



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

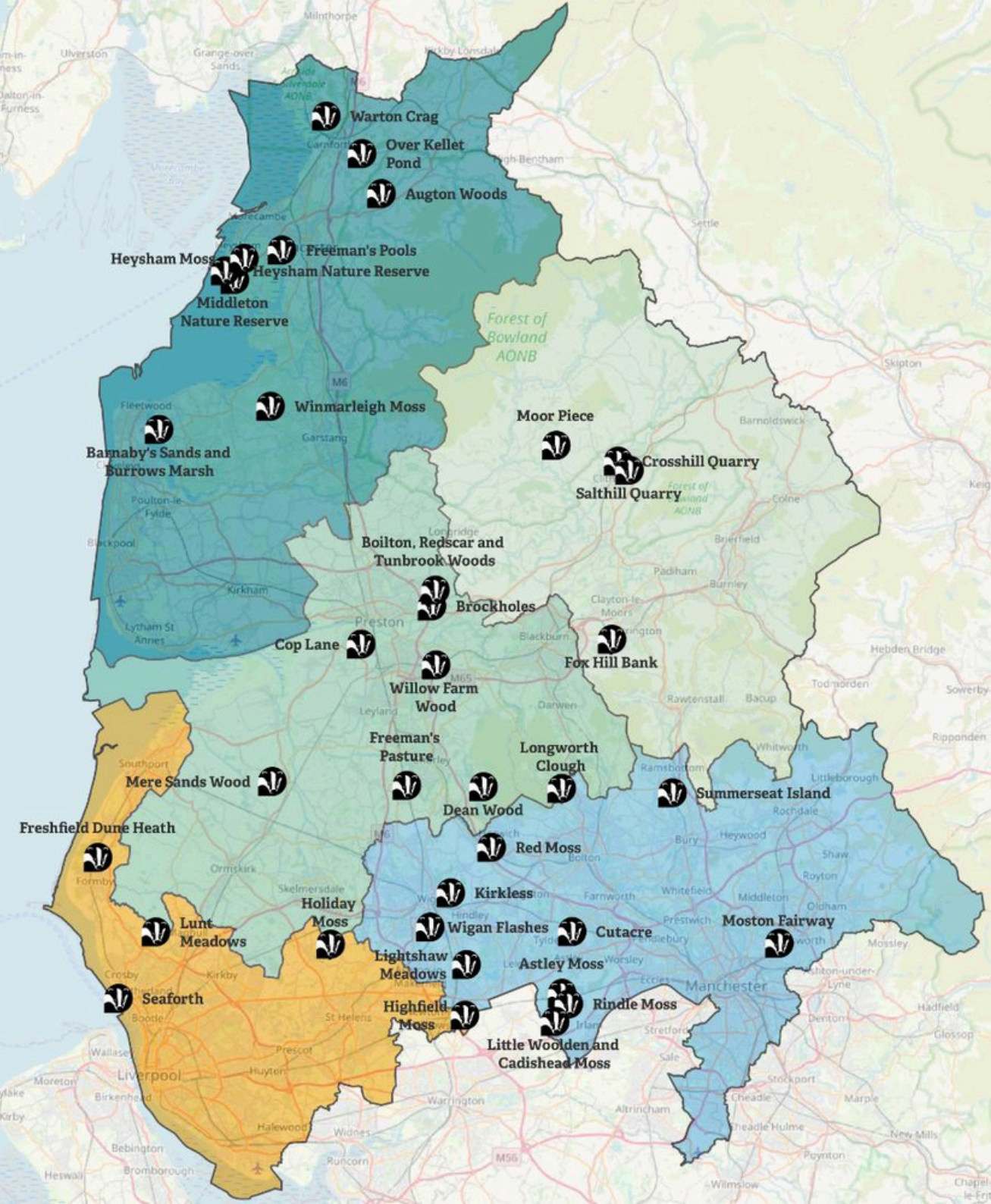
Our Nature Reserves

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

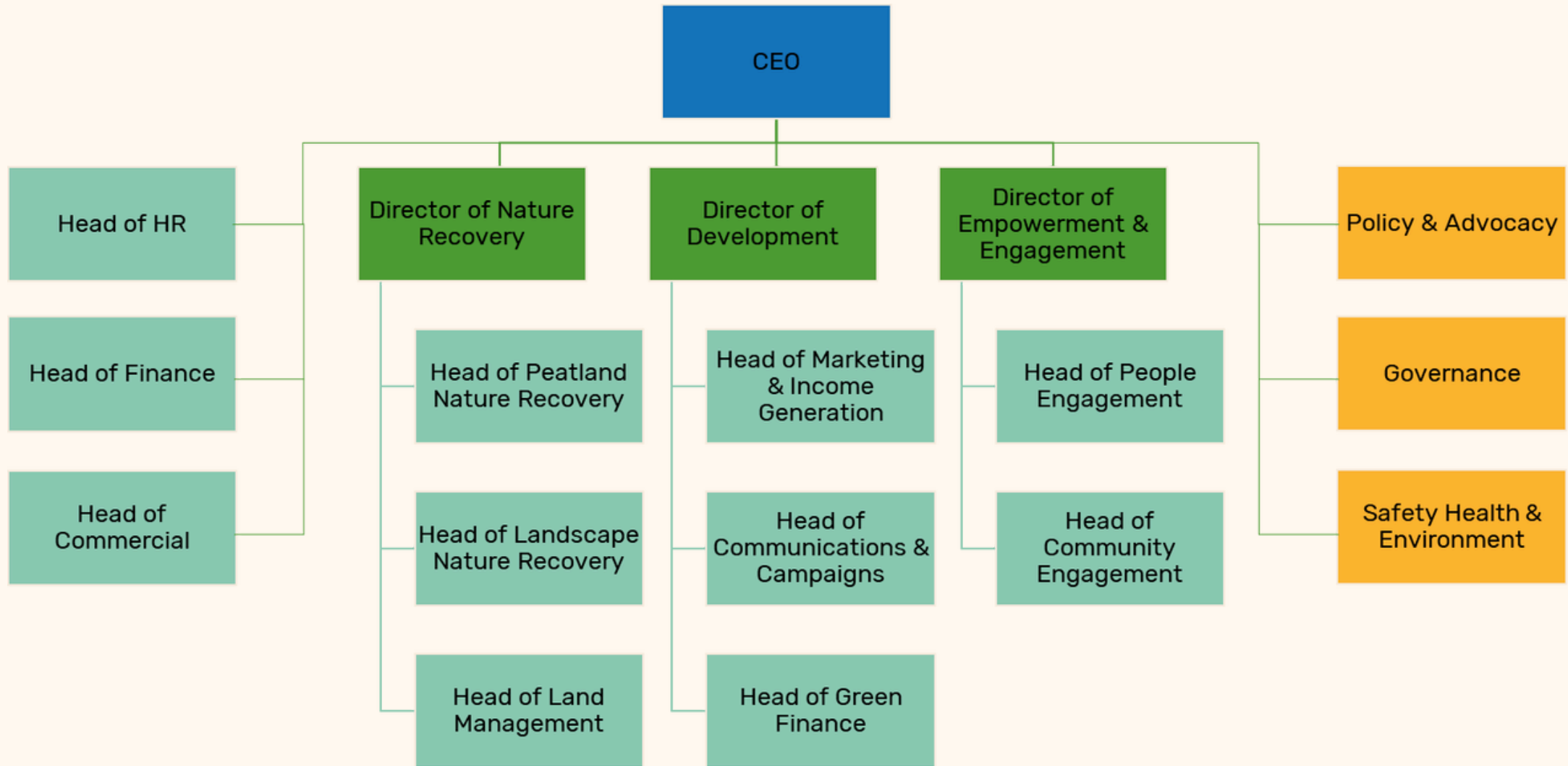
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

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 Red Squirrel Recovery Network is a new project which builds on decades of investment to protect the red squirrel in the UK. Its vision is to safeguard the red squirrel in Northern England and southern Scotland by controlling grey squirrel populations to establish and protect red squirrel strongholds as well as enabling reds to expand in some areas. This will be achieved by building on existing success/best practice, trialling and establishing new methodologies, engaging new audiences, raising awareness, connecting more people to nature and empowering local action.

The project area is the current red squirrel range in Northern England and southern Scotland – Northumberland, Cumbria, Merseyside, Scottish Borders, Dumfries & Galloway and Ayrshire. However, project delivery is not limited geographically and may expand into adjacent areas if there is the potential to expand red squirrel range or engage new audiences.

The RSRN partnership is made up of four organisations: Northumberland Wildlife Trust (NWT), Cumbria Wildlife Trust (CWT), Knowsley Safari Foundation and The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT). The partnership is supported closely by the UK Squirrel Accord (UKSA), Animal and Plant Health Agency (APHA) is also working with agencies in southern Scotland to establish the project in that region. The project will support an established network of volunteer groups as well as seeking to raise awareness and engage new audiences.

We are now in a position to appoint a Communications Officer for the RSRN. That officer will be based at LWT's office in Merseyside, but will support the project across northern England and southern Scotland. The officer will work within the RSRN's communications plan and toolkit. This exciting role will involve communications, campaigning, supporting local groups and fundraising for the network.

This is an exciting opportunity to be part of a team delivering innovative action that will receive national recognition, as well as helping and protecting our native red squirrels.



Job Description

Post Title:

Communications Officer-Red Squirrel Recovery Network

Responsible to:

Head of Communications and Campaigns

Location:

Merseyside Office, Seaforth Nature Reserve

Hours of Work:

35 hours per week

Salary:

£ 26,211.00 per annum

Duration of post:

October 2029

Other:

All candidates must have the Right to Work in the UK.

A DBS check will be required for this role.

PURPOSE OF POST

We are looking for someone who has a passion for the protection of an iconic UK species. The Communications Officer will be someone with a talent for storytelling and for empowering local communities, to work in groups to help reverse the decline in our native squirrel. You will be energetic, self-motivated and inquisitive, gathering effective and engaging case studies from partners and stakeholders. The job will initially involve travelling across the North of England and Southern Scotland to make contacts and speak to officers and volunteers. It will involve working with and creating groups and an online presence for the project. You will need to speak passionately about the project and find influential people who can do the same. You will engage with people at all levels, from volunteers and local groups to decision makers across the Northern region. You will need to create content and identify outlets to spread the messages from the project. We need a self-starter with strong writing skills, an ability to communicate with people at all levels and a keen eye for design who pays excellent attention to detail.

You will be working with the RSRN Communications Plan and leading on the Don't Be Shy communications campaign, using the resources created for this project. We want you to:

- Deliver communications for the Red Squirrel Recovery Network, working closely with colleagues and partners to showcase the work of partners and local groups, promote RSRN and celebrate an iconic species.
- Promote the work to a wide audience through communications activities, PR, events and the development of an online profile. To work with funders and partners to ensure each piece of communication is on message.
- Support a network of volunteer groups by providing template resources and training, to help them raise awareness and engage new audiences in their local communities.

The Lancashire Wildlife Trust will host the Communications Officer. The officer will work with partners and partner communications teams.

KEY ROLES AND RESPONSIBILITIES

To contribute to the achievement of team planning and targets:

- Effectively track and record all communications activity and successes to report back to the funders.
- Develop strong working relationships with all partners, project staff and volunteers.
- Work closely with partner communications teams to ensure maximum participation and coverage for events.
- Work closely with the RSRN Data & Information Officer (hosted by Northumberland Wildlife Trust) to identify key messages and share these in local, regional and national media, including producing case studies and promoting key project successes.
- Analyse key audiences and identify opportunities to reach our target market.
- Work with the LWT Head of Communications to ensure targets are being realised to the satisfaction of partners and funders.
- Attend regular meetings with LWT Head of Communications and partner communications teams.

To promote the work of the Red Squirrel Recovery Network:

- Promote the projects via the media, social media and other communications opportunities.
- Ensure all guidelines from partners and funders are followed correctly and approval is sought where applicable before anything is issued publicly.
- Ensure the RSRN and the funding streams being managed are always promoted, through all promotional materials, online, PR and newsletters.
- Work within guidelines of the Communications plan and Don't Be Shy campaign.

Key Duties:

- Implementing the RSRN Communications Plan and *Don't Be Shy* campaign
- Increasing engagement, including delivering fundraising campaigns and promoting Wildlife Trust membership across the project area and beyond
- Working with project officers to advise local groups on comms related issues and provide resources, templates and training as required
- The collection of case studies, video content and photographs adhering to GDPR, safeguarding and any other relevant guidelines
- Taking a pro-active approach to developing stories, gaining coverage of special events and promoting activities, attending press events in person where possible.
- Talking passionately about RSRN, at meetings, national/regional events, and when engaging with the local community.
- Working with the communications teams to maintain an up-to-date media list.
- Generating regular press releases and media coverage.
- Dealing with all media queries promptly and professionally, maintaining the strong reputation of the RSRN (and supporting partners as needed to deal with local queries)
- Providing ongoing best practice guidance, particularly with respect to dealing with difficult questions or challenge in the media and on social media
- Maintaining high standards of internal communications with project officers, partners and funders.
- Supporting the planning, promotion and delivery of project events
- Attendance of RSRN regular meetings, Task and Finish group meetings and meetings with partners to report and feedback relevant comms information

General:

- The job holder is required to follow and comply with all policies and procedures of the Lancashire Wildlife 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.
- To work as part of a team alongside staff and volunteers as required.
- To uphold the working values and expectations of RSRN and its partners.
- To carry out other duties relevant to your post as reasonably required by your line manager.

Person Specification

EXPERIENCE

Essential

- Experience of writing and coordinating press releases and other media
- Experience of writing copy in an engaging way, and the ability to write for target audiences
- Experience of managing and maintaining a website and social media content including forward planning of content
- The ability to collect effective and engaging case studies through written word, photographs and video content
- Knowledge of up-to-date GDPR requirements

Desirable

- Previous experience in a professional communications role at a Communications Officer level.
- Experience of liaising and working with designers and publishers of magazines and periodicals
- Experience of tracking and reporting media hits
- Experience of SEO techniques
- Experience of working in partnership with multiple other organisations and working within their own communication requirements
- Events management and the ability to train, effective communication to our funded projects

KNOWLEDGE

Essential

- Knowledge of communications, public relations and journalism approaches, techniques and procedures
- High level of IT competency and experience

Desirable

- Dealing with negative publicity and controversial issues along with partners to their satisfaction and following their guidance
- Knowledge of creative methods to emotionally engage audiences

SKILLS

Essential

- Excellent communication and interpersonal skills
- Excellent copywriting and proof-reading skills
- Ability to set, prioritise and achieve targets on time
- Proven ability to think creatively and innovatively with a strong sense of accountability and ownership
- Effective case study collection and the ability to get funded projects to speak passionately about their work, then record it in an appropriate format
- A full UK driving licence and access to your own vehicle

Desirable

- Ability to develop creative ideas and a pro-active attitude in 'making things happen'
- Ability to create communications strategies, plans and task lists
- Experience attending networking events

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Commitment and enthusiasm to the RSRN and its work
- Self-discipline, confidence with an assertive but friendly manner
- A positive and mature approach with tact and diplomacy
- Excellent networking skills and the ability to build rapport and working relationships quickly with a wide range of people
- Ability to work independently or in a team to achieve ambitious goals
- Ability to undertake occasional evening or weekend work, taking time back in lieu, to be able to fully engage with the projects we fund.

General Terms & Conditions

Holidays:	28 days per annum (increasing with length of service), plus bank holidays.
Pension:	The Trust contributes to the NEST Pension Scheme. Full details will be provided.
Hours of Work:	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.
Duration of post:	This post is offered on a fixed term basis. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.
Closing Date:	Sunday 10 th August 2025
Interviews:	Week commencing 18 th August 2025

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
Completed applications should be returned to: 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.