



Lancashire,
Manchester &
N Merseyside

The Wildlife Trust for Lancashire, Manchester and North Merseyside

Recruitment Pack

2020



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.

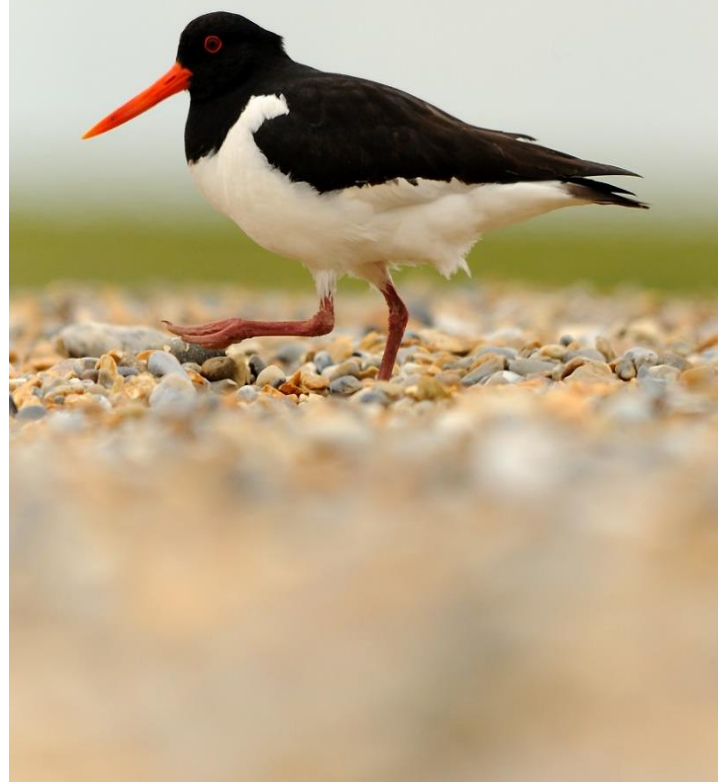
We are also leaders in delivering natural wellbeing. Our ground-breaking partnership with the NHS, MyPlace is making a huge difference to the way young people with mental health issues are able to seek help, and the positive impacts to date have been phenomenal.

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?

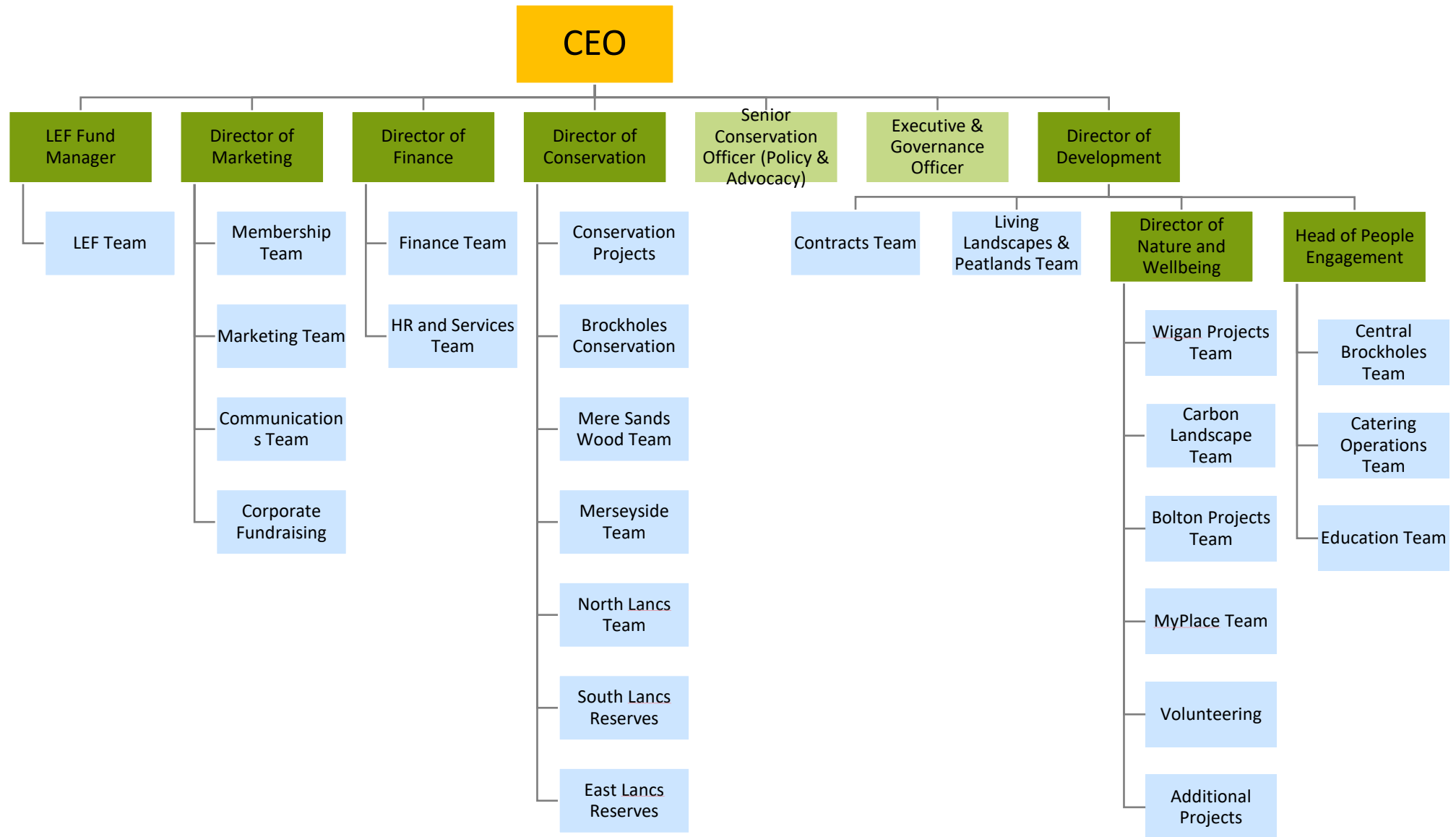
Passion

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



Job Description - Individual Giving Manager



Lancashire,
Manchester &
N Merseyside

Post Title:

Individual Giving Manager

Responsible to:

Director of Marketing & Commercial

Location:

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY (with travel across Lancashire, Manchester and Merseyside)

Hours of Work:

37.5 hours per week

Salary:

£26,390 per annum

Duration of post:

Permanent

PURPOSE OF POST

To drive the Trusts unrestricted income generation through membership, individual and corporate fundraising whilst maintaining excellent donor relationships and embracing new initiatives. To lead a fundraising culture across the organisation and develop strong internal relationships to identify key fundraising opportunities. To develop innovative and well thought through fundraising initiatives to grow unrestricted income for the Trust.

KEY ROLES AND RESPONSIBILITIES

- Oversee and drive our membership recruitment schemes, through door to door, face to face, direct mail and online initiatives
- Develop our membership offer in line with sector trends, maximising opportunities for a wider donor base
- Identify and target key areas of opportunity for membership recruitment
- Drive income through legacy and in memory giving
- Oversee corporate giving, working with relevant officers to develop strong partnerships and generate income
- Develop and deliver regular individual fundraising initiatives at Trust events, sites and through digital channels
- Work closely with the Marketing Manager to create a culture of donor development, inputting into the donor journey and delivering recruitment initiatives with retention in mind
- Oversee and guide our major donor and legacy journeys, encouraging high level engagement and personalised donor journeys
- Work with the wider TWT movement to share best practice and gain insights
- Work with the Director of Marketing & Commercial to set annual budgets, produce interim forecasts and set targets
- Manage fundraising budgets effectively and in line with agreed levels
- Champion membership and fundraising throughout the organisation, nurturing a culture of membership and fundraising throughout all Trust activities
- Work with the Membership Administration Officer to ensure detailed records are kept on the Trusts CRM system, digital recruitment processes are effective and accurate donation records are kept
- Analyse data trends and use these to inform future direction and planning
- Lead on compliance for relevant GDPR and Fundraising Regulations, conducting regular reviews and training refreshers
- Keep up to date with the work of the Trust and ensure all recruitment and fundraising is showcasing impact effectively.

Job Description

Membership Recruitment

The post holder will be required to lead the membership recruitment for the Trust, across existing channels. The post holder will also be required to look for new recruitment channels and continuously review performance. The successful candidate will need to:

- Guide the Venue Co-Ordinator to maximise venue suitability and numbers, feeding in research data around areas of opportunity
- Guide the Membership Recruitment Co-Ordinator to train and develop the recruitment teams, ensuring they represent the Trust in a professional and personable way at all times
- Develop and deliver customer service training and maintain high standards through the establishment of a regular training programme
- Co-ordinate regular mystery shops to ensure compliance with fundraising regulations and high standards are maintained
- Identify opportunities for fundraising with our commercial activities and high footfall sites and events; contactless donations, in memory and in celebration gifts and corporate donations
- Review and develop membership packages and offers, in collaboration with the Marketing Manager
- Develop new recruitment channels, ensuring ROI and maximising conversion of the local population
- Support the Marketing Manager in delivering online recruitment campaigns.

Major gifts, Legacy and In Memory and Celebration giving

The post holder will be required to lead the Individual Giving Officer to deliver our legacy and in memory and celebration giving. The successful candidate will need to:

- Ensure all legacy administration is carried out effectively
- Ensure a donor first approach, leading a culture of donor care and engagement

- Work closely with the marketing team to develop promotional campaigns and integrate legacy and in memory and celebration requests in to marketing activity
- Guide the Individual Giving Officer in developing legacy donor development strategies and support with key donor events
- Review commercial activities and identify areas of opportunity to promote in celebration gifts and promote legacy giving
- Manage legacy and in memory giving budgets and set realistic targets, working closely with the Director of Marketing & Commercial to develop growth strategies in these areas.

Corporate Partnerships

The post holder will be required to lead our overall direction for Corporate Partnerships and support the allocation of work to the appropriate officers, working closely with the Director of Marketing & Commercial. The successful candidate will:

- Lead the Individual Giving Officer in developing individual fundraising within local businesses
- Co-ordinate administration for corporate partnerships
- Be the lead contact for new and existing corporates, taking a co-ordination role in assigning work and tasks to the relevant officers
- Ensure a donor first approach, leading a culture of donor care and engagement.

Budgets, Administration and Processes

The post holder will be required to ensure our administration processes are effective and enhance the donor experience. The successful candidate will:

- Work closely with the Membership Administration Officer to ensure Ever Giving systems run smoothly and effectively
- Support in the effective use of our CRM system
- Ensure all legacy and fundraising administration is completed and accurate
- Look for further opportunities to streamline donation processes and increase conversion, working closely with the Membership Administration Officer and Marketing Manager

Job Description

- Lead on the setting and management of budgets across all membership and fundraising functions, working closely with the Director of Marketing & Commercial.

Reporting

- Regular reporting against targets to Lancashire Wildlife Trust Senior Management Team and Trustees
- Work closely with the Membership Administration Officer to produce regular reports around membership recruitment and retention.

Internal Support and Compliance:

- Ensure all relevant GDPR guidelines are adhered to and constantly review
- Ensure the Trust fundraising activities remain compliant with the Fundraising Regulations
- Work with the Membership Administration Officer to ensure all financial and Gift Aid requirements are adhered to.
- 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.
- To work as part of a team alongside staff & volunteers as required
- To uphold the working values and expectations of the Lancashire Wildlife Trust
- To carry out other duties relevant to your post as reasonably required by your line manager



Person Specification

EXPERIENCE

Essential

- Educated to GCSE level as a minimum
- A minimum of three years' experience in a sales led or fundraising background
- Experience of developing and implementing business development strategies
- Proven track record of achieving targets
- Experience of developing and delivering staff training
- A full drivers licence and access to your own vehicle
- Experience of working with CRM systems

Desirable

- Educated to degree level or equivalent in business, finance or a related field
- Experience of project management
- Well-rounded sales experience in a setting other than the third sector

KNOWLEDGE

Essential

- A sound grasp of the scope, nature and development potential
- Knowledge of the third sector
- Proficient in Microsoft Word, Excel, Power Point and MS Outlook
- Relevant professional qualifications

SKILLS

Essential

- Excellent persuasive, influencing and negotiation skills
- Excellent verbal and written communication and interpersonal skills
- Excellent organisational skills with an ability to prioritise need, plan and implement appropriate actions and monitor and evaluate outcomes
- The ability to adapt to situations with ease
- Strong ability to problem-solve and take a pro-active approach
- Able to tackle problem areas in a positive way

Desirable

- An entrepreneurial approach

PERSONAL QUALITIES

Essential

- Commercially minded
- An entrepreneurial flair
- Trustworthy and with high personal integrity
- A natural leader and relationship-builder
- Calm under pressure

General Terms & Conditions

- Holidays:** 25 days per annum pro rata, plus 3 occasional days per annum, increasing with length of service.
- Pension:** The Trust will make a contribution into your chosen personal pension plan. 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 permanent basis. 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:** Sunday 31st January 2021
- Interviews:** Via Zoom on 5th and 6th February

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.