



WHITLEY
FUND FOR
NATURE



Charity People
PERMANENT AND TEMPORARY



Head of Communications (Maternity Cover)

March 2026



About Whitley Fund for Nature (WFN)

WFN is a UK-registered charity that champions and funds outstanding grassroots leaders working to conserve wildlife and support communities across the Global South. Since our founding in 1993, WFN has channelled £26 million to more than 220 conservation leaders in 80 countries across Africa, Asia and Latin America.

Our Award winners are courageous, locally-rooted changemakers delivering science-based, community-driven solutions that create lasting benefits for wildlife, landscapes and people. We provide more than funding. Through Awards, training and strategic communications support, we raise the profile of our winners and amplify their impact internationally. We maintain close, long-term relationships with our grantees, helping to strengthen local NGOs and build conservation leadership capacity where it is needed most.

We fund in regions where financial resources are often hardest to secure but where investment can deliver transformative impact.

Our annual income of £2.6m is raised through a diverse portfolio of family foundations, trusts, individual donors, corporate partners and international NGOs. WFN is governed by a dedicated Board of Trustees and delivered by a dynamic, mission-driven team committed to excellence and measurable impact. The charity benefits from the high-profile support of our Patron, HRH The Princess Royal, and Ambassadors including David Attenborough, Kate Humble, Tom Heap, Miranda Richardson, Danielle de Niese and Alastair Fothergill.

Together, we work to spotlight proven conservation solutions and ensure grassroots leaders receive the recognition, resources and networks they need to thrive.

Our Vision, Mission and Values

VISION

A future where communities and wildlife thrive together on a healthy planet.

MISSION

To halt and reverse the loss of Earth's biodiversity and wild places, working alongside local people. We achieve our mission by:

- Providing funding, recognition, and training to proven grassroots conservation leaders working across the Global South.
- Supporting the long-term growth and scale up of impactful conservation solutions backed by science.
- Raising the profile of conservationists' work and their ability to effect positive environmental change.

VALUES

Integrity – At WFN we act with integrity in all we do, fostering a culture that is responsible, uplifting, transparent, inclusive, and unified in achieving our mission while holding ourselves to the highest standards. We are accountable to the conservation leaders we champion and to the partners who support us.

Science-driven – We support evidence-based conservation work across the Global South that is informed by the latest science and founded on community involvement. We monitor and evaluate the impact of our activities, publish our results, and use them to drive our future actions.

Collaborative – We work collaboratively, actively seeking to partner and exchange learnings with others who share our vision. We foster collaboration among our international network of Whitley Award winning conservationists to enable the growth of proven conservation solutions and nurture their ability to effect positive change.

Ambitious – We are ambitious; a pioneer in the field of funding grassroots conservationists, we seek to continually move the dial for environmental protection. We actively listen and respond to the needs of our award winners and think outside the box to catalyse impact on the ground. We aim high, celebrate conservation success, and remain optimistic about our future and the difference we can all make.



The Position

ROLE

Head of Communications (Maternity Cover)

PURPOSE OF ROLE

To lead communications at WFN: an impactful fundraising and grant-giving wildlife conservation charity focused on supporting grassroots projects in Latin America, Africa and Asia.

REPORTS TO

Deputy Director

LOCATION

Hybrid role between home and London office, with three days per week at the organisation's office in Holland Park, West London.

CONTRACT

Full time, interim 14 month role

SALARY

£40,000 per annum

TIMELINE

- Application Deadline: 9am on Friday 27th March
- 1st Stage Interview (Remote): Thursday 9th April
- 2nd Stage Interview (In-Person): Wednesday 15th April



Role Summary

"Saving our planet is now a communications challenge. We know what to do, we just need the will" – **WFN Ambassador, Sir David Attenborough.**

Are you a strategic and creative communications leader ready to step into a high-profile maternity cover role at an internationally respected conservation charity?

We are seeking an experienced Head of Communications to lead and deliver an ambitious, integrated communications and engagement strategy that amplifies the voices of grassroots conservation leaders around the world. This is a pivotal role responsible for raising the charity's profile, strengthening audience engagement, and supporting fundraising and PR objectives across digital, print and live events.

You will implement a dynamic annual communications strategy, aligning closely with PR and fundraising priorities, while leading impactful campaigns across e-marketing, social media, website, branding and events. Acting as webmaster and brand guardian, you will ensure all communications are compelling, consistent and on-brand, while driving measurable growth in digital engagement and audience development.

A key highlight of the role is leading communications around the Whitley Awards - an international awards programme celebrating outstanding grassroots conservation leaders. You will oversee digital campaigns, ceremony communications, publications, social strategy and media support, working collaboratively with senior colleagues and external partners to maximise reach and impact.

The role also includes line management of the Communications Assistant, oversight of branding across programmes and events, contribution to major fundraising initiatives (including an upcoming Summit), and close collaboration with the Head of Media to secure UK and international coverage that elevates both the charity and its winners.

This is an exciting opportunity to play a key role within an influential conservation organisation, shaping storytelling that drives real-world impact. If you are a strategic thinker with creative flair and a passion for purpose-driven communications, we would love to hear from you.

Job Description

COMMUNICATIONS STRATEGY

WFN champions conservationists through sharing success stories that resonate with supporters and demonstrate we can make a difference. Our communications seek to amplify the work of winners and raise the charity's profile.

- Lead on developing WFN's Communications and Engagement Strategy for the year ahead, typically planned in January. This includes a month-by-month strategy for comms across digital and print platforms, to align with PR and Fundraising Strategies, and be signed off by the Director.
- Develop and deliver communications strategies for ad-hoc campaigns and programmes, such as WFN's podcast, satellite events, and annual Winner Network training.
- Collaborate with WFN ambassadors to bolster audience engagement and support key messaging and campaigns throughout the year.

DIGITAL

WFN's digital communications highlight the work of winners, raise the profile of the charity, bolster fundraising efforts and contribute to global conservation conversations, positioning WFN as a leader within the sector. Within this role there is scope to develop timely and topical communications campaigns.

E-Letters

- Lead on the production of regular e-letters and distribute and monitor via MailChimp integrated with Salesforce.
- Maintain high levels of e-letter engagement (>35% open rate).
- Maintain and build e-letter audiences by implementing a clear user pathway between social media, website and e-letter sign-up.
- Continually review and evolve our e-letter software to ensure it meets the charity's needs, is modern and user-friendly.

Social Media

- Deliver and develop WFN's social media strategies to build awareness and enhance engagement across X, Instagram, Facebook, YouTube and LinkedIn accounts, with day-to-day support from the Communications Assistant (CA).
- Produce and review content for all channels, across campaigns, with support from the CA.
- Run and analyse social media monitoring reports to adapt and improve content.
- Deliver paid advertising for relevant campaigns.

Website

- Lead on WFN's website acting as our Webmaster, continually evolving the appearance and functionality to ensure modern, accessible and user friendly, with CA support.

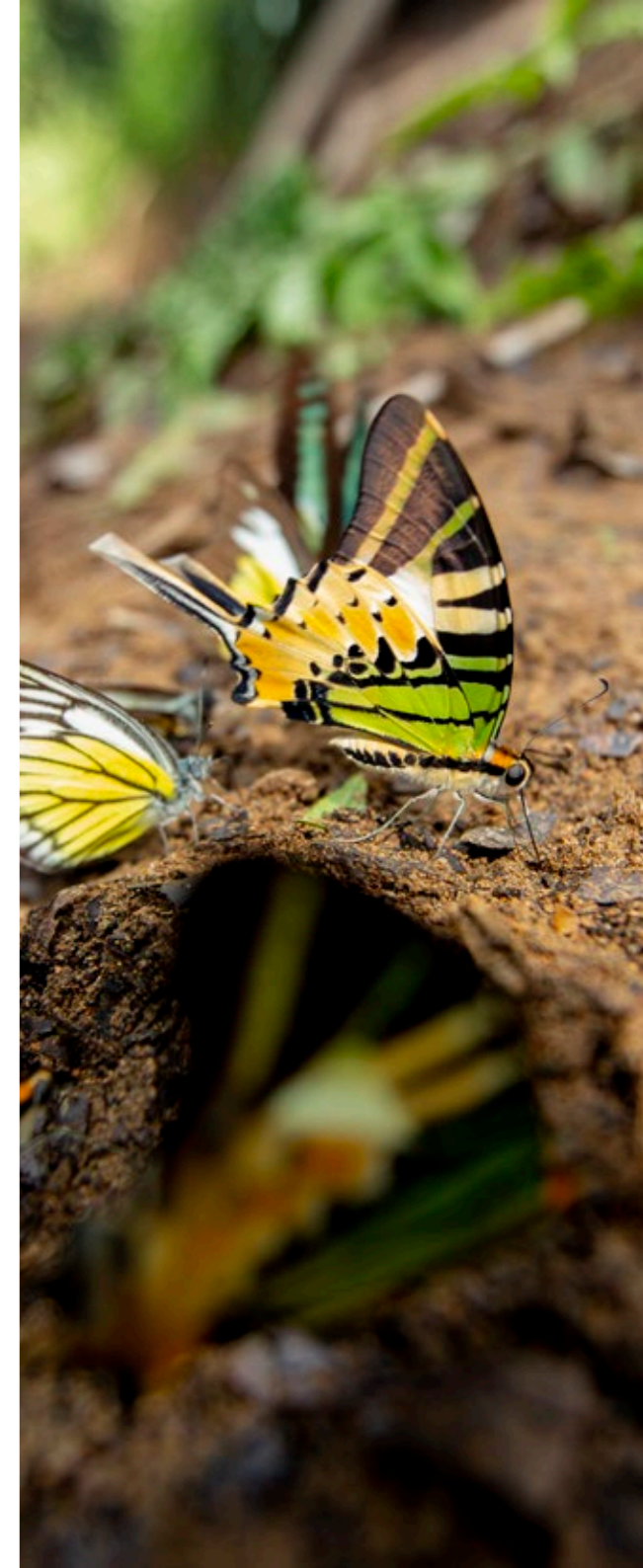
- Act as the primary contact with our external developer, Standfirst, to ensure the website is operational with working links, up-to-date information and consistent branding.
- Provide KPI data and campaign results to the Director on a quarterly basis.
- Lead on the creation of SEO-optimised content for the website including news stories, PR updates, press releases, and videos.
- In addition:

For Winners/grantees

- Ensure all grant application information is up to date and available during the grant application window.
- Spotlight winner news.

For Fundraising

- With input from the Head of Partnerships (HP), deliver an appealing, informative and dynamic website that inspires donors.
- Create an annual list of winner achievements, working with the Head of Grants (HG), for distribution in Dec/Jan.
- Draft summaries of the new Continuation Funding projects supported by WFN annually in autumn.
- Recognise WFN's donors, partners and sponsors on the website.
- Ensure online donation facility is always operational with all relevant information up to date, links functioning, Legacy information available etc.





Job Description

BRANDING

WFN has been at the forefront of the international conservation sector for over 30 years, being one of the first charities to channel funding to grassroots leaders working in their home countries.

- Ensure all WFN comms are 'on brand', updating Brand guidelines when required.
- Work with the Director on changes to the WFN logo suite when needed.
- Ensure winners and partners are provided with the correct branding assets and guidelines with which to recognise WFN.
- Regularly create and update WFN team e-signatures, with CA support.
- Lead branding on new programmes and assets, whether working with external designer or developing designs in-house.
- Ensure proper photo crediting is followed when using images throughout WFN communications.

EVENTS

Whitley Awards

The Whitley Awards are the result of an international search to find, fund, train and put a spotlight on outstanding grassroots leaders and their conservation projects. Finalists are invited to London for a week of training and events, culminating with the Whitley Awards Ceremony, where winners receive their Awards

from WFN Patron, HRH The Princess Royal in front of 400 guests and many more tuning in via our livestream.

Main activities include:

- Support the HG on launching and distributing the annual call for Whitley Award applications campaign.
- Lead on creation of the Ceremony booklet and winner banners, with support from the Deputy Director and liaising with external design and printing companies.
- Support across Ceremony PR to secure media coverage in the UK and overseas, including working with the Head of Media (HM) to create and issue press packs, pitching to international journalists, securing and running interviews with winners, helping manage media attendance at the ceremony, and collating coverage.
- Support the Deputy Director with the creation of winner films, providing input on theme and concept (liaising with external film production company).
- Secure footage, photographs and crediting / licensing details (liaising with external contacts) as required.
- Manage digital ceremony communications including creation of e-letters, Ceremony invitations, website pages, email signatures and visual assets, delegating to the CA when needed and during the Ceremony week.
- Set the strategy for the Ceremony social media campaign and digital toolkit, with implementation led by the CA.

- Support with the production and distribution of post-Ceremony films.
- Organise Ceremony photographer.
- After the Ceremony, liaise with the CA on uploading content to the website and across social media platforms including press releases, photographs, news stories, winner pages and films.

Throughout the year WFN holds other fundraising and engagement events ranging from intimate dinners with supporters, winner talks, events as part of our Next Gen programme, and major initiatives such as Royal dinners, Galas and Summits which require the HC's assistance. We are planning a Summit in 2026 which will require the HC to:

- Input on theme/talk ideas, led by the HM and Director.
- Lead on creation and delivery of a bespoke communications and marketing strategy to resonate with the targeted audience/s and event objectives.
- Aid with securing speakers and engaging those who could help drive our mission forward e.g. influencers or future Ambassadors etc.
- Produce printed and digital materials associated with the summit as necessary including ticketing, agendas, programme and promotional materials pre- and post- event.
- Lead on creation of branding the event, working with a third party (banners, back screens, lectern design, etc.).

Job Description

PR

Throughout the year, WFN actively works to secure PR coverage for Whitley Award winners. Increased visibility helps winners to attract further funding, gain new connections, and increase political clout – all tools which strengthen conservation work.

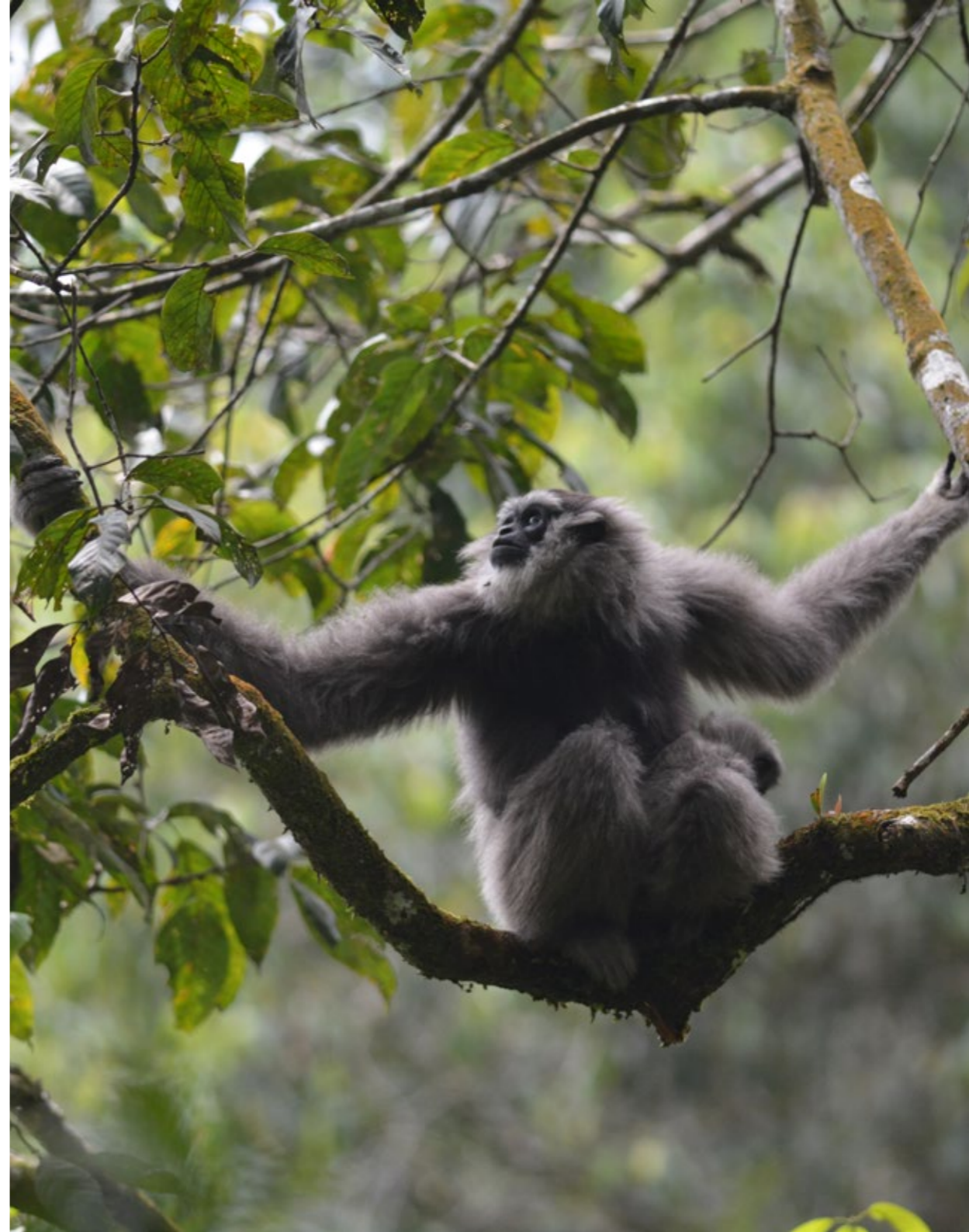
- Support HM to identify and pursue new media opportunities for WFN, working with the Deputy Director.
- Support HM to respond quickly to press enquiries, supply materials, arrange interviews and accompany winners at interviews as required, assisted by the Communications Assistant (CA).
- Distribute press packs and create image albums for winners, WFN, and charity events, assisted by the CA.
- Support HM to build relationships with key journalists to whom pitches can be made.
- Build and maintain WFN's international press lists on our media monitoring database (Agility PR), assisted by the CA.
- Track and report UK and international online press coverage using Agility PR.

MANAGEMENT

- Manage the Communications Assistant (CA) providing day-to-day support, facilitating priorities management, performance reviews, monthly 1-1s, career development, training and goal setting regarding performance and values inc SMART (Specific, Measurable, Achievable, Realistic and Timebound) targets.
- Oversee the CA's performance reviews and self-appraisals annually in June and Mid-Year Reviews in January to review progress towards agreed targets.
- Make annual salary recommendations to the Director in June to be considered when working with the RemCo, with decisions made by the Board in July.
- Deal with any arising staff issues and disciplinary action as necessary for line reports notifying the Director.

OPERATIONS SUPPORT

- Budget: Follow the charity's financial procedures, negotiate and agree terms with the suppliers of all activities delegated to your post (as agreed at the annual budget meeting) and ensure the costs of the activities do not exceed the budgeted level without appropriate authority.
- Other duties as may be requested by the Deputy Director and Director from time to time. This job description is not exhaustive and may evolve.





Person Specification

ESSENTIAL

- Demonstrable history working in a similar role within the charity/NGO sector
- Proven experience delivering communications strategies and producing effective digital and print communications for a wide range of audiences
- Strong digital expertise across email marketing, social media, websites and analytics
- Experience managing brand identity and external suppliers
- Event communications experience
- Excellent writing and editorial ability, with an eye for design
- Confident webmaster/editor (WordPress experience preferred)
- Experience setting social media strategy, and using online tools such as Canva and Hootsuite to aid with content creation and scheduling
- Proven success in contributing to PR campaigns and securing media coverage
- Strong project management and line management skills
- Strong interpersonal skills (interface with team members, trustees, media, donors, suppliers, international grantees)
- Extremely organised, with high levels of accuracy and attention to detail
- Able to manage and prioritise a varied workload within deadline
- Flexible, 'can-do' approach and will flourish in a small office environment
- Understanding of or interest in issues in wildlife conservation
- Proven ability in effective budgeting, negotiating and budget management
- Willing to positively contribute to our team and culture by upholding our Values

DESIRABLE

- Experience using media monitoring software
- Familiarity with Adobe Creative Suite and/or Keynote
- Experience working with high profile individuals

Additional Information

BENEFITS

- Attractive holiday package - 24 days plus 4 additional days allocated over the Christmas break. 28 days in total.
- Hybrid working options
- Training and professional development opportunities
- The charity operates a Pension Scheme
- Life Assurance Scheme
- Enhanced Parental Pay
- Access to 24hr Employee Assistance Programme

EQUALITY, DIVERSITY AND INCLUSION

At WFN we are committed to developing an inclusive and diverse organisation, in which everyone feels supported, valued, and able to be their full selves. We celebrate and respect diversity in nature and among the people and partners with whom we work. We need more people and diversity across the environment sector, and to achieve our vision. We therefore encourage applications from Black, Asian or minority ethnic; disabled; LGBTQIA+; or from lower socio-economic backgrounds. As a small organisation we are committed to progressing and continuing development across DE&I. Please contact Alice at Charity

People on alice@charitypeople.co.uk to discuss any additional support you may need to complete your application. Applications are considered solely on your demonstrated suitability for the role.

ACCEPTABLE USE – ARTIFICIAL INTELLIGENCE (AI)

We are collecting CVs and Cover Letters for this role. We understand that applicants may use tools such as ChatGPT, CoPilot or similar as thought partners, however, we are looking for original work which clearly demonstrates how your personal experience makes you a good fit for the role. Please do not submit content heavily reliant on AI as this will be picked up in our selection process. We have a team of real people who review and score your application and a system that helps ensure authenticity - we want to see the real you. During interviews, candidates are expected to respond independently without the use of AI tools.

This role is not eligible for UK Visa Sponsorship. Only applicants who have the right to work in the UK at the time of application will be considered for this role.





How to Apply

Charity People Ltd. is acting as a recruitment agency adviser to the Whitley Fund for Nature on this appointment.

To apply for this role, please send your CV and responses to the following application questions to Alice (alice@charitypeople.co.uk) by 9am on Friday 27th March. We are committed to making the application process inclusive.

1. Why are you interested in working at Whitley Fund for Nature (WFN) and what appeals to you about the role? (max. 250 words)
2. **WFN's mission relies on powerful, science-driven storytelling that amplifies grassroots conservation leaders globally.** Please describe a recent communications strategy or campaign you developed and delivered that achieved measurable impact. We'd love to hear about your objectives; key audiences; main channels used; and how the campaign performed including any measurable outcomes or insights gained. (max. 400 words)

3. **This role requires close collaboration across teams (media, grants, partnerships, senior leadership), line management of the Communications Assistant, and coordination with external partners, designers, and high-profile individuals.** Through a recent example, please discuss your approach and tools used to lead others to deliver a complex communications project to tight deadlines. (max. 350 words)
4. What is one current, key issue in wildlife conservation that you think would be important to factor into WFN's messaging to priority audiences? (max. 250 words)

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