



Vacancy for the position: **Communications Officer**

Rewilding Europe – Sweden (Rewilding Sweden)

Landscape:	Nordic Taiga
Location:	Umeå
Type of Contract:	Full time (100%) position with 6-month trial period
Starting date:	According to agreement
Salary:	Competitive, depending on experience and skills

About Rewilding Sweden

Rewilding Sweden is a foundation dedicated to making Sweden a wilder place. Our work is currently focused on the northernmost counties of Västerbotten and Norrbotten, with two priority areas: the Vindelälven-Juhtátahkka Biosphere Reserve and the Råne River Catchment. We also collaborate with and support other rewilding initiatives across Sweden.

The landscapes we work in are relatively rich in biodiversity but heavily altered by human activity. Vast coniferous forests, peatlands, and river systems stretch from the Baltic Sea in the east to the mountains in the west. However, decades of intensive forestry – dominated by clear-cutting and monoculture plantations – have degraded habitats, reduced biodiversity, and diminished recreational values. Hydropower development has fragmented most major rivers, while extensive peatland drainage has further disrupted natural ecosystems.

At Rewilding Sweden, our mission is to restore natural processes that shape nature – primarily forests, rivers, and wetlands. By bringing back the conditions that allow nature to thrive, we create space for keystone species to reclaim their ecological roles. Reindeer migration corridors are a key focus of our work, particularly through the restoration of forests along the Vindel River in Västerbotten, and we collaborate with several Sámi communities. Other critical keystone species we have focus on include the freshwater pearl mussel and trout/salmon, both depending on free-flowing rivers. To help its recovery, we are engaged in river restoration projects, including dam removal, in both of our focal areas.

But rewilding is not just about nature – it's about people too. We believe that restoring ecosystems should also bring new opportunities for local communities. That's why we actively support the development of nature-based business models, helping communities thrive economically by preserving and restoring nature and wildlife.

Rewilding Europe and Rewilding Sweden work in close collaboration to deliver the vision, mission, and objectives of Rewilding Sweden, and in delivering Rewilding Europe's Strategy for 2030¹.

Communication & Storytelling: Inspiring Change

¹ <https://rewilding-europe.com/news/rewilding-europe-launches-ambitious-new-strategy-for-2030>

At the heart of our work lies the power of storytelling, not just to inform, but to move people. We believe the way we communicate should reflect the wildness, beauty, and hope that rewilding offers. That's why we're intentional with every image, word, and film we share, often working with some of the most talented visual storytellers to help capture what's often hard to describe.

Our main audience is landowners, especially private and corporate forest owners in northern Sweden. Our goal is to inspire and support them to take steps toward rewilding, whether that means shifting from clear-cutting to more closer-to-nature forestry, or opening up rivers for fish migration and freshwater life to return.

But our stories don't stop there. We also want to reach hearts and minds across Sweden, helping people see rewilding not just as an ecological fix, but as a hopeful, practical and socio-economic response to climate breakdown and biodiversity loss. Through emotionally resonant, high-quality storytelling, we aim to build understanding, shift mindsets, and spark action.

We're now looking for a Communication Officer based in the landscape, someone who gets the feeling of this work and knows how to translate it into stories that matter. If you're a curious, creative communicator with a deep love for nature and a sharp sense of how to reach people, we'd love to hear from you.

Position summary

The **Communication Officer** will contribute to the mission of the organization by engaging with strategic stakeholders and the general public to understand, promote and support rewilding on local, national, and international levels.

The Communication Officer's work will focus on building engagement to foster an enabling policy and economic environment for rewilding. This includes showcasing the rewilding efforts and impact on the ground to a local, national, and international audience (content creation, social media, press).

The Communication Officer will work closely with all members of Rewilding Sweden. The Communication Officer will also ensure synergies with the Communication team of the Rewilding Europe Central Office and communication colleagues in other rewilding landscapes through regular meetings.

The position is very operational and results-oriented and requires the ability to create inspirational, positive, and engaging media content around all relevant rewilding topics.

Main role and responsibilities

- Supporting the delivery of the Communication Strategy for the rewilding landscape, including contributing to stakeholder analysis and helping implement defined goals, objectives, and deliverables.
- Ensuring the delivery of the Communication Strategy through a Communication Action Plan, by carrying out the daily communication activities and tools in close coordination with the team leader and team members.
- Very active in the engagement and relationship building & management with local partners and stakeholders in the rewilding landscape who are critical for the success of the initiative and according to the Communication Strategy.

- Ensuring synergies with Rewilding Europe's Central Team and with the communication colleagues in the other rewilding landscapes of Rewilding Europe's network.
- Planning and organizing communication/promotion/media events at local (and national levels).
- Work on specific communication tasks and deliverables within projects. That can be layout and composing texts for brochures, folders, maps, and other printed and online media, but also leading projects specifically aimed at communication. One such project is for Svenska Arvsfonden.
- Promotion of the rewilding landscape as one of the top rewilding landscapes and tourist destinations, in collaboration with strategic partners.
- Assist the Team Leader in fundraising activities.

Operational tasks

- Provide guidance and support to the local team in their interactions with authorities, institutions partners and media to ensure effective communication and collaboration
- Develop and manage high-quality content (text & visual) for website and social media to showcase our rewilding efforts and impact in the landscape, aligned with Rewilding Europe's content and branding strategy.
- Collaborate with Rewilding Europe's Central Team in creating content to showcase the landscape and rewilding efforts on an international level. This includes supporting media visits, film productions, photo missions and co-creating potential stories monthly.
- Write and plan press releases and establish and nurture relationships with journalists. Collaborate with Rewilding Europe's central team to facilitate contact with international media, ensuring a global reach for our efforts.
- Write, edit, and translate various communications materials such as articles, interviews, news, presentations, and publications (reports, studies, etc.). Collaborate closely with service providers such as designers and content creators to ensure impactful materials.
- Plan and organize stakeholder engagement, external promotion, and media events at local and national level. Support and participate in various other events such as team meetings, stakeholder meetings, workshops, trainings, seminars, field trips, street events, etc.
- Monitor media regularly, keeping the local team and Rewilding Europe informed about current issues and developments in relevant fields. Collaborate on preparing timely and effective responses when necessary.
- Seek and create synergies with other initiatives, fields of activity and organizations to capitalize on opportunities to increase efficiency, reach and impact.

Skills and competences

- University Degree in Communication, Public Relations, Journalism, Marketing, or other related field (or equivalent working experience). We also welcome applications from exceptional candidates with strong transferable skills and a proven ability to learn fast and adapt.

- Swedish language native (excellent writing skills will be mandatory); fluent in English, oral and written.
- Have basic knowledge about nature conservation and the north Swedish ecosystems as well as their challenges and current degradation status (related to forestry, ditching, channelization of waterways etc.)
- Computer literacy and experience with website management (preferably WordPress)
- Experience in working with Adobe Photoshop, InDesign, and Illustrator, Meta Business Suite
- Excellent knowledge of social media platforms, familiarity with the latest digital technologies and social media trends

Experience

- At least 3 years' experience in communication or equivalent – both strategic and operational – ideally with a journalism/PR background, extensive communication and PR experience in projects related to conservation.
- Demonstrable writing and editing experience, with an ability to adapt tone and format for both traditional media (e.g. print, press) and modern platforms (e.g. social media, websites)
- Knowledge and experience in development/translating of communication products, such as brochures, leaflets, multimedia products and presentations.
- Experience in working in international marketing and communications teams, working in cross-cultural settings and with an understanding of local issues and contexts.

Additional skills and abilities

- Energy and drive, with a strong sense of purpose and commitment to making a difference.
- A team player with a naturally warm and collaborative approach, committed to shared success and building something bigger than themselves.
- A creative and proactive mindset, able to spot opportunities, shape ideas, and bring them to life with clarity and flair.
- A deep personal connection to nature, a genuine interest in rewilding, and a strong feel for how to communicate its meaning and impact.
- Good knowledge of communication and media, with the ability to work across both traditional and digital platforms.
- Excellent writing skills in both Swedish and English, with a sharp eye for storytelling and an ability to adapt to different audiences.
- Strong social and presentation skills, confident communicating at various levels, from local communities to national partners.
- Highly organised, methodical, and able to work independently toward shared goals.
- Comfortable travelling regularly in the landscape (a valid driving license is required).

We offer

- The opportunity to make a difference.
- Challenging and fulfilling work in one of Europe's most exciting rewilding landscapes
- Friendly and highly professional working atmosphere in an international context.

- Varying tasks and independent work style.
- A pleasant working atmosphere and great learning environment.

How to apply

Applications, including your CV and a motivation letter, both Swedish and English, should be sent to jobs@rewilding-sweden.com. For further information please contact daniel.hornfeldt@rewilding-sweden.com. We are looking forward to receiving your application!

Applications close on **July 20th 2025**