



Climate Storytelling Programme Manager (TV)

Job Description

Job Type: Fixed term contract (until 29 May 2026 with possibility of extension)

Working: Full time (35 hours per week, not including breaks).

We're ideally looking for someone full-time, but we're open to part-time or flexible options for the right candidate.

Reporting to: Senior Programme Manager

Based at: Heard, The Green House, 244-254 Cambridge Heath Road, London, E2 9DA. Staff are able to work from home for part of their week, and are required to be in the office for 2 days a week, as we think it is important to stay connected as a team.

Salary: £36,720 pro rata

Staff benefits: 7.5% pension contribution and salary sacrifice scheme, 30 days holiday plus bank holidays, mentoring scheme, annual training budget, and hybrid working.

The Role

For those with TV experience interested in this role, this is a hybrid role in traditional TV terms that would suit someone with a production or editorial background.

You will lead our TV strand of climate work, collaborating with broadcasters and production companies to help get good climate storytelling into TV and popular culture. You'll drive key deliverables, from creative decks and story consultations to workshops and partnerships, ensuring our impact lands on-screen and behind the scenes.

With the British TV industry turning its attention to crafting compelling shows about climate, there's huge potential to make a real difference and break new ground in this exciting field. We don't expect you to be an expert on climate change, but you must be motivated to translate climate and sustainability into TV shows that audiences genuinely want to watch.

At Heard, programme managers run innovative projects that drive long-term narrative change on key social justice issues. They become skilled in relationship building, narrative change, training, facilitation, engagement, messaging, and sector convening.

You'll manage the day-to-day operations of your programme, ensuring activities align with strategic goals. **You will collaborate with and be supported by the senior programme manager, programme coordinator and consultants to coordinate activities**, while offering insights to the Executive Team to shape the programme's development.



The Programme

At Heard, we believe good communication means being heard and feeling heard, and we're committed to supporting people to create engaging narratives that lead to real change. Our *Climate Stories That Work* programme helps turn up the urgency on climate change without bringing people down. We create big-picture, can-do storytelling instead of guilt and shame.

We work with campaigners, activists, actors, musicians, sports professionals, broadcasters, and others in the public eye or media industry. Our activities include:

- Tailored workshops and framing clinics for climate communicators and creative professionals, including behind-the-scenes sessions in the TV industry.
- Creative brainstorming and ideation support – from blue-sky thinking to supporting a production team's new project.
- Script consultations and story development – offering a fresh perspective that maximises climate impact in early drafts or edits.
- Ongoing guidance and collaboration with spokespeople and creatives, including consulting on communications or storytelling across various sectors.
- Reviewing popular culture content, analysing themes, and highlighting opportunities for improved climate storytelling.

We support people and organisations to communicate more effectively on climate change, with an approach grounded in empathy, collaboration, and creativity.

Responsibilities

TV and Popular Culture Strand

- Lead the delivery of Heard's TV and popular culture work within the Climate programme, ensuring high-quality execution and measurable impact.
- Collaborate with TV professionals, production companies, and creatives to shape climate narratives across scripted and unscripted content.
- Plan and deliver tailored workshops, creative brainstorming reviews and consultations for researchers, producers and industry teams.
- Develop creative decks to inspire and support impactful storytelling about climate.
- Build and maintain long-term relationships with TV professionals and cultural influencers to unlock new opportunities and drive long-term narrative change.
- Monitor cultural content and media trends, identifying opportunities to support or influence new commissions and projects.



Programme delivery

- Oversee the day-to-day planning and execution of programme activities, managing timelines, deliverables, and workflows to ensure outputs are delivered efficiently and aligned with strategic objectives.
- Engage with spokespeople and public figures to support them in sharing impactful climate narratives.
- Build and maintain relationships with external partners, funders, and stakeholders.
- Monitor progress, impact and delivery timelines, gathering feedback and insights to inform ongoing improvements to content and processes.
- Manage budgets and resources efficiently, ensuring responsible allocation and timely reporting.

Programme development & strategy

- Contribute to the strategic direction of the programme, identifying priorities and opportunities for innovation.
- Develop and refine programme frameworks, ensuring alignment with organisational goals and sector needs.
- Use data, insights, and participant feedback to adapt and improve programme activities.
- Contribute to fundraising efforts, including feeding into funding proposals and managing successful grants.
- Line manage consultants and manage their workload and engagement
- Identify risks within the programme and proactively escalate or address them as needed.

Collaboration & organisational contribution

- Actively participate in team meetings, contributing to strategy discussions and organisational culture.
- Represent the organisation at external events, speaking engagements and outreach activities.
- Support cross-programme collaboration and learning, ensuring consistency and avoiding duplication of efforts.
- Assist in developing organisational policies, processes, and working groups to improve internal operations.

Preferred skills & experience

Essential



We don't expect you to meet every point, and we welcome applicants whose skills come from a mix of areas. If you're excited about this role and meet most of the criteria, we'd love to hear from you. Again, we don't expect you to be an expert on climate change, but you must be motivated to translate climate and sustainability into TV shows that audiences genuinely want to watch.

- **Project management expertise** – Proven experience delivering successful programmes or productions on time and to a high standard, with strong planning, scheduling, monitoring, and reporting skills, including budget and resource management.
- **Experience of the media industry** - Experience and understanding of the logistics, challenges and opportunities of engaging with the media and entertainment sectors, including TV and popular culture.
- **Communication skills** – You're a clear and engaging communicator, whether in writing, in-person, or on the phone. You can tailor your approach to different audiences and translate complex ideas into accessible, compelling language.
- **Facilitation skills** – Confidence in running workshops, training sessions, and meetings in an engaging and inclusive way.
- **Strategic thinking and initiative** – Comfortable working independently, identifying opportunities, and problem-solving in a dynamic environment.
- **Organisation and time management** – Able to juggle multiple priorities, work to deadlines, and keep things running smoothly.
- **Collaboration and relationship-building** – A warm, professional approach with empathy and patience. You enjoy working with people, building connections, and supporting a diverse range of stakeholders.
- **Digital skills** – Proficiency in Google Workspace and other digital tools.

Desirable

- Especially valuable if you have experience working in production or editorial environments (e.g. TV, creative agencies)
- Knowledge of framing techniques and the narrative change sector.
- Knowledge of how public figures and cultural content shape narratives, and an interest in supporting climate storytelling in these spaces.
- Familiarity with Agile project management methods and tools such as Asana, Trello, or Slack.
- Experience managing staff and supporting team development.



Values: a bit about us

This is our team, and this is the work we do. These are our values at Heard: we're **inclusive, thoughtful, patient, creative, determined** and **brave**.

When we're adding members to the team this is what we're looking for. Someone's who's...

- Personally committed to Heard's mission, vision and values and collaboration-focussed method of work.
- Committed to reflection and learning, including sharing failures and uncertainties; openly giving and receiving feedback to/from the team and members of the community.
- Awareness of your own needs: you will be good at knowing your limits under pressure and will be confident to ask for help when you need it. You will receive support from your team – we're keen to nurture an environment where no-one feels worried about asking for help or support when they need it.
- You'll be up for working the odd evening or weekend as needed, with a time-off-in-lieu policy.
- You'll be interested in emotional intelligence and in empathising with and appreciating others. You'll be keen to explore and grow, and to create opportunities for those you work with to do the same.

Reward package includes:

Working in a friendly office (in an Ethical Property building) surrounded by other social enterprises and charities. There is a framework of support for staff, including a workstation risk assessment, and health and safety action plan.

As a Heard team member, this is the full rewards package you will have:

- Mentoring: You're set up with an external mentor after 6-month probation.
- Training: You'll be provided with a modest training budget
- Mobile month: Work from anywhere up to 1 month/year (max 2-week blocks).
- Pension: Up to 7.5% matched with salary sacrifice.
- Leave: 30 days annual leave, 1 development day/quarter, and birthday leave.
- Flexible working: Core hours of 10am - 4pm.
- Work from Home Allowance.
- Parental Leave: 12 months, 3 months paid at 90%, rest statutory.
- Unpaid Leave Policy.
- Interest-Free Loans: For bikes, TfL travelcards, UK visas.
- Employee Assistance Programme.



Application process

To apply please complete this [application form](#). The application deadline is **11.59pm on Tuesday 13th May**. The first round of interviews is Tuesday 20th May (online) and second round is Wednesday 28th May (in person).

We especially welcome applications from people who are underrepresented in the TV or climate sectors, including Black and Global Majority people, disabled people, LGBTQ+ people, people from working class backgrounds, and those with other marginalised experiences.

If you require any reasonable adjustments during our recruitment processes - including assistance with reading this page or sending documents - or would like more information about the role, please contact info@heard.org.uk.

Here's more info about the form and application process:

- **You will need a Google account or Gmail to access the form.** Here's [how to set up a Google account](#) - this should only take a couple of minutes.
- Email info@heard.org.uk if the form or any part of the application process is not accessible to you (or if for any reason you are unable to set up a Google account).
- The form will ask you to upload your CV, and ask you three application questions. We do not ask you to write a cover letter - just to answer these questions.
- There will be application questions to answer.
- We will review and score your application questions anonymously to counter unconscious bias when we assess applications.
- In the form, we'll also ask about any adjustments or support you may need to ensure the recruitment process feels inclusive to you.