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# Wildwood Trust

Wildwood Trust is a unique British charity, dedicated to rewilding Britain through the restoration of wild habitats and reintroduction of extinct species. Wildwood became a Charity in 2002 and works for wildlife conservation and public education. In 2015 we opened our second wildlife park taking over the Escot Estate in Devon.

## **Wildwood's Mission:**

Protecting, conserving and rewilding British wildlife

## **Wildwood's Vision:**

1. To bring the joy of British wildlife to the public through enriched and natural, immersive animal exhibits and effective engagement with our visitors and members.
2. To inspire through education, communication and training the understanding and practical conservation of British wildlife.
3. To operate commercially successful visitor centres that generate funds to support the charitable mission.
4. To lead in native species conservation and rewilding programmes.
5. To reverse the loss of biodiversity.
6. To support research that furthers our mission.
7. To advocate for policies, economic systems and lifestyles that promote rewilding and the enhancement of ecosystems.

Wildwood Trust, Herne Common, Herne Bay CT6 7LQ

E-mail: [info@wildwoodtrust.org](mailto:info@wildwoodtrust.org) web: [www.wildwoodtrust.org](http://www.wildwoodtrust.org) Tel: 01227 712111

## Media Assistant (Part Time)

The Media Assistant's role will be to assist in generating media interest in our charity's work and maximise support from media and opinion formers in social media and traditional media.

The post will be the personal assistant to the Strategic Director, promoting and organising media interviews, lectures, developing viral social media and press activity to get people supporting our charity and rewilding projects.

This post is offered as 3 days per week – flexibility in working hours is possible

This post's key objectives are:

- Weekly press release & daily social media posts focused on opinion formers, journalists and influencers
- Maintenance of email lists and social media contacts of journalists and opinion formers
- To develop innovative rewilding and conservation campaigns that can be monetised through attracting donations and gathering of contact details
- Pitch ideas to TV companies and ensure their needs are met – keeping a current list of all ideas and developing new ones
- PA duties to Strategic Director, specifically in organising interviews, wildlife filmmaking, lectures and media profile.

We are looking for someone with a real drive to make a difference and make rewilding popular with a willingness to get involved in wildlife film making and ensuring success in traditional and new media. A background in public relations, marketing, media production and competency in media technology will be a distinct advantage although enthusiasm will be paramount.

The post holder will receive mentoring and direction from the Strategic Director who is an experienced wildlife film maker and contributor, developing their skills in effective campaigning for our charitable objectives.

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# JOB DESCRIPTION

**Job Title:** Media Assistant  
**Function:** Public Relations  
**Salary:** £17,000 to £21,000 pro rata 3 days per week  
**Responsible to:** Strategic Director

## 1 Principal Duties

### 1.1 Media Assistant

The role will assist the Strategic Director in the promotion of Wildwood Trust and our rewilding objectives to the wider world. Working with Wildwood staff and volunteers helping develop and manage TV crews on shoots at Wildwood and other wildlife locations. This will include organising, ensuring equipment is ready, things run smoothly and visiting media have everything they need.

This will be an opportunity to broaden skills in working with TV camera crews and journalists as well as getting involved in wildlife film making.

The role will include contacting TV companies, pitching ideas, negotiation for filming, helping on the day with greeting TV presenters, assisting media crews with all needs and requirements, even leading to having a go at filming wildlife yourself.

### 1.2 Media Releases:

Writing weekly press releases & engaging social media content that are successful and convey the Trust's charitable objectives.

Specifically:

1. Media Releases
  - Classical Media Releases to well-maintained media list once per week
  - Ensure we get excellent TV coverage before school holidays
  - Social media campaigns
  - Working closely with marketing department to drive income generation
2. Maintain email lists and social media lists to target stories at media decision makers. To develop media infrastructure to support our campaigns and marketing to assist in raising funds from appeal related transactions such as sponsorships and membership recruitment. Tasks include maintaining YouTube Channel, Twitter account and sharing responsibility for posts on Facebook and Instagram.
3. To use the media as a tool for campaigning, education and engagement of our supporters dovetailing into our rewilding and conservation charitable objectives.

**Key Targets:** 3 National TV Broadcasts per year  
6 local TV Broadcasts per year  
12 radio interviews per year  
Detail social media success and report on available statistics



### **1.3 Social Media & Campaigning**

Promoting rewilding projects and our charitable objectives by developing engaging daily communications promoting Wildwood Trust as an advocate of rewilding; to influence media, politicians, the public and partners. To develop systems that enhance our supporter base and get more people to sign up as followers, supporters and members.

### **1.4 Personal Assistant to the Strategic Director**

Helping organise Strategic Director's diary and take messages, promote his lectures and media contributions.

Maintain and develop resources to promote the Strategic Director's media profile and work.

## **2 Skills, Knowledge & Experience**

This post will ideally suit someone wishing to further a career in wildlife media and campaigning. We are looking for someone with good written English with a flair for writing and selecting messages that elicit a response from our supporters.

### **2.1 Essential**

- The successful applicant will be mature, confident and dynamic as well as flexible, able to carry out tasks independently and able to work effectively in a team context.
- An ability to quickly create written media which is effective
- Skills in digital media, photoshop, video editing

### **2.2 Desirable**

- A working knowledge of web tools for marketing and online commerce
- Knowledge of effective social media
- Experience in project management
- A genuine love of British wildlife and its conservation

## **3 Other Considerations**

1. The post is advertised as part time; 24 hours a week.
2. Appointment will be subject to a three-month probationary period.
3. Understanding of and sympathy with Wildwood's role as a conservation body would be helpful.
4. No person shall be treated less favourably than another on the grounds of sex, sexual orientation, marital status, race, ethnic or national origin, religion, colour, age or disability. As an equal opportunities employer, applicants for staff vacancies shall be short listed for interview and appointed purely on the grounds of their suitability for the post as laid out in the advertised job description
5. Wildwood operates a no smoking policy in the park and in its offices.

## 4 Employment Package

The salary band for the Media Assistant is £17,000-£21,000 pro rata depending on skills and experience. Finances permitting, salaries are updated once a year to allow for the rate of inflation.

The normal working hours for this post will be 24 hours' week, with a half an hour per day for lunch. Due to the nature of the work you will be required to work bank holidays and some weekends. Overtime is not paid, but time may be taken off in lieu. The holiday allowance per year is 30 days' pro rata, this includes statutory holidays.

Appointments are subject to confirmation after a three-month probation period.

## 5 Procedure for Applicants

### 5.1 Applications

Application is by C.V. and must contain the following information:

- Name, address, contact phone numbers at home and work (for discreet calls only)
- Employment history
- Educational history

**You should include a statement of the relevant skills and experience that you believe you will bring to the job, paying careful attention to the requirements of the job outlined above.**

You should give two referees to whom we can turn for a confidential reference, one of whom should be your current or most recent employer. References will only be taken up for those candidates chosen for interview or, with regard to current employer, on offer of contract.

Applications will not normally be acknowledged. If you would like yours to be acknowledged, please enclose a stamped, self-addressed postcard.

Applications should be sent to Human Resources Manager, Wildwood Trust, Herne Common, Herne Bay, Kent, CT6 7LQ. [jobs@wildwoodtrust.org](mailto:jobs@wildwoodtrust.org)

**The closing date for applications is August 21<sup>st</sup> 2019**

### 5.2 Interview & Selection Procedure

Interviews and selection tests will be held at Wildwood offices at Wealden Forest Park, Herne Common by arrangement during the following two weeks after the closing date for applications.