



PEACEPLUS
Northern Ireland - Ireland

Co-funded by the



European Union



UK Government



Rialtas na hÉireann
Government of Ireland



Northern Ireland
Executive
www.northernireland.gov.uk



**Ulster
Wildlife**

PEAT + Communications & Outreach Officer

This project is supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB).



CLOSING DATE:

12:00 pm

Monday 06 October 2025

Ulster Wildlife
McClelland House
10 Heron Road
Belfast
BT3 9LE
recruit@ulsterwildlife.org
www.ulsterwildlife.org

ABOUT ULSTER WILDLIFE

We are Northern Ireland's largest local nature conservation charity, established in 1978. We're working to bring nature back on land and at sea, inspire people to take action for nature and climate, and play our part in ending climate and ecological emergencies. We manage 19 nature reserves; save species at risk from sharks to hedgehogs; restore and connect habitats such as peatlands; influence government policy and empower people to stand up for nature. We are one of 46 independent Wildlife Trusts, collectively working across the UK to bring nature back. We are driven and supported by over 14,000 members.

Nature is in crisis and declining at rates unprecedented in human history. Ulster Wildlife has a plan to not only slow the loss of nature, but to actively reverse its decline.

Our Vision - A wilder future where people and nature are thriving together.

See – www.ulsterwildlife.org for more information about us and our important work.

PEACEPLUS PROGRAMME

PEACEPLUS is a new cross-border funding Programme supported by the European Union, the Government of the United Kingdom of Great Britain and Northern Ireland, the Government of Ireland, and the Northern Ireland administration.

The Programme is designed to support peace and prosperity across Northern Ireland and the border counties of Ireland, building upon the work of the previous PEACE and INTERREG Programmes.

The programme has been divided into six themes and 22 investment areas. Each new programme aims to address longstanding social and economic challenges which have and continue to impact our communities. Within each theme there are several investment areas - these will have a more specific focus and target specific organisations such as local authorities or community groups.

The PEAT+ Project has been funded through the Biodiversity, Nature Recovery and Resilience Investment Area, within the PEACEPLUS Supporting a Sustainable and Better Connected Future theme.

PEAT + PROJECT

The PEAT+ project, led by Ulster Wildlife in collaboration with cross-border partners, focuses on restoring peatlands across Northern Ireland and Ireland's border counties. This initiative integrates climate action, biodiversity enhancement, and community engagement to reduce emissions from degraded peatlands and increase their carbon capture post-restoration. It also aims to improve biodiversity, protect historical features, and contribute to flood prevention, water quality, and wildfire risk reduction.

The project is structured into three key work packages: Conservation Planning & Design, Peatland Restoration, and Capacity Building & Community Engagement. Through these efforts, PEAT+ will leave a lasting legacy by restoring vital habitats and fostering long-term environmental and community benefits. Partners in the project include – Ulster Wildlife, Armagh, Banbridge & Craigavon Borough Council, Newry, Mourne & Down District Council, Cuilcagh Lakelands Geopark, Mourne Heritage Trust, Atlantic Technological University Donegal, Crichton Carbon Centre. RTÉ is also expected to partner on the project.

RECRUITMENT PROCESS

APPLICATION FORM

Please download an application form from www.ulsterwildlife.org/jobs. The completed application and monitoring form must be received no later than **12 noon on Monday 06 October 2025** in Microsoft Word format (NOT PDF) via email to recruit@ulsterwildlife.org. Applications received after the deadline will not be accepted. CVs will not be accepted.

Under the section headed 'Role Requirements' it is essential that applicants clearly demonstrate through the use of examples how they meet the essential and/or desirable criteria required for the post. It is not acceptable to simply restate the criteria. The shortlisting panel will not make assumptions and if applicants do not demonstrate, through examples, how they meet the criteria they will not be shortlisted to the next stage of selection.

Ulster Wildlife reserves the right to interview only those who demonstrate on their application form that they fully meet the essential criteria and desirable criteria. Ulster Wildlife reserves the right to apply additional criteria to facilitate the shortlisting process where necessary.

All applicants will be contacted regarding the outcome of their application. However, regretfully due to limited resources, Ulster Wildlife cannot provide feedback regarding your application.

Ulster Wildlife makes employment decisions based solely on merit however any offer of employment is conditional on the receipt of two satisfactory references, certificates to support stated qualifications, and proof of the right to work in the UK. Please note Ulster Wildlife does not hold a Sponsor License.

Candidates who score above the minimum threshold during a recruitment selection process, but whose scores mean they are ranked lower than other successful candidates, may be kept on a reserve list for similar roles for a period of up to 12 months.

Canvassing will automatically disqualify.

Ulster Wildlife supports the principles of equality of opportunity. Ulster Wildlife's Safeguarding Commitment Statement can be found here www.ulsterwildlife.org/safeguarding-statement.

Ulster Wildlife is committed to protecting the privacy and security of your personal information. You can read about how and why Ulster Wildlife uses your personal information here www.ulsterwildlife.org/privacy-notice.

We are being assisted by our recruitment partners **Beyond HR** (www.wegobeyondHR.com) therefore the information supplied on your application form will be shared with them for the purpose of administering the recruitment process in line with our privacy notice above. Candidates may be contacted directly by Beyond HR for the purposes of the administration of the recruitment process including but not limited to interview arrangements and the following up of employment conditions for successful candidates.

INTERVIEW

Following shortlisting successful candidates will be invited to a face to face interview. The interviews are planned for **Tuesday 21 October 2025**.

The interview will consist of a job related task (which will be relayed to candidates following successful shortlisting) followed by a set of interview questions asked by a panel of Ulster Wildlife staff.

If you have any questions about the role or assessment process, please contact us at: recruit@ulsterwildlife.org or call 07485 329716.



JOB DESCRIPTION

Role:	Communications and Outreach Officer – PEAT+ Project
Salary:	£28,693 to £30,933. Access to employer's contributory pension scheme - maximum 10% per annum.
Hours:	Full Time – 37.5 hours per week. Occasional weekend or evening work may be required.
Location:	Based at Ulster Wildlife Offices, 10 Heron Road, Belfast, BT3 9LE. There will be regular travel within NI and Ireland. A combination of office and home working will be possible.
Contract:	Fixed Term Contract to 30 June 2029, unless renewed. This post is subject to a 6-month probationary period.
Leave:	24 days annual leave per annum plus 12 days statutory holidays, rising to 26 days following three years' service.
Reporting to:	PEAT+ Project Director
Other benefits:	Health cash-back plan, flexi-time system and onsite parking.

OVERVIEW

This position plays a central role in the PEAT+ Project team, responsible for leading the development and delivery of all communication and outreach activities. Working in close collaboration with the PEAT+ Project Director and partner organisations, the postholder will ensure that project messaging is integrated across a wide range of platforms and audiences. The post holder will ensure consistent, impactful messaging across all media platforms, publications, events, and digital channels, raising public and stakeholder awareness of the importance of peatlands, their restoration and benefits, as well as its role in peace and reconciliation.

TASKS AND MAIN DUTIES OF THE POST

Strategic Communications Planning

- In conjunction with the PEAT+ Project Director and other project partners prepare a Communications and Outreach Strategy and associated annual plans for the PEAT+ Project to include – all relevant channels e.g. media, social media, print.
- Lead on developing key messages for the project, ensuring the funding is acknowledged appropriately throughout.
- Produce brand guidelines including a project brand for the partnership.
- Support key project staff and partners to develop and implement communications plans across digital, social and print media.
- Support the delivery of project launch and end events.

Outreach Development & Coordination

- Play an active role in the Community Outreach sub-group in the project's governance structure.
- Develop an annual outreach programme in partnership with key staff and partners.
- Lead on the copy, design and production of outreach programme materials.
- Coordinate all events-related promotion and publicity.
- In conjunction with PEAT+ Project Director, organise and deliver high profile project events including talks and guided site visits.

- Assist with the drafting of speeches, briefing notes and presentations as required for the PEAT+ Project Director and Ulster Wildlife CEO.

PR/Media Management

- Write and issue press releases, articles and statements, liaising with internal and external stakeholders; and sell-in stories to key contacts.
- Deal directly with enquiries/requests from journalists and organise media interviews/photocalls.
- Ensure staff spokespersons are well briefed and prepared for undertaking media interviews, providing professional support.
- Report on and analyse all aspects of media coverage and PR activity for internal and external reports or for project evaluations.

Publications/Marketing Materials

- Manage editorial content, design and production of publications including such as reports, banners, leaflets; within deadlines, maintaining relationships with illustrators, copywriters, designers and printers.
- Create inspiring and engaging copy and imagery for printed materials and ensure they are delivered to a high standard.
- Work closely with Ulster Wildlife's Marketing and Communications Officer to ensure timing of releases/activities is considered against other operational needs.
- Authorising the sign-off of marketing materials and publications arising from other partners and advise all partners on compliance with PEACEPLUS Communications Guidelines.

Digital/Social Media

- In conjunction with the PEAT+ Project Director, develop, manage and administer the PEAT+ Project web pages and social media channels, ensuring they are up-to-date, clear, user-friendly, accurate and inspirational.
- Research, create and edit content and imagery for all digital channels.
- Upload information, documents and other media to the website using a content management system.
- Monitor and analyse web and social media performance using tools like Google Analytics (GA4) and Crowdbooster to inform strategy, improve engagement, and optimise content delivery.
- Maintain a well-organised digital media library including photographs, videos, graphics, and other assets, that is easily accessible and usable by project staff and partners.

ORGANISATION-WIDE RESPONSIBILITIES OF POST

While every member of staff has their own specific tasks and duties to perform on a day to day basis, there are also a number of additional areas of work that you will be expected to take part in for the overall development and delivery of the organisation's aims. These include:

- Participation in the development and implementation of Ulster Wildlife's overall strategy and operational plan.
- Play a proactive and positive role in Ulster Wildlife's team.
- Develop strategic partnerships with other organisations.
- Support the fundraising and communications activities of the organisation.
- Adhere to the policies and practices of Ulster Wildlife at all times and to respect the policies and practices of project partners.
- Identify and implement Learning & Development processes.
- Co-operate with and support volunteers and where appropriate supervise them.
- Ensure that contact with others is of a style and quality consistent with Ulster Wildlife's ethos.

No job description can cover every issue which may arise and subsequently the post-holder may be expected to carry out other duties broadly consistent with those itemised above.

PERSON SPECIFICATION

Essential Criteria

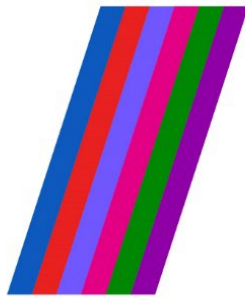
1. A degree, professional or equivalent qualification in a relevant discipline such as Marketing/Communications/PR **AND** 2 year's full-time (or part-time equivalent) relevant experience in a similar role **OR** 4 year's full-time (or part-time equivalent) relevant experience in a similar role.
2. Demonstrable experience of dealing with the media and knowledge of the NI Media sector.
3. Demonstrable experience of producing various types of publications/printed materials.
4. Proven experience managing digital and social media channels in a professional setting, including use of analytics tools to inform strategy and improve engagement.
5. An ability to think creatively, strategically and to communicate effectively, both written and verbally with a diverse range of people at all levels.
6. Skilled in networking and building relationships, with a collaborative and diplomatic approach to working across teams and with external partners.
7. Excellent organisational skills, with the ability to manage multiple priorities, meet deadlines, and maintain a high level of accuracy and attention to detail.
8. Proven team player with positive 'can-do' attitude, with the ability to demonstrate a collaborative and supportive approach across different departments internally.
9. Strong digital skills, including proficiency in Microsoft Office and the ability to adapt to new technologies, including AI-based tools.
10. Access to transport for business purposes to allow the post holder to carry out the full requirements of the role.

Desirable Criteria

1. An interest in wildlife and local nature conservation issues.
2. Experience of working in the voluntary sector.
3. Experience of using CANVA or other digital graphic design software.
4. Video editing and photography skills.

Issued: September 2025

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