

Application Guide

An introduction to our
new communications roles



It's great to have you here.

Thank you for your interest in joining ZSL, a global community united by a passion for wildlife and a commitment to protecting our planet's natural wonders.

We are a movement of conservationists, powered by science, working to protect species, restore ecosystems. Together, anything is possible.

Our staff and volunteers are driven by a shared mission: **A world where wildlife thrives.**



Our Team

ZSL's Media Communications team is responsible for shaping and amplifying the organisation's voice across a wide range of channels. The team develops compelling, audience-focused messaging that brings ZSL's conservation impact, scientific expertise, zoo experiences and fundraising priorities to life, helping build understanding of and support for our mission.

Working closely with teams across the organisation, the team leads strategic communications planning, reputation management and storytelling, ensuring consistent and engaging communications. They create and coordinate content for a variety of channels and audiences, translating complex conservation and scientific topics into accessible, inspiring stories that resonate with supporters, visitors, partners and the wider public.

The team also manages media relations, delivers PR campaigns, oversees publications including Wild About, The Zoologist and ZSL's Annual Report and Accounts, and supports major organisational announcements, campaigns and partnerships. Through creative storytelling and clear, impactful messaging, the team helps strengthen ZSL's profile, celebrate its achievements and inspire action for wildlife.





A Role with Purpose

We're entering an exciting new chapter for ZSL, and these opportunities reflect our ambition to build a communications and marketing function that is fully aligned with the organisation's future direction and ambitions.

As we continue to evolve, we're shaping a team with the expertise, creativity and capacity needed to support every aspect of our work, from telling the powerful story of our two world-leading conservation zoos, to championing our global conservation mission and inspiring millions of people to connect with nature.

These roles will play a vital part in strengthening ZSL's position as the home of two of the UK's most loved and must-visit visitor attractions, helping us reach new audiences, deepen engagement and build lasting advocacy for our work. They'll also help drive sustainable income growth by showcasing our exciting portfolio of brand partnerships, visitor experiences and commercial products, ensuring that every interaction with ZSL supports our wider mission to restore wildlife and create a world where nature can thrive.

Together, we're building a team that is fit to take ZSL beyond its 200th anniversary; one that combines strategic thinking, creativity and commercial focus to help ZSL maximise its impact for people, wildlife and the planet.



Communications Manager - Strategic Projects

Salary: £50,000

Pay Grade: Level 5

Contract: 2 - Year, Fixed-Term

Workplace: Hybrid (2 days per week onsite)

Key Responsibilities

- Lead the development of integrated, insight-led communications strategies for major organisational programmes and capital projects, ensuring alignment with ZSL's corporate objectives, conservation mission, and brand narrative.
- Design and deliver comprehensive stakeholder engagement plans for major capital projects, including mapping, prioritisation and tailored approaches for communities, partners, public bodies and other key audiences.
- Provide expert strategic advice and guidance to senior leaders, project teams and partners on communications approach, messaging, timing and delivery to support successful outcomes.

Learn more about the role and how to apply via link - [here](#).



Communications Manager - Conservation Zoos

Salary: £37,265 - £39,394 per annum

Pay Grade: Level 4

Contract: Permanent

Workplace: Hybrid (3-4 days per week onsite)

Key Responsibilities

- Act as a trusted communications adviser to Zoo leadership teams, operational colleagues and subject matter experts, providing guidance on messaging, audience impact, media engagement and reputational risk.
- Lead proactive earned media activity for the Zoos, developing compelling stories, press releases, media pitches and features that build profile, understanding and brand support.
- Embed communications planning early in key Zoo projects, campaigns, animal moments, operational changes and public-facing initiatives.

Learn more about the role and how to apply via link - [here](#)



Communications Officer - Commercial and Partnerships

Salary: £35,000 per annum

Pay Grade: Level 3

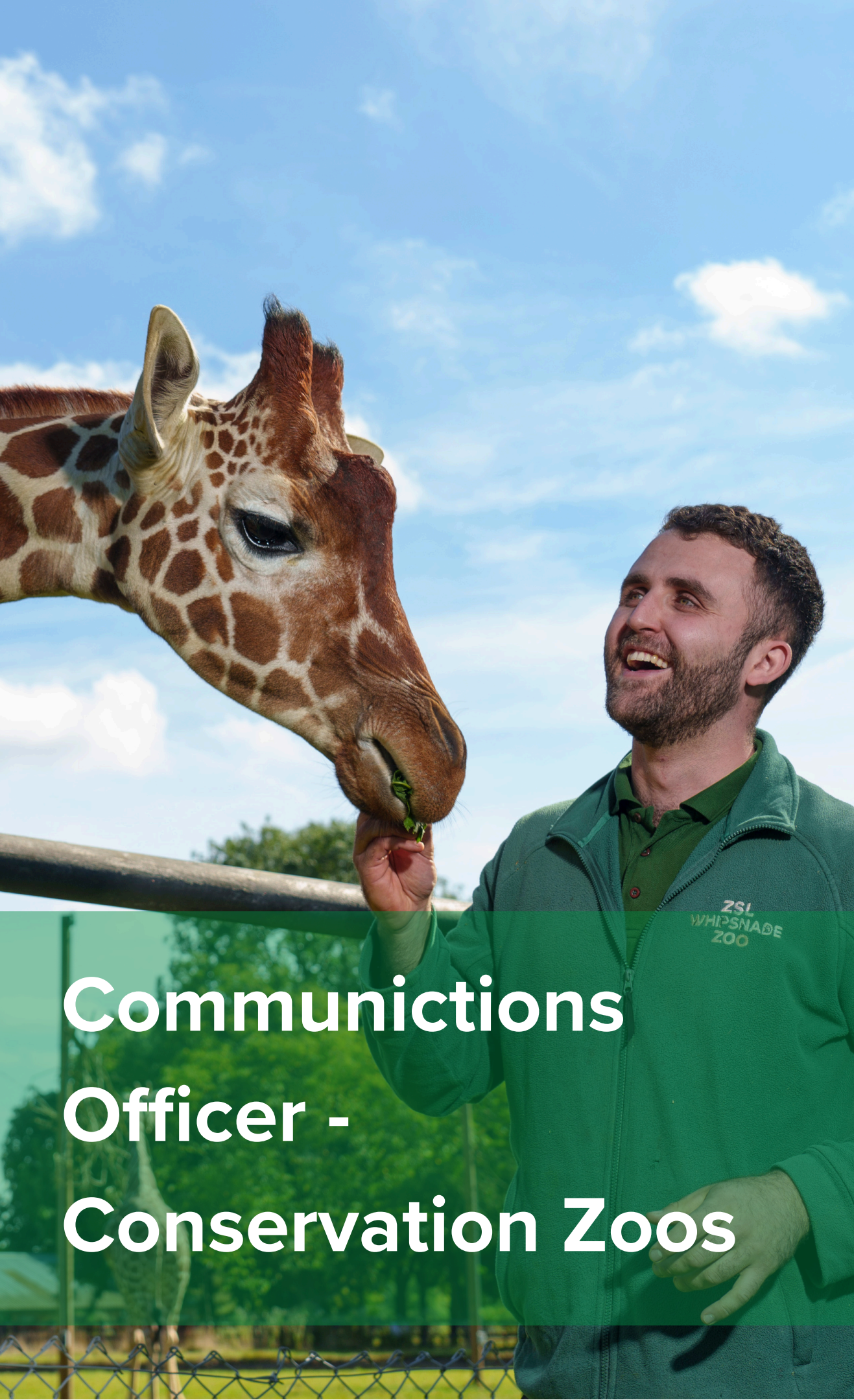
Contract: Permanent

Workplace: Hybrid (3-4 days per week onsite)

Key Responsibilities

- Support the planning and delivery of communications activity across assigned areas of the organisation, helping to ensure campaigns, projects, events and initiatives are coordinated, aligned to organisational priorities and delivered effectively.
- Identify and develop engaging stories and communications opportunities by working closely with colleagues across ZSL, gathering information, developing clear and accurate messaging, and translating complex or specialist activity into content that resonates with target audiences.
- Deliver proactive media and content activity, including drafting press releases, media pitches, briefing materials, web content and other communications assets; supporting earned media opportunities; and helping to amplify stories across owned, shared and partner channels.

Learn more about the role and how to apply via link - [here](#).



Communications Officer - Conservation Zoos

Salary: £35,000 per annum

Pay Grade: Level 3

Contract: Permanent

Workplace: Hybrid (3-4 days per week onsite)

Key Responsibilities

- Support the planning and delivery of communications activity across assigned areas of the organisation, helping to ensure campaigns, projects, events and initiatives are coordinated, aligned to organisational priorities and delivered effectively.
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Learn more about the role and how to apply via link - [here](#).

The Interview Process

Please note that the interview process may change, but we'll make sure to let you know ahead of time.



Interviews

We are aiming to hold first stage interviews for all roles **week commencing 17th and 24th August.**

These will be held onsite at our head office (Regents Park).

We have a dedicated recruitment team within our people department who are there to answer any questions you have at any point of the process.

You can reach the team at recruitment@zsl.org

Our Recruitment Principles

- **Fair and Inclusive:** Our aim is to deliver a transparent and accessible recruitment process for everyone.
- **Global and Local:** We value local expertise and global collaboration.
- **Merit-Based:** Roles are filled based on values and skills.
- **Respect and Confidentiality:** Candidate information is always handled responsibly.



Our Values

Our values and behaviours shape the way we work together, helping us achieve our vision, fulfil our purpose and make ZSL a great place to work.

COLLABORATIVE

We bring people together to share expertise

ETHICAL

We make the right choices

IMPACTFUL

We focus on activities that make a positive difference

INCLUSIVE

We value our differences and foster belonging

INNOVATIVE

We find new ways to solve problems

INSPIRING

We encourage people to take positive action

