



EMILY TAYLOR

Conservation Communications Consultant and Social Ecologist

MSc (WITS University), BA Hons (WITS University), N.DIP. Nature Conservation (TUT)

EF SET English Certificate 94/100 (C2 Proficient)

Date of birth: 26 March 1984

Home Language: English

CONTACT DETAILS

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- emily@communicatingconservation.co.za
- www.contentcustomised.com (portfolio)
- emily-taylor-16ba655a

EDUCATION

- 2014–2018**
Master of Science (MSc)
WITS University
Dissertation: Sociological and biological study of human-wildlife interactions in Johannesburg
- 2010–2012**
N.DIP. Nature Conservation
Tshwane University of Technology
- 2009**
BA Honours in Sociology
University of the Witwatersrand
- 2002–2004**
Bachelor of Arts
University of the Witwatersrand
Psychology and Sociology

SKILLS

Writing	
Content creation	
Editing	
Strategy & planning	
Project management	
Layout and design	
SEO	
Research	
GIS	
Ecological monitoring	
Environmental management	

SOFTWARE

MS Office	
Adobe Suite	
Google Suite	
Canva	
Wordpress	
Artificial Intelligence	

I turn complex ideas into compelling stories. As a writer, editor and communications strategist with a background in conservation and ecology, I develop and execute content plans that deliver — from research-led reports and search engine-optimised articles to social media campaigns, newsletters, popular publications, skilled technical and integrated reports, and websites. I simplify science for any audience and rapidly learn new skills (design, layout, video editing) to produce polished, impactful work.

My background encompasses hands-on conservation work, including biodiversity stewardship, urban projects, ecological research, environmental management, and fostering stakeholder relationships.

I am passionate about driving positive change through effective communication. I now leverage my diverse skill set in the social and natural sciences, along with communications and marketing, to develop impactful communication campaigns to promote behaviour change for conservation. . View my [portfolio](#) for more.

WORK EXPERIENCE

FREELANCE COMMUNICATIONS CONSULTANT (SEPT 2023–PRESENT)

- Develop strategic communication plans.
- Write, edit, and prepare technical documents and reports.
- Research and compile research reports.
- Write and proofread content for social media, websites, newsletters, reports, proposals, press releases, opinion pieces, and blog posts.
- Edit and compile annual reports and associated communication collateral.
- Format and layout documents, reports, and graphic collateral.
- Monitor and update social media accounts and client websites (including Search Engine Optimisation).
- Monitor and evaluate impact and progress against communications strategies.

Current and past clients include:

African Wildlife Economy Institute, Conserve Global, FairWild Foundation, Skultcha, Cape Leopard Trust, VulPro, Endangered Wildlife Trust, Syntonic

ENDANGERED WILDLIFE TRUST (2012–2023)

Communications and Marketing Manager (July 2021–August 2023)

- Developed and implemented Communications and Marketing strategies and work plans across conservation programmes and departments.
- Oversaw campaign ideation, planning, implementation, promotion, and monitoring.
- Wrote and edited copy for all social media and online platforms, publications, and for external media channels.
- Maintained the organisation's positive reputation, brand, corporate identity, and image.
- Coordinated, compiled, and edited the annual integrated report, technical publications, and high-level donor reporting outputs.
- Oversaw internal communications and external stakeholder engagement, including relationships with members of the media and partners.

Head Writer (June 2020–June 2021)

- Wrote and reviewed all copy for social media platforms, media campaigns, website, Integrated Report, monthly online magazine, and external publications.

Project Coordinator – Education for Sustainability (Mar 2019–May 2020)

- I developed and coordinated the EWT's Guardians of the Future Programme in South African schools. This included the strategic development of learning materials that were aligned with the curriculum and required learning processes, in such a way that they could be seamlessly integrated into classroom lessons by teachers. The lessons are practical and engaging and designed to use minimal resources.
- We implemented the lessons in schools with teachers, upskilling them to continue to do so without our assistance.



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WORK EXPERIENCE (CONTINUED)

Urban Conservation Project Coordinator (Jan 2014–Feb 2019)

- Coordinated the Gauteng Biodiversity Stewardship Programme, an NGO-government partnership between the EWT and the Gauteng Department of Agriculture and Rural Development. The programme capacitated government officials to expand land under formal protection through partnerships with private and community landowners.
 - Project management, administrative and logistical work, proposal writing, stakeholder engagement, reporting to donors and partners, and maintaining partnerships.
 - Desktop research, ecological field assessments (veld condition assessments, wildlife censuses, evaluation of ecosystem services potential, etc.), database management, GIS mapping, compilation of Environmental Management Plans for protected areas.
- Conducted research, report writing, administrative and logistical work, proposal writing, stakeholder engagement (high-level and educational), project management, reporting to donors and partners, and maintaining partnerships.
- Developed curriculum-based Education for Sustainable Development (ESD) content for learners and coordinated ESD projects.

Conservation Science Intern (Oct 2012–Dec 2013)

- Interned for the Head of Conservation, conducting research, compiling technical reports, writing funding proposals, working with programmes, and conducting administrative work.

Assistant Manager of the Modderfontein Reserve Jan 2012–Oct 2012

- Oversaw ecological research and environmental management of the reserve

TSHWANE UNIVERSITY OF TECHNOLOGY (2012)

Tutorial and Practical Training Coordinator Jan 2012–Dec 2012

- Coordinated tutoring schedules for Nature Conservation Students
- Assisted in practical training excursions for Nature Conservation and Game Ranch Management students

SUNWAY SAFARIS (FEBRUARY 2007–OCTOBER 2007)

Overland Safari Guide

ADDITIONAL TRAINING AND SKILLS

Training and workshops

- 2006 FGASA Level 1 Field Guide Training (Limpopo Field Guiding Academy)
- 2012 Basic Fire Fighting
- 2012 IUCN Red List Assessment Training (South African National Biodiversity Institute (SANBI))
- 2014 Climate Reality Leadership Training (Climate Reality Leadership Corps)
- 2015 Basic Wildlife Rehabilitation (International Wildlife Rehabilitation Council)
- 2015 Biodiversity Stewardship Implementation (SANBI)
- 2015 Alien and Invasive Species Identification and Control (South African Green Industries Council)
- 2017 Wetland Classification Course (South African Wetland Forum)
- 2018 Ecosystem Goods and Services Quality Scoring Assessment Toolkit Workshop (Endangered Wildlife Trust)
- 2018 Mini MBA Training Course (African Sustainability Council)
- 2019 Implementing Biodiversity Stewardship over communal lands (SANBI and Conservation Outcomes)

MEMBERSHIPS AND ASSOCIATIONS

- South African Wildlife Management Association (SAWMA) (2014–2016)
- Climate Reality Leadership Corps (Since 2014)
- Gauteng Wetland Forum (2014–2016)
- Gauteng Environmental Education Forum (2014–2019)
- National Biodiversity Stewardship Technical Working Group (2017–2020)
- Land Reform and Biodiversity Stewardship Working Group (2018–2020)
- Noetzie Conservancy Owners Association: Conservancy Portfolio (2021–2025)

REFERENCES

Harriet Davies Mostert (Former supervisor at the EWT) | Conserve Global | harriet@conserveglobal.org

Constant Hoogstad (Former supervisor at the EWT) | Fauna and Flora International | Constant.hoogstad@fauna-flaura.org

Frank Vorhies (Current supervisor) | African Wildlife Economy Institute | wfv@sun.ac.za

Marie Parramon Gurney (Current Client) | Skultcha | marie@skultcha.com