self-starter and goal achiever with the ability to work independently or as part of a team.
- Excellent networking skills and the ability to build rapport quickly.

# General Terms & Conditions

<b>Holidays:</b>	28 days per annum (increasing with length of service), plus bank holidays.
<b>Pension:</b>	The Trust contributes to the NEST Pension Scheme. Full details will be provided.
<b>Hours of Work:</b>	Full Time 35 hours per week. Normal working pattern will be 9.00am – 5.00pm.  Overtime is not paid but time off in lieu may be taken, where appropriate, as the post may involve some evening or weekend work.
<b>Duration of post:</b>	This post is offered on a permanent basis. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.
<b>Closing Date:</b>	<b>Monday 5<sup>th</sup> May 2025</b>
<b>Interviews:</b>	<b>To be confirmed</b>

To apply for this position you are required to complete an Application Form which can be downloaded from our Website: [www.lancswt.org.uk/jobs](http://www.lancswt.org.uk/jobs)  
Completed applications should be returned to: [applications@lancswt.org.uk](mailto:applications@lancswt.org.uk)

Thank you for your interest in working for the Wildlife Trust for Lancashire, Manchester and North Merseyside. We look forward to receiving your application.

## TERMS OF REFERENCE

As an inclusive employer, The Wildlife Trusts value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We actively encourage applications from people of all backgrounds and cultures. We believe that a diverse workforce will help us create our vision of people close to nature, with land and seas rich in wildlife.

To understand how we are performing, we ask that you kindly complete a Diversity Monitoring Form in addition to your application.

Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the recruiting staff never see individual responses to the questionnaire.

### Criteria Common to All Job Descriptions:

A Job Description sets out the purpose of the job, where it fits into the Trust's structure, the context within which the job holder functions and the principal accountabilities of job holders, or the main tasks they have to carry out. It is not a definitive work plan. This document is intended to provide guidance on the scope and function of the job.

### Equal Opportunities Statement:

All employees are required to adhere to and promote the principles and operation of the Trust's policies on equalities, to ensure that services provided are relevant to ethnically diverse communities and other disadvantaged groups in the area.

### Safety, Health and Environment Statement:

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the Trust's Safety, Health and Environment (SHE) at Work Policy and associated SHE policies and guidelines. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the Trust including personal protective equipment in accordance with training or insurance. All members of Trust staff are responsible for informing their line managers of any potential gaps in the current Trust Policy. All employees are responsible for ensuring that the SHE Policy is up to date and continuously reviewed and evaluated.

### Performance Review:

All employees will participate in the Trust's Performance Review process. The process aims to ensure that performance standards/targets are jointly agreed between employees and line managers and are achieved within agreed time scales. Failure to maintain an appropriate standard indicated by management can result in Capability proceedings being taken.

### Commensurate Statement:

At times, the Post holder will be required to undertake other duties and responsibilities of a similar level and nature in order to support workload peaks and resources and skill shortages, ensuring priorities are met. This will be sensitive to available resources and individual skills and will generally be within the same area.

### Adherence to Staff Handbook, Policies and Procedures:

The Trust is a large, diverse charitable organisation and as such needs to ensure that all employees are aware of their obligations to and from the organisation. These are clearly defined in the Staff Intranet and in the policies and procedures adopted by Council as part of the Trust's governance. All Employees have an obligation to read and understand these policies, especially those that are pertinent to this role.