

## Job description - Communications manager (PB4)

### Job summary

Forestry England are actively growing the nation's forests, planting around 1,000 hectares of new woodland each year to support carbon sequestration and biodiversity, produce sustainable timber and create resilient landscapes for future generations.

Forestry England is seeking a dynamic and skilled Communications Manager to bring the story of our Woodland Creation Programme to life. This is an exciting opportunity to craft compelling narratives about our efforts to expand the nation's forests. From small broadleaf woodlands which link ancient woodlands, to larger forests designed for timber production and recreation, you will engage diverse audiences, building awareness and support for our vital work.

You will shape public perception and champion woodland creation on a national scale, playing a key role in establishing Forestry England as a leader in creating new woodlands and to be recognised as an exemplar of forward-thinking, sustainable forest management.

This role requires creativity, strategic thinking and strong storytelling skills to ensure Forestry England's woodland creation work is widely understood and celebrated.

Some travel across England will be required with occasional overnight stays necessary. This is a Temporary Appointment until 31/03/2028 with the possibility of extension or permanency but no guarantee.

### 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 woodland creation 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 woodland creation and forestry experts 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 and promoting Forestry England as a leader in woodland creation
- collaborate with internal teams, district communications leads and external partners including Defra Communications Team to coordinate messaging and maximise impact
- develop and improve internal communications between the Woodland Creation Team and wider organization
- use data analytics and audience insights to refine content strategies and measure success
- identify new opportunities to promote our woodland creation programme and proactively horizon scan for emerging trends in woodland creation storytelling
- provide crisis communications support, working closely with the media and reputation team ensuring accurate and timely responses to woodland creation related issues

And any other tasks, reasonably requested by your line manager.

### Skills, knowledge & experience

### Essential professional and technical experience

- proven experience in communications/PR 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 storytelling writing and editing 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 forests and environmental storytelling

### Desirable professional and technical experience

- experience in crisis communications or handling sensitive conversation topics
- understanding of policy and public affairs related to woodland creation and forestry
- knowledge of the use 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

