



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**

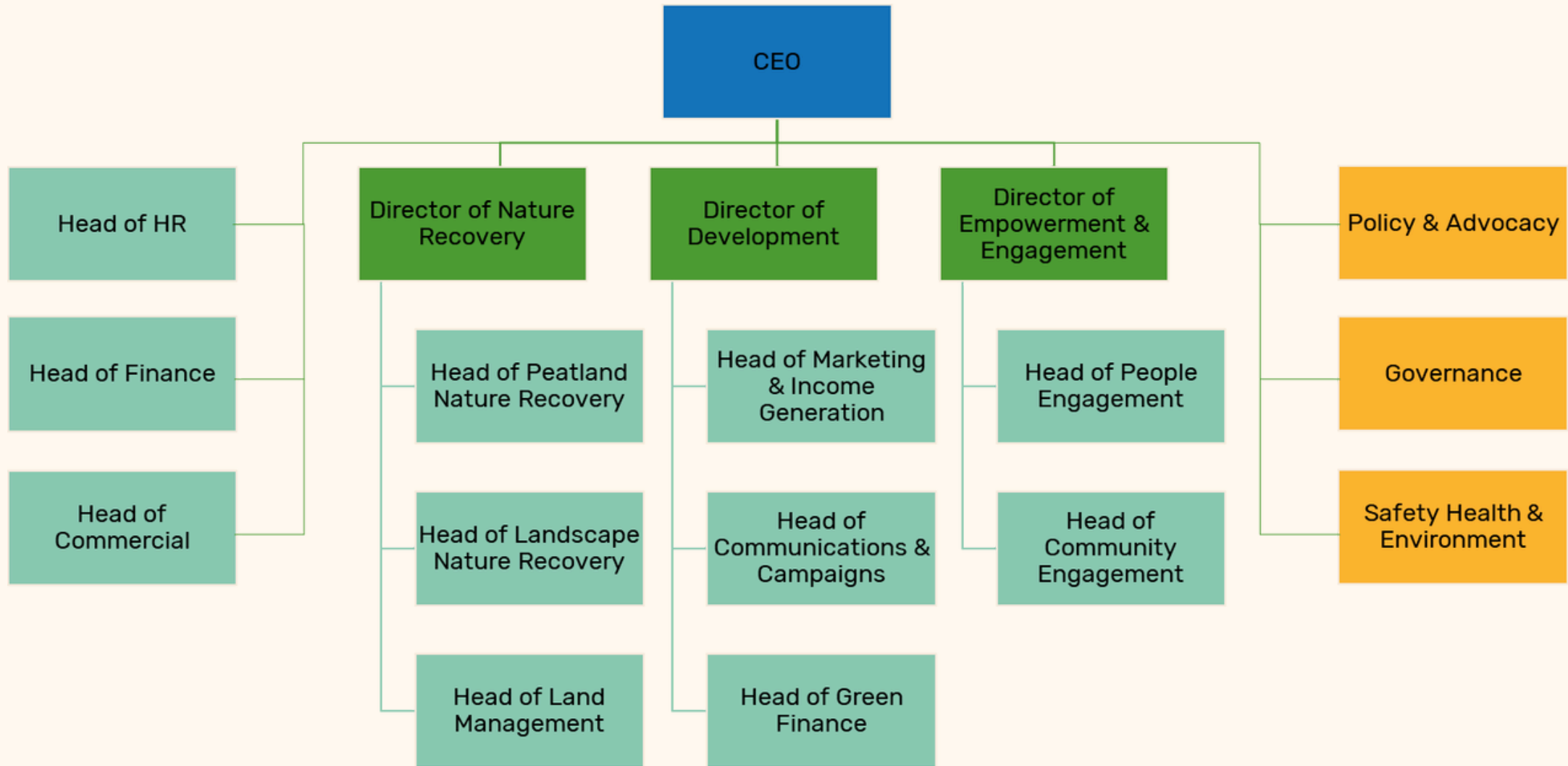
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

### **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 Wildlife Trust for Lancashire, Manchester & North Merseyside runs and supports a number of projects working to engage people with nature, to improve their health and wellbeing.

Over the last decade it has become increasingly recognised that people need nature, as much as nature needs people. The disconnection people have experienced with technological advancements and changes in lifestyles have contributed to the growing mental health crisis. In 2016 as part of The National Lottery Community Funds 'Our Bright Future' programme LWT set up MyPlace, an ecotherapy project in central Lancashire focussed on supporting Young People with poor mental health through nature connection and taking positive action for nature.

Working over 5 years, demand across our communities of Lancashire and Greater Manchester meant this built to supporting thousands of young people and adults through what has now become known as green social prescribing. During this time LWT have become leaders in utilising nature to improve the health and wellbeing of our communities. Our proven track record has welcomed thousands of social prescribing referrals, developing strong volunteer pathways and supporting those that wish to return to employment. 7% of LWT's overall staff team now began their connection with the Trust as a nature and wellbeing participant and this continues to grow.

Our Nature and Wellbeing service has expanded to become an interconnected portfolio of opportunities for engagement from nature based social prescribing, to training and employability programmes as well as increased community activity with a focus on underserved and nature deprived communities. An example of some of our larger programmes: The Bay: A Blueprint for Recovery; Championing Nature, Witton Greenhouses and West Pennine More Nature Partnership. Geographically, we inspire and motivate a diverse range of communities spanning the three counties. Echoing this diversity, we work within a variety of landscapes including coastal, urban and rural, restoring nature for local wildlife.

Across our area, LWT work collaboratively within multi disciplinary partnerships as both lead and supporting partner; from internal teams within LWT, to grassroot community groups, local authorities, NHS Trusts, Schools and DWPs, for example. Our blended finance model means that we share our impactful stories with a wide variety of stakeholders, including funders.

# Job Description

**Post Title:**

Engagement & Wellbeing  
Communications Officer

**Responsible to:**

Senior Communications Officer

**Responsible for:**

Developing and delivering a comprehensive communications and community engagement strategy for our Engagement & Wellbeing projects.

**Location:**

The Barn, Berkeley Drive, Bamber  
Bridge, Preston, PR5 6BY

The position will also include regular travel across LWT's geography, with a requirement to work from other LWT office bases, and the opportunity for hybrid working, as the role requires.

**Hours of Work:**

35 hours per week

**Salary:**

£ 26,211 per annum

**Duration of post:**

Permanent

**Other:**

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

## PURPOSE OF POST

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To develop and deliver a comprehensive communications and engagement strategy for our Engagement & Wellbeing service, showcasing work externally and to partner organisations. To work closely with officers and partners to promote the various projects within our work, helping us to engage with underserved or more nature deprived LWT audiences. It will involve working with people who may not already be engaging with nature and/or with those who are experiencing poor mental health and wellbeing, and loneliness and isolation within their communities.

The Engagement & Wellbeing Communications Officer will:

- Promote the work of LWT's Engagement & Wellbeing projects, and help to engage, a wide audience through communications activities.
- Create and deliver a range of effective communications activities including; PR, events, print, photo, video and audio campaigns and the development of an online profile.
- Work with funders and partners to ensure each communication is on message.

## KEY ROLES AND RESPONSIBILITIES

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**To contribute to the achievement of team planning and targets:**

- Create a communications plan across the Engagement & Wellbeing service.
- Develop and deliver an exciting communications portfolio working in partnership with the funders, partner organisations, communities and individuals involved at local, regional and national scale.
- To produce professional quality written, video, audio and photo content along with print materials to promote the project.
- Understand and engage with key audiences and ensure communications and services are relevant and targeted.
- Produce communications to help the service to engage with audiences who may be underserved or more nature deprived LWT audiences, and support our Equality, Diversity & Inclusion engagement targets.
- Develop strong working relationships with all stakeholders and provide internal communications.
- Work with the communications teams within partner organisations to ensure participation and coverage for events.
- Compile and present evaluations of project activity, producing case studies and promoting key project successes.
- Produce sensitive case studies to use for internal reports and some marketing where appropriate.
- Work with the LWT Development Team to ensure targets are realised to the satisfaction of all stakeholders.
- Effectively track and record all communications and engagement activity and successes and provide regular reports and updates to the Engagement & Wellbeing team.
- Provide support and guidance to the project team regarding creation of social media and other communications activities.



**To promote the service and its partners externally:**

- Promote the Engagement & Wellbeing service via the media, social media, website and other communications opportunities.
- Grow the Engagement & Wellbeing service's online presence, creating engaging and inspiring copy, videos, audio and images to drive referral rates and increase stakeholder engagement.
- To help organise engagement events and involvement at other events.
- Ensure all guidelines from stakeholders are followed correctly and approval is sought where applicable before anything is issued publicly.
- Ensure Engagement and Wellbeing programmes are promoted through all promotional materials, online, uniforms, PR and project officers.
- Continue to work alongside communications leads of key stakeholders.

**To achieve this the Engagement & Wellbeing Communications Officer will have the following responsibilities:**Primary responsibilities

- Lead on developing stories, print materials and creating images and videos to maximise coverage of programme activities and attending press events.
- Talk passionately about the Engagement and Wellbeing Service at meetings and when engaging with the local community and press.
- A willingness to travel around the LWT's area to engage with officers, participants, decision makers and the public.
- Work with the communications teams to maintain an up-to-date media list.
- Generate regular press releases and media coverage, engaging with local and national press.
- Deal with all media queries promptly and professionally, maintaining the strong reputation of the programme and its partners.
- Maintain high standards of internal communications with project officers, partners and funders, ensuring data handling complies with robust GDPR standards.
- Support the planning, promotion and delivery of project events, and help to organise promotional events.
- Support with project consultations.

Secondary responsibilities

- To monitor, analyse and report back on the success of all communications activities by implementing the relevant tracking procedures.
- To attend regular meetings with both the LWT Communications, and Engagement & Wellbeing Teams, along with partner communications teams.
- Some weekend and evening working will be required.

**The Engagement & Wellbeing Communications Officer will also:**

- 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

- Experience in a professional communications role
- Experience of managing website content
- Experience of producing and managing social media campaigns

### Desirable

- Experience in community engagement and/or working with a wide range of communities
- Experience of planning and delivery of events
- Experience of liaising with graphic designers/media companies
- Experience of tracking and reporting media hits
- Experience of SEO techniques
- Experience of working in a partnership

## SKILLS

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### Essential

- Ability to produce professional standard written copy, images, audio and short videos
- High level of IT competency and experience
- Excellent communication and interpersonal skills
- Able to develop working relationships with a wide range of people
- Excellent 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 proactive attitude in 'making things happen'
- Ability to create communications strategies, plans and task lists

## KNOWLEDGE

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### Essential

- Good level of education, ideally with communications or marketing qualification
- Knowledge of communications and marketing approaches and techniques
- An up to date working knowledge of social media and current digital communication practices.

### Desirable

- Dealing with negative publicity and controversial issues
- Knowledge of creative methods to emotionally engage audiences
- Knowledge of mental health issues
- A knowledge of nature, wildlife and conservation
- Copyright/Intellectual Property issues

## PERSONAL QUALITIES

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### Essential

- Passion and enthusiasm for the connection between nature and wellbeing.
- Self-discipline, confidence with an assertive but friendly manner.
- A positive and mature approach with tact and diplomacy.
- An empathy for people experiencing barriers to improved wellbeing and engagement with nature.
- Ability to be flexible and respond to changing situations and opportunities.
- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.

### Desirable

- A self-starter and goal achiever with the ability to work independently and 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>	Monday 1 <sup>st</sup> September 2025.
<b>Interviews:</b>	Thursday 11 <sup>th</sup> September 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](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.