



Lancashire,
Manchester &
N Merseyside

The Wildlife Trust for Lancashire, Manchester and North Merseyside

Recruitment Pack

2019



About Us

Our wildlife has declined by 60% in the past 50 years and people are becoming more disengaged with their local wild places. We are a membership organisation, and we could not continue our work without our members support.

We are part of the Wildlife Trusts movement, the UK's leading conservation charity dedicated to all wildlife. We are your local charity, working hard to improve your local area for wildlife and for you.

The Wildlife Trust for Lancashire, Manchester and North Merseyside was founded in 1962 by people who knew they needed to take action.

We are now the largest nature conservation body in the area working at a grass roots, local level whilst also being part of a strong cohesive national movement.

We work to protect wild spaces, and re-introduce key species, protecting the biodiversity of our area so that nature can recover.

We work in partnership with other organisations, community groups, landowners and key decision-makers to inspire them to work with and for nature.

We have the powerful voices of over 28,000 members, whose invaluable support we simply could not do without.

We have an army of 4,000 volunteers alongside our team of 180 staff working across all areas of our charity to make a difference.

We are passionate about inspiring people of all ages, with over 20,000 children reached each year through our education activities, and hundreds of thousands of people each year through our visitor centres, events and reserves. We are leaders in utilising nature to improve the health and wellbeing of all.

Our Vision

To create a region rich in wildlife for all to enjoy, keeping nature at the heart of everything we do.

Our Mission

To support nature's recovery by reconnecting and restoring wildlife and habitats on land and at sea, inspiring people to value and take action for wildlife.

Our Aim

To lead the way for nature's recovery and connect people with nature on their doorstep. We want to create an environment where wildlife can thrive without threat and ensure people value the importance of nature to their health and wellbeing.

Our core objectives

- To protect, create and enhance wildlife in our region, creating living landscapes and living seas
- To stand up for wildlife and the environment
- To inspire people about the natural world and encourage everyone to take action for wildlife
- To foster sustainable One Planet Living, where the functioning of the natural environment is appreciated as essential for supporting life
- To ensure our work is based on knowledge and sound evidence
- To be recognised and respected for our work
- To grow our resources and increase support for our mission
- To ensure the organisation is effective and fit for purpose

Our Reserves

We have saved many special places, acquiring and managing many of them as nature reserves—we look after over 1,288 hectares of havens for rare and threatened species and habitats.

1	Abram Flash	23	Middleton
2	Astley Moss	24	Moor Piece
3	Aughton Woods	25	Moston Fairway
4	Barnaby's Sands and Burrows Marsh	26	Over Kellet Pond
5	Bolton, Red Scar and Tunbrook Woods	27	Pleasington Old Hall Wood
6	Brockholes	28	Salthill Quarry
7	Cadishhead Moss and Little Woollen Moss	29	Seaforth
8	Cross Hill Quarry	30	Summerseat
9	Cutacre	31	Upper Coldwell Reservoir
10	Dean Wood	32	Warton Crag
11	Foxhill Bank	33	Wigan Flashes
12	Freeman's Pasture	34	Willow Farm Wood
13	Freeman's Pools	35	Winmarleigh and Cockerham Moss
14	Freshfield Dune Heath		
15	Haskayne Cutting		
16	Heysham Moss		
17	Heysham Nature Reserve		
18	Hghfield Moss		
19	Holiday Moss		
20	Longworth Clough		
21	Lunt Meadows		
22	Mere Sands Wood		

OTHER PLACES TO SEE

36	Seven Acres
37	Cuerden Valley Park
38	Fyde Dunes
39	Sefton Coast
40	Lightshaw Meadows
41	Red Moss



We also have 6 offices based across Greater Manchester, North Merseyside, West Lancashire, East Lancashire and North Lancashire. Our Head Office is based on the outskirts of Preston.

Our Work

The Trust works across Lancashire, Manchester and North Merseyside to create a strong network where nature can thrive and people can benefit. Our core conservation work includes land management, advocacy for the natural world with key decision-makers, species re-introduction, protecting threatened species and collecting essential scientific data. We do this on land and at sea to create Living Landscapes and Living Seas.

We are also passionate about inspiring and engaging people of all ages about the natural world, because we firmly believe no one will protect something they don't care about. We work all over our area with schools, colleges and community groups, running inspiring sessions covering everything from Forest School and orienteering to Wild Family and Nature Tots sessions. We also work in schools, delivering environmental education and helping improve school grounds. Our education team are leaders within the Wildlife Trust movement.

We are also leaders in delivering natural wellbeing. Our ground-breaking partnership with the NHS, MyPlace is making a huge difference to the way young people with mental health issues are able to seek help, and the positive impacts to date have been phenomenal.

Find out more at www.lancswt.org.uk

Our Wildlife

- OUR DOORSTEP-

We are working across the region to make a difference to our local wildlife, for everyone to enjoy



Our Impact



Our education team and project officers engage more than 20,000 children in wildlife-related activities



More than 5,000 people a year take part in walks and other events on our reserves



On average every 10 miles you travel in the region means you will pass a Wildlife Trust project



We own or manage 35 nature reserves in the region



Some 1,200 volunteers work for your Wildlife Trust regularly—adding to the 750,000 volunteering across the UK



More than 27,000 members support the Wildlife Trust in the region and 800,000 across the UK

Our reserves cover more than 1,288 hectares across the region



Our Strategic Plan

2016-2021

Over the next five years, we will work across Lancashire, Manchester and North Merseyside to deliver positive benefits for both people and wildlife. Our plan builds on the Trusts past successes and recognises how we need to evolve to meet the challenges ahead and remain a relevant, effective organisation. **We will:**

Champion wildlife rich landscapes

We will use our 50 years of expertise to lead the way for nature conservation locally and work within The Wildlife Trusts movement to make a national impact. We will base our plans on sound knowledge and evidence.

Defend wildlife and wild places

We will stand up for the environment and protect wild spaces, enhancing them for both people and wildlife. We will encourage biodiversity, and work with land owners and other organisations in partnership, to create a network of habitats across our region where people and wildlife can thrive.

Inspire people to take action for their local wildlife

We will inspire people to enjoy and protect the wildlife and wild spaces on their doorstep. We will help people learn how to live more sustainably, and demonstrate the benefits of nature to their health and wellbeing. We will engage people of all ages, from all communities to take action for wildlife and we will foster the environmental leaders of the future.

Base our work on sound **evidence**

We will use evidence from sound science and research to further ecological understanding and demonstrate the needs, benefits and outcomes of nature conservation. We will use this evidence to focus our efforts on the areas most in need of protecting and champion those species that need a helping hand.

**“Find your place on the planet,
dig in, and take responsibility
from there”**

Gary Snyder



Our Future

- OUR WILDLIFE-

We can't make a difference if we do nothing. Now is the time to stand together for nature and take action for our local wildlife.

Our Culture

We are committed to protecting wildlife, restoring biodiversity and connecting people with the natural world in Lancashire, Manchester and North Merseyside. This commitment brings tenacity in dealing with challenges and huge personal satisfaction from successful projects.

We encourage a creative atmosphere where new ideas can flourish. People who thrive in our organisation enjoy a role where they take on a high level of personal responsibility for achieving outstanding results whilst building strong relationships both internally and externally.



Integrity

Acting in the best interest of the Trust and honouring our scientific foundations in all our activities. An honest and respectful approach to the core objectives of the charity, and the wishes of our members and funders.

Team Player

A friendly, family atmosphere. Everyone is treated with the same level of respect and courtesy. The Chief Executive will often stop for a chat, and full staff meetings provide the chance to get to know others. We are one big team, and our staff are always ready to roll up their sleeves and help where it's most needed, regardless of their job role.

What does an LWT Team member look like?

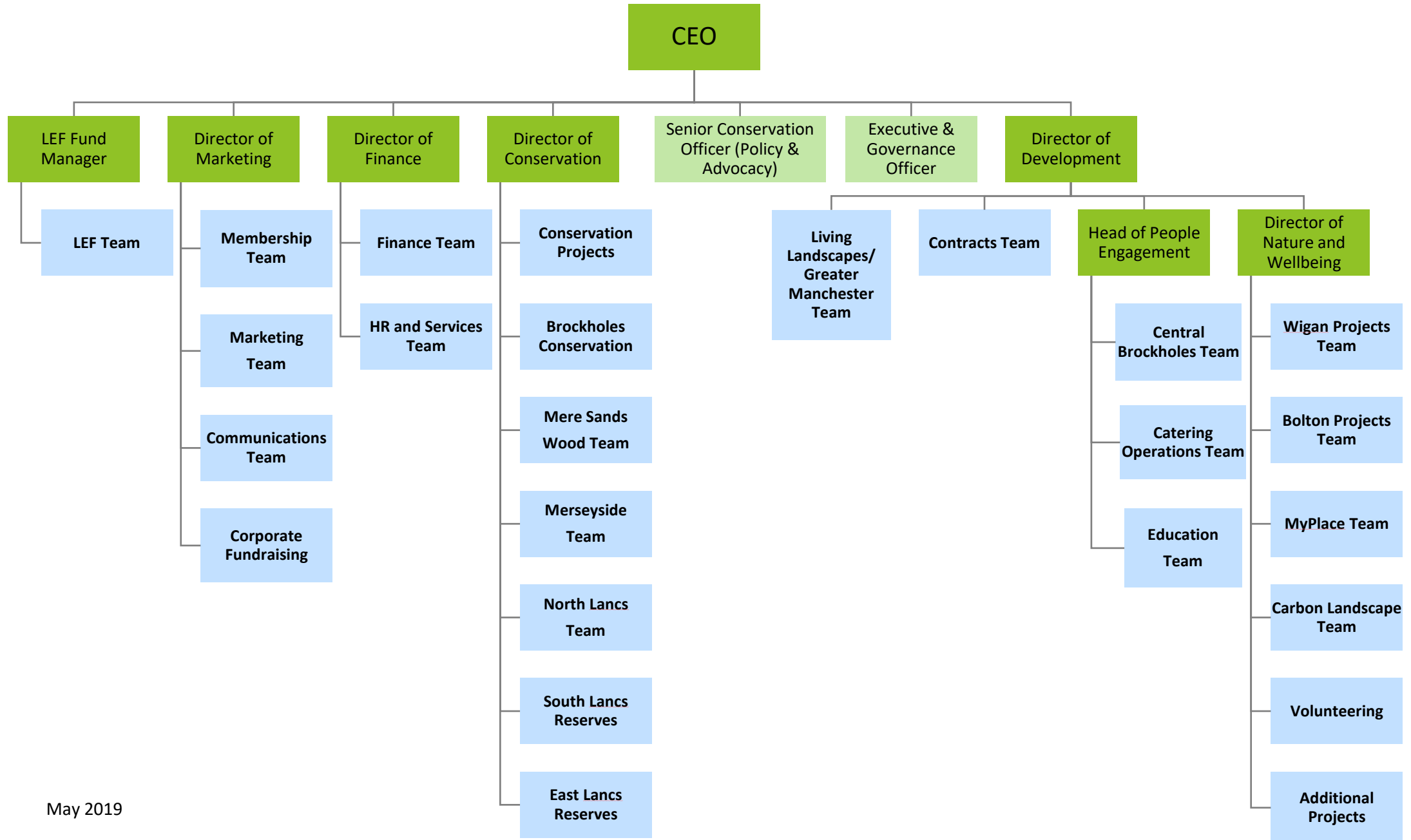
Passion

Passion is at the very heart of every LWT team member. With a love of wildlife, a passion for helping make a difference, or a will to help and inspire others. From our staff to volunteers and our members, we have passion by the bucket load!

Personal Responsibility

Our staff are flexible in the way they work and adaptable to change. They provide exceptional customer service, whether it be to a funder, member, volunteer or member of the public. Our staff take responsibility to put things right when there's a problem, and always help other team members. Our staff are committed, honest and take initiative to drive the best interests of the charity.

Lancashire Wildlife Trust Organisation Chart



About the project

The Mosslands Project is restoring lowland raised bogs in the North West and engaging local communities with this fascinating habitat. Despite mosslands being a vital part of our heritage and listed as a UK Priority Habitat, they are hugely undervalued and regarded as wastelands to be exploited for peat.

Healthy mosslands are wet and boggy. Combined with low oxygen conditions, this moisture means plant material doesn't rot and is instead compressed into acidic peat soil. The soil has very few nutrients; specialist conditions that nurture a range of important plants that have perfectly adapted to survive in this unique environment. We are developing a matrix of reserves and wildlife-rich mosslands which will connect with other bogs and wetlands, creating a Living Landscape for people as well as the wetland species in rapid decline.

New projects on our mosslands, include an exciting restoration project, returning plants and a butterfly, which have been extinct for 150 years. And we are also working in a European partnership to look at ways to capture and store carbon and how this could benefit agriculture and the environment in future.



Job Description – Assistant Communications Officer (Mosslands Project)



Lancashire,
Manchester &
N Merseyside

Post Title:

Assistant Communications Officer

Responsible to:

Communications Manager

Location:

The Barn, Berkeley Drive, Bamber
Bridge, Preston, PR5 6BY

Hours of Work:

37.5 hours per week

Salary:

£ 18, 855.72 per annum

Duration of post:

18 months

PURPOSE OF POST

To deliver communications support to the Mosslands Project showcasing its work externally and to partner organisations. To work closely with officers and volunteers to promote the project's work, with support and guidance from the Wildlife Trust's marketing team.

To promote the work to a wide audience through communications activities, PR, events and the development of an online profile. To work with funders and partners to ensure each piece of communication is on message.

This is an exciting indoors/outdoors, relationship-building role, dealing with volunteers, partners and local businesses to promote the work on the mosslands.

KEY ROLES AND RESPONSIBILITIES**1. To contribute to the achievement of team planning and targets:**

- Effectively track and record all marketing and communications activity and successes to report back to the LWT Communications Manager.
- Develop strong working relationships with Mosslands project officers and partners.
- Work closely with the Communications Manager to ensure maximum participation and coverage for events.
- Work on other projects closely aligned to the Mosslands, including Carbon Landscape, Care Peat and Great Manchester Wetlands Partnership.
- Work closely with associated bodies, keeping them informed of all activities.
- Compile and present evaluations of project activity including the production of case studies and promoting key project successes
- Create an updated communications plan.
- Work with the LWT Communications Manager and membership team to maximise the opportunities for membership recruitment within the project area.

2. To promote the project and its partners externally:

- Promote the project via the media, website and other communications opportunities.
- Ensure all guidelines from the funding body are followed correctly and approval is sought where applicable before anything is issued publically.
- Ensure the funder is promoted at all times, through all promotional materials, online, uniforms, PR and project officers.

Job Description

- Take a pro-active approach to developing stories, gaining coverage of special events and promoting activities, attending press events in person where possible.
- To talk passionately about the work on the mosslands, when engaging with the local community.
- Work with the Communications Manager to maintain an up-to-date media list.
- Generate weekly press releases and media coverage.
- Deal with all media queries promptly and professionally, maintaining the strong reputation of the Trust and the funders.
- Maintain high standards of internal communications with project officers, partners, funders and the Lancashire Wildlife Trust Marketing Team.
- Support the planning, promotion and delivery of project events
- Support with project consultations

3. To monitor and evaluate the success of communications activities:

- Monitor, analyse and report back on the success of all communications activities by implementing the relevant tracking procedures.
- To attend regular meetings with the Communications Manager and Director of People and Wildlife

4. To assist the Communications Manager in promoting the wider Trust

- To support the promotion of Trust projects via PR and social media.
- To write copy for the Trust website, social media channels and membership magazine.
- To support the wider marketing and communications team in their activities.

5. The job holder is required to follow and comply with all policies and procedures of the Trust which includes the Trust's Health and Safety procedures in the workplace, ensuring personal safety and the safeguarding of the interests and safety of all staff, trainees, visitors, and others at the Trust.

6. To work as part of a team alongside staff & volunteers as required

7. To uphold the working values and expectations of the Lancashire Wildlife Trust

8. To carry out other duties relevant to your post as reasonably required by your line manager

9. Undertake other duties and responsibilities consistent with the objectives of the post.

This job description serves to illustrate the type and scope of the duties currently required for the above post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or the level of responsibility entailed.

Person Specification

EXPERIENCE

Essential

- Minimum of one years experience in a professional communications role
- Experience of writing and coordinating press releases
- Experience of dealing with media enquiries
- Experience of writing copy in an engaging way, and the ability to write for target audiences
- Experience of managing website content

Desirable

- Experience of liaising with designers
- Experience of working with publishers of magazines and periodicals
- Experience of tracking and reporting media hits
- Experience of SEO techniques
- Experience of raising awareness of wildlife issues

KNOWLEDGE

Essential

- Good level of education, ideally with communications qualification
- Knowledge of communications, public relations and journalism approaches, techniques and procedures
- High level of IT competency and experience
- And understanding of carbon capture/offsetting and how peat bogs

Desirable

- Dealing with negative publicity and controversial issues
- Knowledge of creative methods to emotionally engage audiences
- Copyright/Intellectual Property issues
- Corporate and Charitable sectors

SKILLS

Essential

- Excellent communication and interpersonal skills
- Able to develop working relationships with a wide range of people
- Excellent copywriting and proof reading skills
- Ability to set, prioritise and achieve targets on time

Desirable

- Proven ability to think creatively and innovatively with a strong sense of accountability and ownership
- Ability to develop creative ideas and a pro-active attitude in 'making things happen'
- Ability to create communications strategies, plans and task lists

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work
- Self-discipline, confidence with an assertive but friendly manner
- A positive and mature approach with tact and diplomacy

Desirable

- A self-starter and goal achiever with the ability to work independently or in a team
Excellent networking skills and the ability to build rapport quickly

General Terms & Conditions

Holidays: 25 days per annum pro rata, plus 3 occasional days per annum, increasing with length of service.

Pension: The Trust contributes to the NEST Pension Scheme. Full details will be provided.

Hours of Work: Full Time 37 ½ hours per week. Normal working pattern will be 9.00am – 5.00pm. Overtime is not paid but time off in lieu may be taken, where appropriate, as the post may involve some evening or weekend working.

Duration of post: This post is offered on a fixed-term basis for 18 months. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.

Closing Date: 17th November 2019

Interviews: 20th & 21st November 2019

To apply for this position you are required to complete an Application Form which can be downloaded from our Website: www.lancswt.org.uk/jobs

As an inclusive employer, The Wildlife Trusts value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We actively encourage applications from people of all backgrounds and cultures. We believe that a diverse workforce will help us create our vision of people close to nature, with land and seas rich in wildlife.

To understand how we are performing, we ask that you kindly complete a Diversity Monitoring Form in addition to your application.

Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the recruiting staff never see individual responses to the questionnaire.

Completed applications and diversity monitoring forms should be returned to: applications@lancswt.org.uk

Thank you for your interest in working for the Wildlife Trust for Lancashire, Manchester and North Merseyside. We look forward to receiving your application.

Criteria Common to All Job Descriptions:

A Job Description sets out the purpose of the job, where it fits into the Trust's structure, the context within which the job holder functions and the principal accountabilities of job holders, or the main tasks they have to carry out. It is not a definitive work plan. This document is intended to provide guidance on the scope and function of the job.

Equal Opportunities Statement:

All employees are required to adhere to and promote the principles and operation of the Trust's policies on equalities, to ensure that services provided are relevant to ethnically diverse communities and other disadvantaged groups in the area.

Safety, Health and Environment Statement:

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the Trust's Safety, Health and Environment (SHE) at Work Policy and associated SHE policies and guidelines. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the Trust including personal protective equipment in accordance with training or insurance. All members of Trust staff are responsible for informing their line managers of any potential gaps in the current Trust Policy. All employees are responsible for ensuring that the SHE Policy is up to date and continuously reviewed and evaluated.

Performance Review:

All employees will participate in the Trust's Performance Review process. The process aims to ensure that performance standards/targets are jointly agreed between employees and line managers and are achieved within agreed time scales. Failure to maintain an appropriate standard indicated by management can result in Capability proceedings being taken.

Commensurate Statement:

At times, the Post holder will be required to undertake other duties and responsibilities of a similar level and nature in order to support workload peaks and resources and skill shortages, ensuring priorities are met. This will be sensitive to available resources and individual skills and will generally be within the same area.

Adherence to Staff Handbook, Policies and Procedures:

The Trust is a large, diverse charitable organisation and as such needs to ensure that all employees are aware of their obligations to and from the organisation. These are clearly defined in the Staff handbook, the Intranet and in the policies and procedures adopted by Council as part of the Trust's governance. All Employees have an obligation to read and understand these policies, especially those that are pertinent to this role.