



**SPECIES
SURVIVAL
FUND**



**North Wessex
Downs
National
Landscape**

Project for Partnerships for Nature in the North Wessex Downs National Landscape

Brief and Job Description for a Communications consultant

The North Wessex Downs National Landscape is seeking to appoint a part-time communications consultant to produce and implement a communications plan for the Partnerships for Nature project. This plan may also be used as a reference tool by the project partners who will also be undertaking communications activities. The work is to be undertaken between 3rd February and 31st December 2025.

1.0 Background to Partnerships for Nature (P4N) project

P4N is one of a number of Species Survival Fund projects across England and Wales [Species Survival Fund | The National Lottery Heritage Fund](#)

Funded by DEFRA and administered by the Heritage Fund, it comprises nine partners, including landowners and farming businesses, estates, local and national charities and involves habitat creation, restoration and enhancement on seven separate sites across the NWDNL.

[Partnerships For Nature - North Wessex Downs National Landscape](#)

The project will result in improved and increased habitat that will benefit a range of species. Partnerships for Nature (P4N) started in May 2024 and will complete at the end of February 2026. The project received just under £1.56m funding with a further £186k match funding.

The 'Partners' are:

- Action for the River Kennet (ARK)
- Bucklebury Estate
- Southern Streams Farmer Group/FWAG South East
- Sir Richard Sutton Ltd (Benham Estate)
- The Sulham Estate
- Sheepdrove Organic Farm
- Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust
- The Earth Trust
- Plantlife

1.1 The P4N project involves the delivery of habitat creation and restoration/enhancement works to support species abundance and is intended to be a key plank in achieving the UK Government's legally binding targets to halt species loss and protect 30% land for nature by 2030. This will consist of:

- Restoration/enhancement of 2.5km of chalk stream habitat and regrading of 2.36km of riverbank habitat.

- The restoration/enhancement of 26ha of existing lowland heathland, 31ha of newly created heathland, and 200ha of wood pasture by the introduction of non-breeding, native breed cattle
- Creation of ten hibernacular.
- Creation of 26ha wildlife-rich habitat from arable field including wild-flower rich pasture, wildflower margins, species rich hedgerow, fruit and native trees, demonstrating regenerative farming and integrated food production.
- Restoration/enhancement of 20 ha of chalk grassland
- Creation of 0.5ha of wetland habitat.
- Restoration/enhancement of two coppice plots (1.6ha and 2ha).
- Restoration/enhancement of two dew ponds.

and an activity programme including:

- Recruitment and training of project volunteers, include establishment of a Friends of Bucklebury Commons Group.
- Delivering of series of organised walks across the sites, including possibly participating in the North Wessex Downs Walking Festival
- Delivering workshops and organised walks for 45 local farmers and landowners.
- Offering practical advice to 20 farms on how to introduce species and nature recovery into their longer-term business models.
- Creating habitat interpretation materials at Sheepdrove Farm.

1.2 Audience:

The project seeks to communicate with all those with an interest in, whether direct or indirect, the work of the P4N projects activities within the AONB. These will include:

- NWDNL newsletter subscribers and social media followers
- Various Partners and associates (Council of Partners, other NL bodies, govt etc)
- Wildlife related organisations and groups
- General public – with an interest in access, nature, landscape
- Farmers and landowners within the NWDNL

2.0 Job description for Communications consultant

2.1 Activities required may include but may not be limited to:

- Update the North Wessex Downs NL website as necessary (WordPress)
- Write and edit blogs, press releases, newsletter articles as necessary
- Create content and post on social media platforms (primarily Facebook, Instagram and potentially LinkedIn)
- Liaise with local media outlets as necessary
- Take photographs and edit images as necessary for a variety of uses (eg. website, printed materials, social media)
- Commission print design and production
- Adhere to branding guidelines for North Wessex Downs NL
- All communications activities will need to meet funding acknowledgement requirements from our Funder.
- Liaise with and advise Partner groups on P4N related communications

- Produce lessons learnt project legacy output (such as Storymap)

2.2 Essential competencies:

- Experience of content creation for, and use of, a variety of social media platforms for business purposes (Facebook, Instagram, LinkedIn)
- Experience of writing articles and content for various channels, platforms and audiences
- Experience of developing communications plans
- Press relations experience and preferably familiarity with media outlets in this area.

2.3 Desirable competencies:

- Can take high quality photographs
- Experience of commissioning short films
- Experience of working on DEFRA and NLHF funded projects
- Understanding of landscape and nature recovery work
- Basic graphics skills (layout, use of software such as Canva etc)

2.4 Programme

The successful candidate will be required to start work from 3rd February 2025 to 31st January 2026.. Priority work will be to develop the Communications Plan. The Plan should be ready for sign off by the mid February 2025.

2.5 Work arrangements

The input of work is expected to vary through the year but would be based on an average of 2 days/month from 1 January to 31 December 2025. Work will be home based (or own office) with occasional visits to NWDNL offices for meetings and visits to partner sites. Candidates will be expected to provide their own equipment and software and to have professional and public liability insurance cover as appropriate.

Invoices are to be submitted quarterly (and must state if VAT registered) unless otherwise agreed. All materials, charges and expenses are to be charged at cost. Own vehicle travel is to be charged at a rate of 45p/mile.

All material produced (including photos) will be accredited but will be the property and copyright of NWDNL and DEFRA.

3.0 Tendering

The contractor can tender in whatever format they feel would best however it should include the following:

- Summary of CV including relevant recent work,
- An example of a recent comms plan for which you have been the primary consultant
- Contact details for two referees we can contact without prior permission
- Quote daily rate on the basis of an average of 2 days/month from 3rd February 2025 to 31st January 2026

Tenders should be submitted by email to anthony.currivan@northwessexdowns.org.uk no later than 17.00 on 6th January 2025.

A decision on the awarding of the contract will be made by the North Wessex Downs NL based on the written submissions no later than end of 24th January 2025. Where difficulty is found in selecting the contractor, short-listed consultants may be invited to interview.

Any queries should be emailed to Tony Currivan at anthony.currivan@northwessexdowns.org.uk