



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

### OTHER PLACES TO SEE

14	Freshfield Dune Heath	36	Seven Acres
15	Haskayne Cutting	37	Cuerden Valley Park
16	Heysham Moss	38	Fyde Dunes
17	Heysham Nature Reserve	39	Sefton Coast
18	Hghfield Moss	40	Lightshaw Meadows
19	Holiday Moss	41	Red Moss
20	Longworth Clough		
21	Lunt Meadows		
22	Mere Sands Wood		



**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](http://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?

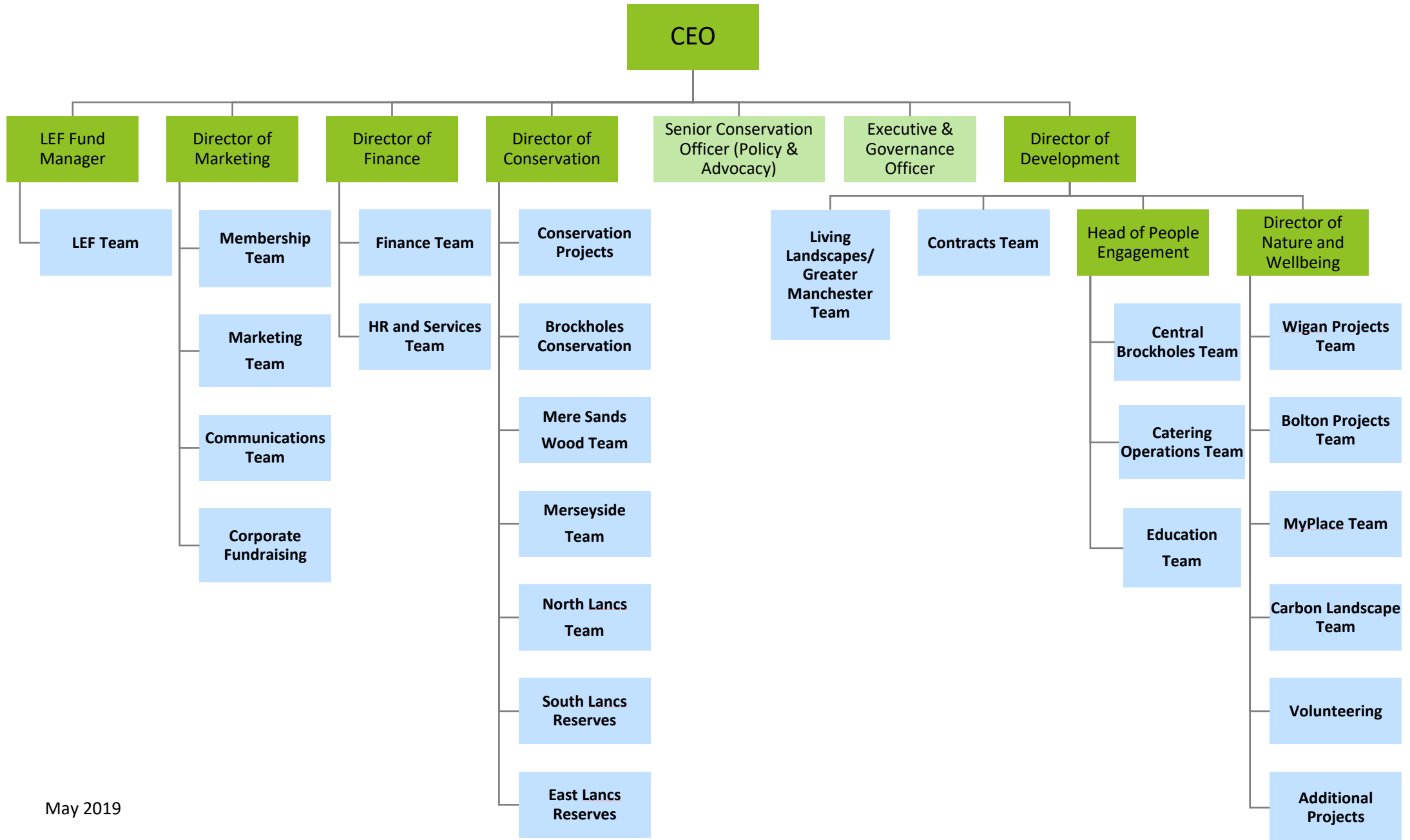
### Passion

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

Lancashire's Living Seas is an exciting project funded by the Coastal Communities Fund to deliver a programme of inspirational and engaging marine activities that will raise awareness about the importance of Lancashire's Living Seas, as well as help boost tourism and engagement with wildlife on the coast. The Lancashire's Living Seas Officer will organise a wide range of activities both at visitor centres and out on the coast that will inspire a wide range of people and connect them with their marine and coastal environment – particularly those with limited access to the coast





# Job Description - Lancashire's Living Seas Project Officer



Lancashire,  
Manchester &  
N Merseyside

**Post Title:**

Lancashire's Living Seas Project Officer

**Responsible to:**

Senior Marine Conservation Officer

**Location:**

There will be hot desking opportunities at Lancashire Wildlife Trust, Fylde Council and Wyre Council offices. Home working may also be required at times

**Hours of Work:**

37.5 hours per week

**Salary:**

£23235.88 per annum

**Duration of post:**

This is a fixed term contract for 8 months with a possible extension dependent on securing further funds

**PURPOSE OF POST**

To deliver family-focussed activities in places such as the Rossall Point Observation Tower, Wyre Estuary County Park and Heysham Nature Reserve, and on the beaches in Fleetwood, Cleveleys, Blackpool, St Annes and Lytham.

To work with local community groups and existing projects, to undertake activities, surveys and campaigns contribute towards our work to ensure the protection and management of the Irish Sea, as well as raising awareness about Lancashire's marine and coastal environment.

To work with partners, businesses and volunteers, empowering them to promote nature tourism on our coast through: publicity and promotion, running activities at their establishments, and working together to encourage more visitors to the coast, ensuring a legacy to the project.

**KEY ROLES AND RESPONSIBILITIES**

1. Develop and deliver a programme of activities at coastal sites along the coastline of Lancashire. Key activity areas: Heysham, Wyre, Blackpool, St Annes/Lytham. Activities will take place at visitor centres such as Rossall Point Observation Tower, Wyre Estuary County Park, Solaris Centre, SEA LIFE Blackpool. Provide training and support at these hubs to help them to deliver key messages
2. Work with other organisations to deliver a work programme that complements existing activity in the area.
3. Continue to build relationships with 20 local businesses who are keen to take an active role in nature tourism.
4. Publicise Tale Trail leaflets developed as part of the project, and other walk leaflets that promote coastal access and raises awareness about why our marine life is so important.
5. Work with, train and support participants to become volunteers, Marine Champions and/or Wildlife Trust members.
6. Develop and deliver a programme of volunteering activity in co-ordination with other projects and organisations from leading activities to surveying and campaigning.
7. Build and maintain strong relationships with local communities and community groups including Rossall Beach Buddies, Friends of the Estuary, University of the 3rd Age, and Wyre's Natural Ambassadors.

## Job Description

8. Develop and maintain strong relationships with key organisations, projects and partners such as the Fylde Sand Dunes Project, Wyre Council, Fylde Council, Blackpool Council, Wyre Rivers Trust, Ribble Rivers Trust, Natural England, feeding into joint funding bids and interpretation projects.
9. Fundraise for funding for the longer term delivery of marine focussed activities. Develop a range of chargeable activities that could be delivered in partnership with local businesses.
10. Manage the production of resources and outreach materials.
11. Act as an advocate for Living Seas and Lancashire Wildlife Trust (LWT), and ensure effective liaison with Living Seas staff both internally and externally across The Wildlife Trust movement.
12. Ensure activities are evaluated to demonstrate the difference the activity has made and the impact of project work is promoted.
13. 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.
14. To work as part of a team alongside staff & volunteers as required
15. To uphold the working values and expectations of the Lancashire Wildlife Trust
16. To carry out other duties relevant to your post as reasonably required by your line manager

The successful job holder will have excellent communication skills and the ability to get on with a wide range of people.

- Liaising regularly with a range of contacts, these include:
  - Members of the Living Seas Steering Group North West, Wildlife Trust advisors, Trustees, staff and volunteers
  - Partners, external organisations, and stakeholders with an interest in coastal and marine environments from other bodies, including statutory bodies, local government, NGOs and academic institutions
  - Local businesses
  - Press and local media
  - Local naturalist groups, community groups and angling fora.
- Addressing audiences of 10+, including speaking at conferences, seminars etc.
- Flexibility and a willingness to work occasional unsocial hours.
- Frequent travel around Lancashire and occasionally beyond. A driving license and access to a car with business use insurance cover is required.
- In order for the organisation to work effectively, you will be required to adapt quickly to situations and issues, and ensure projects remain on target.

# Person Specification

## EXPERIENCE

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### Essential

- Experience working within a recognised conservation body in a professional capacity and at least volunteering within the marine conservation sector
- Experience of working in the community engagement field (with a particular focus on marine awareness) and inspiring and empowering others to take active roles in marine awareness
- Experience of organising, co-ordinating and delivering event programmes to a wide range of audiences
- Experience of working with the media, social media and input into promotion and campaigns

### Desirable

- Experience of conducting surveys and monitoring marine species/habitats
- Experience of recruiting, training, managing and supporting volunteers to become 'champions' and mentors to other volunteers
- Experience of fundraising or business liaison

## KNOWLEDGE

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### Essential

- A degree in a marine or environmental discipline or substantial practical experience in the sector
- A good understanding of health and safety issues

### Desirable

- A sound understanding of current marine conservation issues and awareness of the causes and relevant legislation behind them
- Knowledge of life in the North West and coastal communities, in particular Lancashire

- Knowledge of the marine wildlife in Lancashire, its conservation status and issues and opportunities
- Project monitoring and evaluation techniques

## SKILLS

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### Essential

- Excellent communication skills, both verbally and in writing, with the ability to speak clearly and confidently to a wide range of audiences, demonstrating ability to inspire people to take action on environmental issues, or volunteer or become a member
- Ability to organise and prioritise diverse work programmes effectively, meeting often tight deadlines, and monitor outcomes
- Ability to work independently and flexibly, as well as able to work as part of a team, both in person and remotely
- Ability to develop, publicise and deliver innovative and exciting marine awareness activities and resources
- Full clean driving licence

## PERSONAL QUALITIES

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### Essential

- A strong affinity, enthusiasm and passion for coastal and marine environments, and the work of the Wildlife Trusts to take this work forwards
- A positive and mature outlook with the ability to demonstrate get on well with a wide range of people, tact and diplomacy where necessary, while also having a good sense of humour
- Willingness to work outdoors on a range of sites in all weathers and walk reasonable distances when required
- Willingness to travel and work evenings and weekends as required

## 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 8 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:** **24 January 2020**

**Interviews:** **30 January 2020**

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](http://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](mailto: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.