

Job Description - Communications Manager, Biodiversity Programme

Job Summary

Forestry England is seeking a dynamic and skilled Communications Manager to bring the story of our Biodiversity Programme to life. This is an exciting opportunity to craft compelling narratives about our wild landscapes, species reintroductions and conservation efforts across the nation's forests. From ancient woodlands to innovative habitat restoration, you will engage diverse audiences, building awareness and support for our vital work.

Reporting to the Senior Communications Manager, you will shape public perception, work with leading conservationists and champion nature's recovery on a national scale. This role requires creativity, strategic thinking, and strong storytelling skills to ensure Forestry England's biodiversity work is widely understood and celebrated.

Key Responsibilities & Accountabilities

- Develop and deliver integrated communications plans, working with colleagues in the engagement team to engage the public, stakeholders and media in Forestry England's biodiversity programme.
- Create engaging content across multiple channels including digital, social media, press and print, ensuring alignment with Forestry England's tone of voice and brand guidelines.
- Work closely with biodiversity experts and conservationists to translate complex information into accessible and inspiring stories.
- Work closely with the national media and reputation and communications teams to develop media campaigns, press releases and case studies positioning Forestry England as a leader in nature recovery and conservation.
- Collaborate with internal teams, district communications leads and external partners to coordinate messaging and maximise impact.
- Use data analytics and audience insights to refine content strategies and measure success.
- Identify new opportunities to promote biodiversity work and proactively horizon scan for emerging trends in conservation storytelling.
- Provide crisis communications support, working closely with the media and reputation team, ensuring accurate and timely responses to biodiversity-related issues.

Location-Specific Information (optional)

The location of this role is flexible, within reach of a Forestry England office as a base (not expected to work from an office every day of the week). The post holder would be expected to have regular access to the National Office in Bristol to benefit from contact with the wider team.

<https://www.forestryengland.uk/our-offices>

As the post involves dealing with contacts across Forestry England, travel with stays away from home is a requirement of this post.

Skills, Knowledge & Experience

Essential Professional and Technical experience

- Proven experience in communications/PR ideally within the environment, conservation or science sectors.
- Strong ability to translate technical or scientific information into compelling stories for a wide range of audiences.
- Excellent writing, editing, and storytelling skills with experience across print, digital and social media.
- Track record of developing and managing integrated campaigns, using audience insights and analytics to refine approaches.
- Experience of stakeholder engagement, including working with media, NGOs, government agencies and corporate partners.
- Strong project management skills, with the ability to juggle multiple priorities and deliver to deadlines.
- A self-starter, able to work independently while collaborating effectively across teams.
- Experience using digital tools, social media scheduling tools and analytics platforms.
- Passion for biodiversity, conservation and environmental storytelling.

Desirable Professional and Technical experience

- Experience in crisis communications or handling sensitive conservation topics.
- Understanding of policy and public affairs related to conservation and biodiversity.
- Knowledge of video production, photography or podcasting as part of storytelling.

Qualifications

Essential

- Degree and/or professional qualification and/or relevant experience in communications and PR or relevant communications work area

Success Profiles

Communicating and Influencing

Encourage the use of different communication methods, including digital resources and highlight the benefits, including ensuring cost effectiveness. Ensure communication has a clear purpose and takes into account people's individual needs.

Working Together

Encourage joined up team work within own team and across other groups. Establish professional relationships with a range of stakeholders. Collaborate with these to share information, resources and support.

Managing a Quality Service

Develop, implement, maintain and review systems and services to ensure delivery of professional excellence. Work with colleagues to set priorities, objectives and timescales. Identify risks and resolve issues efficiently.

Delivering at Pace

Take responsibility for delivering timely and quality results with focus and drive.