

Shadow Volunteer

Marketing and Communications Shadow Volunteer

Yorkshire Forest District

Country	England
Location	Forestry England Yorkshire Outgang Road Pickering YO18 7EL
Supervisor	Ben Herbert
Position Type	1-2 days a week
Salary	Voluntary
Closing date for applications	5 th January 2026

Background Information

Forestry England are the country's largest land manager, caring for the nation's forests for people, nature and the economy. The foundations of our organisation is our world-class sustainable management of the nation's forests.

Though Yorkshire is one of the smaller districts by area covered in Forestry England, we are advocates for much of the offer provided from outstanding customer service, forward thinking nature-led approaches and a can-do-it attitude across all departments. Yorkshire Forest District is based from a hub office at Pickering, where our staff go as far north as Guisborough, as far west as Stainburn near Harrogate, south to Bishop Wood near Selby and back towards the east coast at Broxa and Wykeham. Our larger forests are placed along the southern edge of the North York Moors, making Pickering the perfect gateway to all our biggest areas of activity.

We are proud to be able to offer this Shadow Volunteer role with our Marketing and Communications team, to enable individuals with an interest in helping us share our stories to gain real world experience and support their pursuit of a career in the environment sector by working alongside passionate and experienced team members.

Shadow Volunteers

Successful applicants will be given training and development opportunities by work shadowing current staff, developing on the job skills, including marketing campaigns, internal communications, media handling and project communications support.

What we offer

- Training relevant to the role from your experienced member of staff you are shadowing along with gaining knowledge from wider colleagues.
- Guidance and support in applying for further training or employment opportunities.
- Genuine out of pocket expenses which includes travel expenses beyond your reporting station.
- Volunteer parking pass after 35 hours of volunteering.
- Volunteer uniform.
- Formal training opportunities - first aid, risk assessment, and manual handling as required

Purpose

This Shadow Marketing and Communications Volunteer will work alongside the Marketing and Communications Manager to promote our amazing outdoor locations as places for people, wildlife and for the generation of sustainable timber.

This role will take place on weekdays only and will be mostly office-based with some opportunities to get out into the forest on either content capture or shadowing other departments to broaden knowledge of forest related issues and topics.

The focus of this role is to work within a communications team in the environment sector and to support Forestry England in showcasing their stories from the forest to the wider public.

Key work areas

Showcase our forests as outstanding places for outdoor recreation, wildlife and sustainable timber

- Assist in the development of a key seasonal marketing campaign to showcase Dalby Forest as a great visitor destination.
- Perform audits on all key external communication channels (including but not limited to social media, web and print).
- Improve how we communicate with our stakeholders and communities
- Work with the Marketing and Communications Manager to develop communication plans for identified risk areas and programmes.
- Identify opportunities to improve communication tactics and report these back to the Marketing and Communications Manager.

Shadow Volunteers

- Work closely with other departments to offer opportunities to communicate their projects and outputs to mitigate potential identified risks.

Increase our capacity to become a key proactive storyteller in the environment sector

- Support the collation of content and stories from various sources and departments.
- Work with the Marketing and Communications Manager to create media coverage that highlights key seasonal forest moments.
- Identify opportunities for new ways to display and communicate forest stories to the public through innovative technologies.

The key work areas detailed are the typical duties expected of the role but are not an exhaustive list. The post holder may be reasonably requested to undertake other duties by their supervisor to support their learning.

Person Specification

Read this section carefully as it will help you complete the [online application form](#).

We are not expecting you to have qualifications or previous experience in the environment sector. The Shadow Volunteer program is about giving you that experience. We are looking for enthusiasm, curiosity, ability to listen and learn, ask questions, show initiative and show responsibility for the people and environment where you work.

The application form will ask you questions based on the person specifications below. You don't need to give examples related to the environment sector or forestry. They can be relevant examples from other experiences you have had.

What interests you in this role

This is your opportunity to tell us about you and why you want to be a Shadow Volunteer. Give us an insight into who you are your reasons for applying to be a Shadow Volunteer.

Experience

Essential

- An interest in the environment, Forestry England, or woodland management
- An interest in marketing, design or communications

Desirable

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- Seeking a career in the environmental or marketing/communications sector

Working with Other People

Essential

- Be approachable, open, polite, and helpful to others.
- Respect diverse backgrounds, views, and approaches.
- Willingness to work as part of a team as well as the ability to work on your own.

Desirable

- Curiosity and the enthusiasm to provide a supportive role to colleagues

Communication

Essential

- Ability to listen and communicate with a wide range of people including internal staff, external stakeholders and the wider public
- Ability to deal with challenging situations with careful consideration and balanced perspectives

Deliver Results

Essential

- Motivated and capable of working under own initiative.
- Prioritise and organise your time and resources effectively to meet agreed deadlines and objectives.

Desirable

- Understand and apply industry best practice in outputs (risk mitigation and forward planning)

Learn and Apply

Essential

- Listen to and observe your mentor, demonstrate willing to learn and repeat tasks to build experience.
- Be open to change and show a willingness to undertake appropriate training to develop new skills and confidence.
- Take responsibility for own work, learning from experience, mistakes, and constructive feedback.

Other

Able and willing to work 1-2 days per week on weekdays.

Shadow Volunteers

Some work may involve outside working when shadowing other areas of the organisation, if you require reasonable adjustments please let us know.

This role will require a DBS check. Applicants must be over 18

How to apply

Please apply online by completing the [online application form](#).

Make sure when applying, you type 'Marketing and Communications Shadow' when asked "Which volunteer role you would like to apply for".

For the Forest, please type in and select "***District Wide Yorkshire***"

When completing the person specification areas please give examples of experiences you have had. These don't have to be in the environment sector they can demonstrate your experience or things you have done in any situation relating to the specification area.

If you are interested in multiple roles, you will need to complete multiple applications. You can, however, use the same information and answers for each so feel free to copy the information from one to the other, if you are happy this is correct.

If you have any problems with the application or questions please email victoria.tofte@forestryengland.uk

If you consider yourself to have a disability the application form will ask you to provide details of any support you may need or reasonable adjustments we can make to enable you to fulfil the role (as outlined in the role description for the placement you are interested in). If you are selected for a Shadow Volunteer role based on your application and interview this will help us discuss with you regarding what we can safely and practically put in place to enable you to carry out the role or other alternative solutions.

Closing date: Monday 5th January 2026