Job Description

Job Title: Communications Officer (Media)

Weekly Hours: 21

Based At: Cumbria Wildlife Trust, Plumgarths, Crook Road, Kendal LA8 8LX

Reports To: Head of Marketing and Communications

Job Purpose:

The UK is one of the most nature-depleted countries in the world. Cumbria Wildlife Trust cares passionately about wildlife and wild places – we're here to put wildlife back into our land and seascapes to make Cumbria a wilder county with more space for nature.

We're looking for a proactive Communications Officer (media) to help raise the profile of Cumbria Wildlife Trust, secure media coverage for our work, and ensure our expertise reaches journalists and the wider public. You'll need to be able to spot media opportunities and enjoy translating complex topics into compelling stories.

This role sits in the Community and Development Team, which comprises communications, fundraising and engagement staff.

Special Features of the Role:
As this is a part-time role, there is additional support from the Head of Marketing and Communications.

Main Responsibilities and Accountabilities:

As Communications Officer (Media), you will lead and coordinate media activity. You will build relationships with journalists local to Cumbria and the north west, identify opportunities to showcase our expertise, support media-facing spokespeople, and deliver communications that enhance our influence and reputation.

Key responsibilities include:

- Identifying proactive and reactive media opportunities and securing impactful coverage.
- Generating positive media coverage and building relationships with journalists.
- Writing clear and engaging press releases and position statements.
- Reviewing public-facing articles produced by staff.
- Managing media enquiries and responding carefully to sensitive issues.
- Monitoring and evaluating media coverage impact.
- Working with staff from across our teams to create great stories, including preparing them for media interviews.

- Supporting and developing a network of spokespeople.
- Working with a team of volunteers to produce nature columns for local newspapers.
- Responding to requests for quotes or content from our central media team.
- Uploading stories and images onto the website.
- Working with The Wildlife Trusts central team to secure national coverage.

Supporting the Trust

Be proactive in increasing the Trust's membership.

Raise the profile of Cumbria Wildlife Trust.

Seek to raise increased funds for the Trust.

Develop and participate in educational aspects of the Trust's work including events, guided walks and illustrated talks.

Any additional duties as outlined in the Annual Work Plan.

Any other duties that may reasonably arise from time to time.

All tasks and responsibilities to be carried out in accordance with the Trust's policies and procedures.

Date: **October 2026**

Person Specification

Role: Communications Officer (Media)

1. Qualifications & Experience

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	Working with colleagues to identify newsworthy stories.	•	
2.	Writing effective media releases.	•	
3.	Building relationships with journalists.	•	
4.	Responding to enquiries from journalists.	•	
5.	Monitoring and evaluating media coverage.		•
6.	Supporting spokespeople.		•
7.	Working closely with colleagues and volunteers.		•
8.	Editing of other people's articles.		•

2. Knowledge & Skills

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	Excellent writing skills, including spelling and grammar.	•	
2.	Good proofreading skills and attention to detail.	•	
3.	A good understanding of what makes an engaging story or piece of writing.	•	
3.	Ability to engage and communicate with a variety of people.	•	
4.	Organise and prioritise work effectively, often to tight deadlines, and monitor outcomes.	•	
5.	Focus on tasks and take them through from conception to completion.	•	
6.	Competent in the use of Microsoft Office Word, Excel and Outlook.	•	
7.	Understanding of Cumbria's wildlife habitats and species, and current conservation issues.		•

3. Personal Qualities

The post holder should possess the following:

		Essential	Desirable
1.	Ability to work collaboratively with cross-functional teams and external partners.	•	
2.	Committed to the principles of inclusion and enabling everyone to feel welcome.	•	
3.	Ability to maintain high levels of enthusiasm and self-motivation and inspire/influence others.	•	
4.	Strongly motivated by Cumbria Wildlife Trust's mission and values.	•	
5.	An interest in and commitment to wildlife and environmental issues.	•	