

JOB DESCRIPTION

TITLE: Media Manager for [Wildlife and Countryside Link](#)

CONTRACT: Part time (2.5 or 3 days a week), permanent role

SALARY: £35,000 - £38,000 FTE

BASED: Vauxhall, London (but with majority homeworking)

REPORTING TO: Director of Impact and Operations

APPLICATIONS TO: enquiry@wcl.org.uk

APPLICATION DEADLINE: Midnight, Sunday 2nd February 2025.

KEY ACCOUNTABILITIES:

- Manage proactive and reactive media relations
- Play a leading role in guiding the nature sector in developing and placing compelling media stories
- Develop strong relationships with national and industry press contacts
- Contact management, monitoring, and engagement
- Support the team in media relations
- Design of social media and other assets (training can be provided)
- Contribute to Link’s own social media and help create content for the benefit of our members.

Person Specification: Media Manager

	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • Relevant public relations qualification and/or experience
Experience and skills	<ul style="list-style-type: none"> • Experience working in a busy charity press team • Knowledge of relevant national press and social media • Excellent written communication • Excellent verbal communication 	<ul style="list-style-type: none"> • Established networks in national political/ environmental or other relevant media • Some experience of design and production • Experience of commissioning or producing video content or other digital assets • Experience of environmental policy
Personal disposition	<ul style="list-style-type: none"> • Passion for and familiarity with environmental issues such as environmental improvement, public access to nature and animal welfare • Committed to cooperative working, leading by example and supporting and motivating other staff 	<ul style="list-style-type: none"> • Innovative and resourceful, with an ability to champion and develop new ideas and support others in doing so • A “hands on” individual also able to operate at a strategic level

	<ul style="list-style-type: none"> • Independent and self-motivated • Considerate and respectful of others • Enjoy working independently, within a small team 	
Circumstances	<ul style="list-style-type: none"> • Ability to work outside of normal office hours on occasion • Ability to travel occasionally across the UK • A balance between regular work in central London and home-working 	

Find out more about Wildlife and Countryside Link, our 86 members, our [campaigns](#) and [media work](#) at www.wcl.org.uk and at [@WCL News / X](#) and on other social channels