
ROOTS @ WWF-UK
YOUR CAREER STARTS HERE
12 months. Real experience. Room to grow
WWF

WELCOME TO
ROOTS @ WWF-UK



Every career has a starting point, and at WWF-UK we believe everyone should have the opportunity to learn, grow and make a difference.

Our work to bring our world back to life depends on people with different experiences, perspectives and ideas. Through Roots @ WWF-UK, we want to open up opportunities for people at the beginning of their careers to gain valuable experience, develop their skills and contribute to work that matters.

Whether you're interested in conservation, communications, fundraising, technology, policy or the many other areas that help WWF deliver its mission, there's a place for different skills and talents here.

We're excited to welcome our first Roots participants and to see what we can learn from one another along the way.

Tanya Steele
Chief Executive, WWF-UK



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GET TO KNOW US

OUR WONDERFUL WORLD NEEDS YOU

At WWF-UK, we're working to bring our world back to life.

From protecting and restoring nature to tackling climate change and inspiring people to take action, our work brings together people with different skills, experiences and perspectives.

And you don't have to be a conservation expert to make a difference.

Behind everything we do are people working in areas such as communications, finance, technology, policy, conservation and more.

Whatever your role, you'll be helping us work towards a future where people and nature thrive together.

OUR MISSION

Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by:

- **Conserving the world's biological diversity**
- **Ensuring that the use of renewable natural resources is sustainable; and**
- **Promoting the reduction of pollution and wasteful consumption**

Active through local leadership in 100+ countries, we are a worldwide network with a shared mission and ambition for change. In every place we work, WWF strives to create and implement innovative solutions – scientific, technological, economic and financial.

OUR VALUES

Our values guide how we work tog ether, the decisions we make and how we contribute to our mission.

Courage
We demonstrate courage through our actions, we work for change where it's needed, and we inspire people and institutions to tackle the greatest threats to nature and the future of the planet, which is our home.

Respect
We honour the voices and knowledge of the people and communities that we serve, and we work to secure their rights to a sustainable future.

Integrity
We live the principles we call on others to meet. We act with integrity, accountability and transparency, and we rely on facts and science to guide us and to ensure we learn and evolve.

Collaboration
We deliver impact at the scale of the challenges we face through the power of collective action and innovation.

INTRODUCING ROOTS @ WWF-UK

YOUR OPPORTUNITY TO GROW

Roots @ WWF-UK is our 12-month paid early careers programme, giving you the opportunity to gain hands-on experience, develop new skills and contribute to work that matters.

You'll be part of a WWF-UK team, working on real projects and activities while following a structured development programme designed to help you build confidence, make connections and explore where your career could take you.

And you won't be doing it alone. Throughout your placement, you'll have support from your manager, a dedicated buddy and opportunities to learn alongside other Roots participants.

WHAT YOU CAN EXPECT

12 months of meaningful experience
Make a real contribution to the work of WWF-UK.

Learning and development
Build practical skills, develop your confidence and discover your strengths.

Connections and support
Learn from colleagues across WWF-UK and build relationships along the way.

Opportunities to explore
Discover new perspectives, take on challenges and think about what comes next.



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YOUR ROOTS PATHWAY

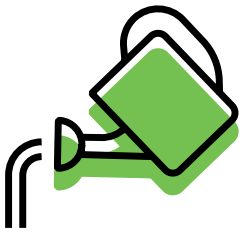
A YEAR TO LEARN, CONTRIBUTE AND GROW

Roots is about much more than gaining experience in one role. Across your 12 months, you'll have opportunities to explore your strengths, build new skills and take ownership of your development.



SETTLE

Find your feet
(Months 1–2)
Get to know WWF-UK, meet your team, understand our values and settle into your role, with support to help you feel welcome and confident.



CONTRIBUTE

Make your mark
(Months 3–8)
Take on meaningful work, build your confidence and develop skills in communication, teamwork, problem-solving and more.

You'll also have opportunities to learn beyond your own team and connect with colleagues across WWF-UK.



GROW

Own your next steps
(Months 9–12)
Reflect on what you've achieved, bring together your learning and experiences, and develop the confidence to share your work and explore what comes next.

ROOM TO GROW

LEARN BY DOING, GROW TOGETHER

With Roots, your development goes hand in hand with your day-to-day work. Alongside your placement, you'll take part in learning sessions, connect with fellow Roots participants and explore new perspectives from across WWF.

IMPACT

Real work, real impact
Contribute to projects and activities that support your team and WWF-UK's mission.

LEARNING

Learning that goes beyond your role
Build practical skills, discover your strengths and learn from people across the organisation.

IDEAS

Fresh thinking and new ideas
Work together on an innovation challenge and bring your own perspectives to the table.

EXPERIENCES

Experiences to broaden your horizons
Connect with different teams and discover more about WWF-UK's work, including a planned visit to Scotland or Wales.

PEOPLE BEHIND YOU

WE'RE IN YOUR CORNER

You've got people in your corner.

Starting something new can feel like a big step. That's why Roots is designed to help you feel supported, connected and part of WWF-UK from day one.

YOUR MANAGER

Helping you settle into your role, develop your skills and make the most of your placement.

YOUR BUDDY

A friendly colleague who can help you find your way around, make connections and ask all those questions you might not know who else to ask.

YOUR MENTOR

An opportunity to connect with a member of WWF-UK's Executive Group, share perspectives and learn from one another.

YOUR ROOTS COHORT

Other people starting their journey alongside you, with regular opportunities to learn, share experiences and build connections.



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LIFE AT WWF-UK

A PLACE TO BELONG. A PLACE TO GROW

At WWF-UK, we know that doing great work starts with feeling supported and valued.

We're committed to creating an inclusive workplace where different perspectives are welcomed, people are treated with respect and everyone has the opportunity to contribute.

You'll spend a minimum of 40% of your working time each month in person at our Living Planet Centre in Woking, giving you opportunities to collaborate, learn and connect with colleagues.

OUR BENEFITS



Flexible working
We offer flexible start and finish times. along with opportunites to work from home.



Annual leave
We offer a generous holiday allowance and encourage everyone to take time to switch off, recharge and enjoy life outside work.



Pension
We offer a generous pension scheme to help you save for the future.



Health & wellbeing
From occupational sick pay and eye-care checks to seasonal flu jabs, wellbeing talks and activities, we offer a range of support to help you look after your health and wellbeing.

OUR COMMITMENTS

DIVERSITY AND SAFEGUARDING

OUR DIVERSITY COMMITMENT

At the heart of our mission is a simple truth: the planet needs everyone. That means you - in all your uniqueness, regardless of age, disability, gender identity, marital status, race, faith or belief, sexual orientation, socioeconomic background, or how you choose to express yourself.

We don't do stereotypes. We work together with purpose, driven by passion and enhanced by respect, courage, and integrity. We pull together from all walks of life to fight for a better future, and we want you to feel supported every step of the way.

We're proud to be a Disability Confident employer and are committed to creating an inclusive workplace where everyone feels they belong. We actively encourage applications from people of all backgrounds and identities.

So, if there's anything we can do to make your application or interview experience more comfortable or accessible, just give our Talent Acquisition Team a shout at recruitment@wwf.org.uk.

OUR SAFEGUARDING COMMITMENT

Just as we celebrate diversity in all its forms, **we are equally dedicated to creating a safe environment** for every person we work with or encounter.

Our commitment extends to children, adults at risk, and individuals experiencing any form of vulnerability, whether temporary or permanent.

We proudly stand behind CAPSEAH (Common Approach to Protection from Sexual Exploitation, Sexual Abuse and Sexual Harassment) and put this commitment into action through clear policies, thorough training, and recruitment checks tailored to each role, which may include external vetting.

If you ever have a concern, however big or small, know that there are confidential channels ready to support you at WWF-UK.

We promise to respond promptly and with care, because protecting every individual is at the heart of everything we do.

ROLES AT WWF-UK

EXPLORE OUR ROOTS OPPORTUNITIES

There's more than one way to make a difference at WWF-UK.

Our four Roots placements offer the chance to gain hands-on experience and develop new skills across different teams. From exploring how economics can help protect nature to discovering how technology can drive positive change, there's plenty to get involved in.

Explore the full role profiles on brightnetwork.co.uk

JUNIOR ECONOMIC RESEARCHER

The decisions governments make about the economy have a huge impact on our planet. Our Economics team works to show how economic policies can help tackle climate change, reverse nature loss and create a future where people and nature thrive.

In this role, you'll help explore how climate change and nature loss affect the economy, and how government policies, including decisions about tax and public spending, can help address these challenges.

You'll research evidence, explore different policy approaches and turn complex economic ideas into clear, engaging information that can help influence decisions. You'll also have opportunities to learn from experts and policymakers and contribute to WWF-UK's work with international organisations and initiatives, including the G20; a group of the world's largest economies.

JUNIOR AI DEVELOPER

Artificial intelligence (AI) is changing how we work, solve problems and develop new ideas. At WWF-UK, we're exploring how AI and automation can help us work more effectively and make a greater difference for our planet.

In this role, you'll help turn ideas into practical solutions, working with our Technology team to explore opportunities, develop and test new tools, and learn how to take an idea from an initial concept through to a working prototype or pilot.

You'll gain hands-on experience using AI and automation technologies, including Microsoft Copilot, Power Platform and Azure AI services, while learning how to develop solutions that are secure, accessible and responsible.

ROLES AT WWF-UK

EXPLORE OUR ROOTS OPPORTUNITIES

JUNIOR STORY & CONTENT ASSISTANT – INFLUENTIAL AUDIENCES

Great stories can help change the way people think and act. At WWF-UK, we have important stories to tell about the difference we're making for nature and our planet, working alongside partners and communities around the world.

In this role, you'll help find, develop and share those stories, turning research, evidence and real examples of WWF's impact into engaging content for influential audiences across government, business and funding organisations.

You'll work with our Story & Content Team and colleagues across communications, advocacy and fundraising, exploring what makes a compelling story, how to engage influential audiences and how evidence can help communicate the impact of our work.

It's an opportunity to build practical skills in research, storytelling and content development, while learning how communications can help influence positive change.

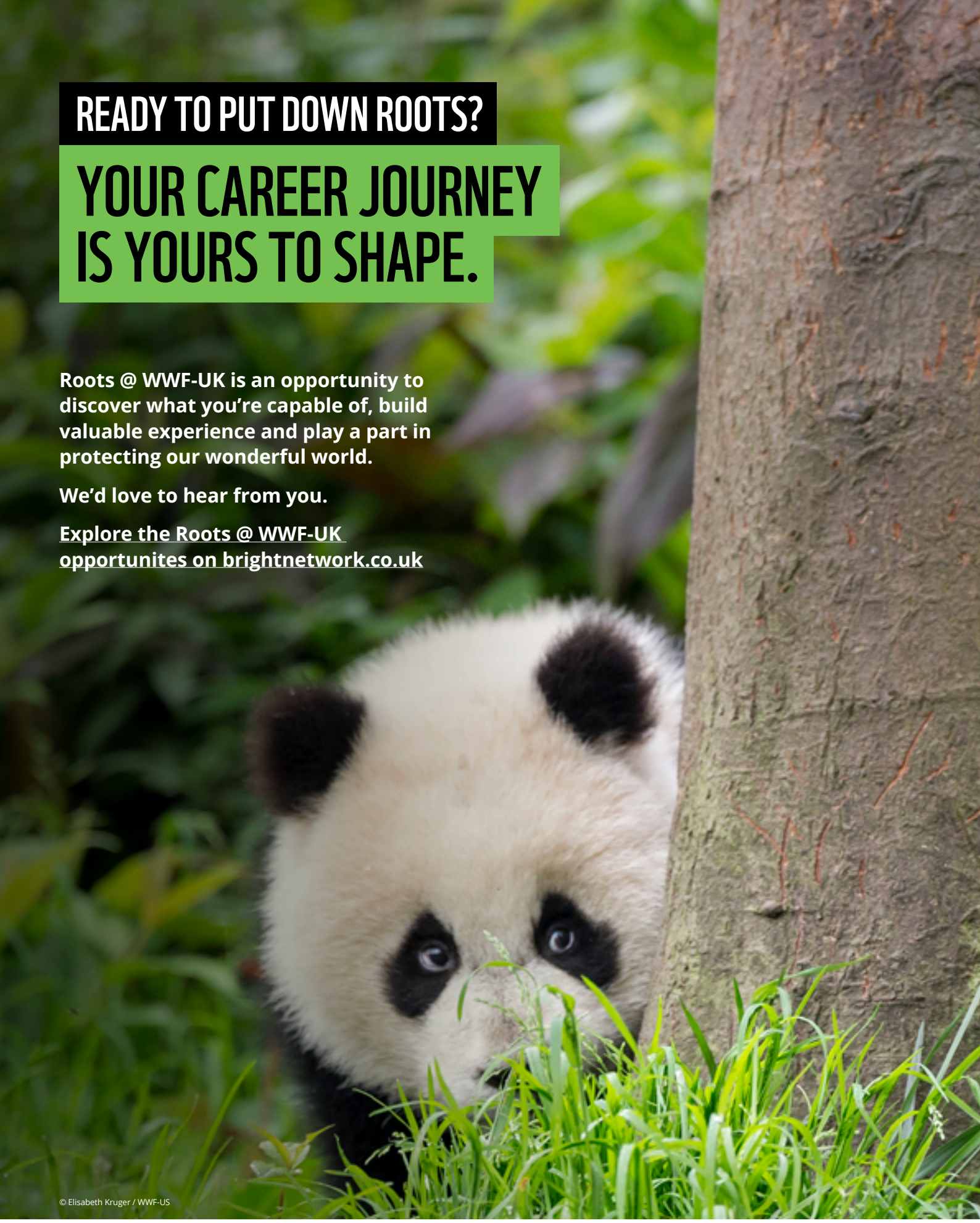
Explore the full role profiles on brightnetwork.co.uk

JUNIOR PUBLIC AFFAIRS COORDINATOR

Engaging with politicians and policymakers is an important part of how WWF-UK works to influence decisions that shape the future of our planet.

In this role, you'll help our Public Affairs team build relationships with decision-makers, follow political developments and make the case for action that benefits people and nature.

You'll learn how Parliament and government work, support political research, help prepare briefings and contribute to events, campaigns and opportunities to engage with politicians and policymakers. You'll also have the chance to get involved in important moments throughout the political calendar, from party conferences and parliamentary activity to major environmental campaigns.



For a future where people and nature thrive | wwf.org.uk

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