

# LUCY McROBERT

✉ lucy.mcrobert@hotmail.co.uk ☎ 07532 344933 🏠 13 Coronation Avenue, Long Clawson, Leics, LE14 4NF

## PROFILE

Environmental communications expert and storyteller, specialising in digital communications, campaign management, content creation, writing and public speaking; published nature author; conservationist; champion of young voices, women and diversity in nature; environmental educator; successful fundraiser and events coordinator; committed to promoting conservation through strategic and innovative ideas and projects.

## EXPERIENCE

### Digital Communications

Extensive experience in website management, inc. strategic plan, build and content creation of Leicestershire and Rutland Wildlife Trust website (launch 2020); developing and implementing strategy for new TWT website; developing and implementing national successful social media strategy for TWT; social media (including crisis management) for Birdfair; email marketing campaigns, e.g. 30 Days Wild supporter journeys; ran social media campaigns with partners.

### Campaign Management

Designing and delivering 30 Days Wild campaign to 630,000 people over four years (total 142,000 sign-ups) – digital, print and hands-on campaign; supporting TWT colleagues to deliver online policy campaigns, e.g. Local Wildlife Sites & MCZs; delivering fundraising appeal 'Wild Christmas' (Derbyshire Wildlife Trust); delivering brand campaign My Wild Life; analysis of all campaigns and comprehensive reporting.

### Copywriting & Editorial Communications

Editor of *Wild Leicestershire and Rutland* (LRWT); production of 3 issues of *Natural World*; oversaw strategic review of TWT magazines; numerous authored and contributed to articles and interviews for wildlife

publications (popular and academic); columnist; published author and writer.

### Media, PR & Public Speaking

Extensive experience in both personal and professional life in presenting on a range of conservation topics, from marketing to campaigns to species to personal stories, at conferences, festivals, AGMs and in the media (see Selected Presentations); story-development for media and PR opportunities; fielding journalist enquiries.

### Managing Relationships

Lead on TWT/BEAR Nibbles partnership; raised corporate sponsorship from LUSH, Opticron and Swarovski for AFON; presented TWT campaigns to The Body Shop and Siemens; worked with Jordans Cereals and Vine House Farm on communications partnerships; have worked consistently with a range of influencers, celebrities and formal Presidents and Vice Presidents to raise awareness of environmental issues.

### Team Management & Leadership

Natural leadership skills supported by formal training, including management of three direct reports; deputising for Head of Comms at TWT; experience in recruitment; Creative Director of A Focus On Nature).

## EMPLOYMENT HISTORY

### MARKETING CONSULTANT, FREELANCE (July 2019-present)

Working freelance in **marketing, digital communications and campaign management**, including leading on digital communications for Birdfair and Leicestershire and Rutland Wildlife Trust, **including online crisis management, social media**, and strategic overhaul, content creation and **launch of new LRWT website** (January 2020); **launching online Christmas appeal** for Derbyshire Wildlife Trust, including all content creation, online journey planning and case for support; redesigning website and managing social media for small charities, including the Isles of Scilly Bird Group and Scilly Pelagics.

### COMMUNICATIONS MANAGER, ROYAL SOCIETY OF WILDLIFE TRUSTS (2017-2019)

Deputising for Head of Communications and **leading a team of three direct reports to deliver The Wildlife Trusts' Development Strategy (2017-22) through effective communications**. Deep understanding and experience of **communicating scientific, sometimes complex or challenging, stories** to a variety of audiences, as well as **understanding and developing online user journeys, cases for support and developing our crisis management strategy**. Responsible for: **delivering engagement campaigns including 30 Days Wild**, one of the most influential and wide-reaching environmental campaigns in the UK, including management of our digital channels and strategy, annual strategic review and detailed analysis of impact, audience, reach, campaign planning and budgeting, resource development and promotion; **policy campaign management; growth of social media channels and management of TWT website**, including the redevelopment of a new website through effective strategy, planning and audience analysis; **content creation; publication of membership magazines** (*Natural World & Wild Leics and Rutland*), inc. strategic review and redesign; **coordinating presence at national events**; presenting TWT campaigns to partners; **overseeing celebrity relationship management**; delivery of **TWT Impact Report**.

AUTHOR, *365 DAYS WILD* (William Collins, 2019)

288-pg non-fiction full-colour book encouraging families, adults and young people to connect with nature

ENVIRONMENTAL WRITER (2012-present)

Writing for several nature publications, inc. *Seasons* (E&T, 2016), *BBC Wildlife & Birdwatch*

NATURE MATTERS CAMPAIGNS MANAGER, RSWT (2014-2017)

Delivery of campaigns, inc. My Wild Life; 30 Days Wild; Every Child Wild; MCZs; Local Wildlife Sites

CREATIVE DIRECTOR, A FOCUS ON NATURE (2012 – 2017)

Founding and directing the UK's first and only youth nature network, inc. business management and legal establishment of an organisation; fundraising; stakeholder engagement; legal administration; public speaking; PR and communications; co-authored *Vision for Nature* (2016); networking; leading committee; event planning

RESEARCHER, *What Nature Does for Britain*, TONY JUNIPER (2013 – 2014)

EDUCATION & OUTREACH OFFICER, LEICESTERSHIRE AND RUTLAND WILDLIFE TRUST (2014)

## EDUCATION

UNIVERSITY OF NOTTINGHAM, BA(Hons.) 2009-2012

Majoring in HISTORY, FIRST CLASS, inc. award-winning dissertation on the history of nature conservation in Britain (80%)

BOSWORTH COMMUNITY COLLEGE & MARKET BOSWORTH HIGH SCHOOL

A Level History (A), English (A), Maths (B) 2009; AS Psychology (B), Critical Thinking (A) Health & Social Care (B) 2008

13 GCSEs (graded A\* - B) 2005 & 2007

## SELECTED PRESENTATIONS, CONFERENCES & MEDIA

INVITED PANELIST, at Nottingham Environment Conference (2018); BBOWT AGM (2015); Conference for Nature (2014); Vision for Nature Conference (2014); BTO Local Nottingham Conference (2014); New Networks for Nature (2013)

INVITED SPEAKER, at Birdfair (2019); The Body Shop marketing conferences x 2 (2018); Charity Comms Regional Meeting (2018); BIAZA Marketing conference (2017); Communicate (2017); BTO Midlands Conference (2015); BTO Annual Conference (2015); RSPB Regional Conference North Scotland (2014); plus numerous individual talks to local groups

GUEST, on *Today*, BBC Radio 4 (2015, 2017); *Nature Notes*, BBC Radio 4 (2017); *BBC Breakfast*, BBC 1 (2016 & 2017); BBC World Service (2017); BBC Radio Leicester (2016); *BBC Springwatch Extra* (2014); BBC Radio Nottingham (2015)

## SELECTED TRAINING

GDPR Compliance training (2018)

RSWT Leadership Programme (2017)

Project Management (2016)

Mental Health Awareness (2018)

Being an Influential Fundraiser (2016)

Advanced Presentation Skills (2014)

Advanced Media Training (2017-18)

Behaviour Change Campaigns (2016)

Communicating Impact (2017)

Line Management Training (2016)

## HONOURS & AWARDS

Society for Conservation Biology 'Early Career Conservation Award' 2016 (Nominated)

*BBC Wildlife*, Wildlife Power List 2015 (Number 38)

*BBC Wildlife* Nature Writer of the Year 2012 (Runner-up)

The Robert Mellors Prize, English History; The Thompson Prize, Classical History; The Elizabeth and J.D. Marsden Prize, Best First Class degree in the Arts Faculty (June 2012)

## ADDITIONAL INFORMATION

Full clean UK driving licence; active social media following, including c.8,300 Twitter followers and personal website/blog; committee member for Isles of Scilly Bird Group; committee member for Leicestershire and Rutland Ornithological Society; business management experience; proficient in IT, inc. Adobe and Microsoft.

## PUBLICATIONS AVAILABLE ON REQUEST

## SELECTED PUBLICATIONS

- McRobert, L., *365 Days Wild* (William Collins, 2019).
- McRobert, L., 'Song Thrush', *Red 67* (BTO, 2020), pp.106-107.
- McRobert, L., Taking it to the Streets, *Birdwatch* (January 2020), pp.50-53.
- McRobert, L., interview with Isabel Hardman, *Natural World* (Spring, 2018).
- McRobert, L., assorted children's articles in *Wildlife Watch* (2017-present).
- McRobert, L., 'We must inspire women to fight for nature', *BBC Wildlife* (2016).
- Richardson, M., Cormack, A., McRobert, L., Underhill, R., '30 Days Wild: Development and Evaluation of a Large-Scale Nature Engagement Campaign to Improve Well-Being', *Plos:One* (2016)  
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0149777>.
- McRobert, L., 4 x chapter contributions to *Seasons*, ed. Harrison, M., (Elliott & Thompson, 2016).
- McRobert, L., et al, *Vision for Nature* (A Focus On Nature, 2015).
- McRobert, L., 'Facebook Nature: My generation and other animals' in Convery, I & Davies, P. (eds.) *Changing Perceptions of Nature* (Boydell & Brewer, 2015).
- McRobert, L., 'Looking back at the bird reserve of the future' *Birdwatch* (July, 2014) pp.36-39.
- McRobert, L., 'Nature's Recyclers' *Bird Life*, RSPB Wildlife Explorers (March-April, 2014) pp.14-15.
- McRobert, L., 'What kind of Animal are you?' *Wingbeat*, RSPB Phoenix Forum (January, 2014) pp.10-11.
- McRobert, L., 'Birding's Next Generation', *Birdwatch* (December, 2013) pp.60-62.
- McRobert, L., 'Where are all the female birders?' *Birdwatching* (November, 2013) pp.37-38.
- McRobert, L., 'Personal Extinction: memory, loss and hope', *Ghosts of Gone Birds*, (Bloomsbury Publishing, London, 2013) in Chapter 10: Still Voices, Distant Lives.
- McRobert, L., 'Once Upon a Time in a Field in Rutland', *Birdwatching* (August, 2013) pp.28-29.
- McRobert, L., 'The Turn of the Shrew', *BBC Wildlife*, Vol. 31. No. 7 (July, 2013) p.122.
- McRobert, L., 'Water Works', *Nottinghamshire Today* (June, 2013) pp.126-127.
- McRobert, L., 'Wild City', *Nottinghamshire Today* (March, 2013) pp.14-16.
- McRobert, L., 'The Theatre of the Natural World', in Wood, D. (ed.) *2020Vision* (Basingstoke, 2012) p.229.
- McRobert, L., 'Graze Expectations', *Nottinghamshire Today* (June, 2012) pp.126-127.

## COLUMNIST

- Murmurations, bi-monthly, *Birdwatch* (2014-present, c.35 columns).
- Nature, monthly, *Melton Times* (2014).