

Press Coordinator

WildFish

Wild fish and their waters need your help. Will you join us in making a difference?

WildFish is a charity dedicated to conserving wild fish and their aquatic habitats. This is a new role for someone looking to grow as a press and media professional and to make a tangible impact on water-dependent wildlife.

We're seeking a highly-organised and proactive **Press Coordinator** to join our communications team. The ideal candidate is a skilled storyteller who can coordinate media relations and press coverage. You will have strong communication skills and the ability to foster relationships with journalists and media outlets. You'll play a pivotal role in amplifying our voice in the media and driving awareness of the critical issues facing wild fish populations.

Key Responsibilities

- Develop and maintain relationships with journalists, editors, and media contacts.
- Seek opportunities to coordinate press interviews and media briefings.
- Work closely with the campaign teams to write, edit, and distribute press releases and statements. In doing so, ensure press materials align with the company's brand and messaging guidelines.
- Respond to media inquiries and ensure timely, accurate information is provided.
- Maintain a database of press contacts and media lists.
- Track and monitor news trends for media opportunities and share these headlines internally.
- Generate new ideas to raise awareness and engagement with the press and potential supporters.
- Work with the communications manager, to analyse performance metrics and adjust strategies for maximum engagement.

- Stay up-to-date with the UK media landscape and key environmental headlines.
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Personal Requirements

Essential

- Passion for WildFish's mission and a commitment to its values.
- A sharp news sense with the ability to identify and promote engaging stories.
- Exceptional verbal and written communication skills, with proven experience crafting press releases, Q&As, blogs, and more.
- Excellent interpersonal skills, both in person and online.
- Knowledge of social media strategies for press outreach.
- A proactive attitude with a passion for reactive creativity and innovation.
- Strong organisational management and detail-oriented.
- Ability to manage multiple projects simultaneously and work under tight deadlines.

Desirable

- Background in an environmentally-focused role.
 - Knowledge of UK national media and environmental issues.
 - Awareness and interest in marketing media, new trends and technologies i.e. AI.
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Preferred Qualifications

- Experience with press and content marketing strategies.
 - Knowledge of content management and PR tools.
 - At a minimum, a Bachelor of Science degree but with a career interest in communications, journalism or a related field.
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What We Offer

- Salary: £25,000–£28,000 (dependent on experience).
 - 25 days annual leave, plus 8 bank holidays.
 - Additional leave during the festive season.
 - Flexible and remote working arrangements, with fortnightly travel to Salisbury (SP2).
 - Learning and development opportunities.
 - Pension contributions of 5%.
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Diversity and Inclusion

At WildFish, we value diversity and inclusion. We are an equal-opportunity employer and encourage applications from individuals from under-represented groups in the conservation sector. If you don't meet all the criteria but are passionate about our mission and believe you can contribute, we encourage you to apply.

How to Apply

To apply, please send your CV and cover letter to kim@wildfish.org.

For questions about the role or application process, including reasonable adjustments, contact our Operations Manager at the same address. Applicants must have the right to live and work in the UK.