Job Description – Communications Officer, Nature (PB5)

Job summary

Forestry England is seeking a dynamic and skilled Communications Officer to bring the story of our nature recovery 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 national Nature Communications Manager, you will help shape public perception, work with leading conservationists and champion nature's recovery on a national scale. This is a new role forming part of a Defra funded Biodiversity Programme. It requires creativity and strong storytelling skills to ensure Forestry England's nature recovery work is widely understood and celebrated.

We are recruiting a regional nature communications officer to join the growing nature communications team, and this role will lead nature communications activity within Forestry England's Yorkshire District.

Key responsibilities & accountabilities

- Be responsible for nature communications activity across a geographic area, supporting district and national nature recovery and engagement teams to tell our nature recovery story.
- Develop and deliver integrated local nature recovery project communications plans, working with colleagues in the engagement team to engage the public, stakeholders, and media in Forestry England's nature recovery programme.
- Create engaging content across a range of channels, including digital, social media, press and print, ensuring all activity is consistent with Forestry England's brand, tone of voice and key messages.
- Proactively identify and develop opportunities for supporter development, partnership working and corporate collaboration, helping to generate income and extend our reach.
- Work closely with programme managers, project managers, biodiversity experts and conservationists, both in the field and office to identify opportunities and translate complex information into accessible and inspiring stories.
- Work closely with the wider external communications team to support delivery of media campaigns, press releases and case studies positioning Forestry England as a leader in nature recovery and conservation.
- Collaborate with internal teams, district nature recovery leads and external partners to coordinate messaging and maximise impact across the business and external audiences.

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 nature, environment and conservation sectors – to include communications planning, scoping of opportunities and delivery.
- 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.
- Experience of stakeholder engagement, including working with media, NGOs, government agencies and corporate partners.
- Strong time 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.
- Competence in using AI to support communications delivery and improve outputs, applied in a safe, ethical, and quality-assured manner.
- Passion for nature, conservation and environmental storytelling.

Qualifications

Essential

- Degree and/or professional qualification relevant experience in communications and PR or relevant communications work area
- Relevant experience within the environment, conservation or science sector.

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 teamwork 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.