



The Wildlife Trust for  
**Lancashire  
Manchester &  
North Merseyside**

# **Recruitment Pack**



# About us

We're one of 47 Wildlife Trusts spread across the UK, the Isle of Man and Alderney.

The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT) was founded in 1962 by people who knew they needed to take action for nature. Since then we have grown to be the largest nature conservation body in the area.

We are uniquely positioned to lead change in our region, 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 and habitats, protecting the biodiversity of our area so that nature can recover.

## At LWT we believe that:

- Wildlife has intrinsic value, bringing colour, beauty and wonder to all our lives.
- The natural environment is under immense and growing threat, where we live and across the world.
- We are part of the natural world, and wildlife is relevant to every part of our lives; everything we do has an impact on it, and the natural environment affects our health, our wealth and our state of mind.
- Everyone can make a positive contribution to wildlife and can benefit from it.





# Our Mission

- Enable wildlife's recovery in our area by working in partnership with others to conserve, restore, create and connect habitats and to increase species abundance;
- Connect people with nature and help them to take action for wildlife, wherever they are.

# Our Vision

- Nature is recovering on a grand scale across Lancashire, Manchester and North Merseyside, and in our sea, and that everyone is able to enjoy our increasingly abundant wildlife.

# Our Work

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 secure a brighter future for both wildlife and wild places across our region.

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 believe that wildlife and nature have the power to instill confidence, heal the mind and help people meet their potential, which is why we champion a number of ecotherapy-based projects for both children and adults and the positive impacts to date have been phenomenal.

**Find out more:** [www.lancswt.org.uk/our-work](http://www.lancswt.org.uk/our-work)

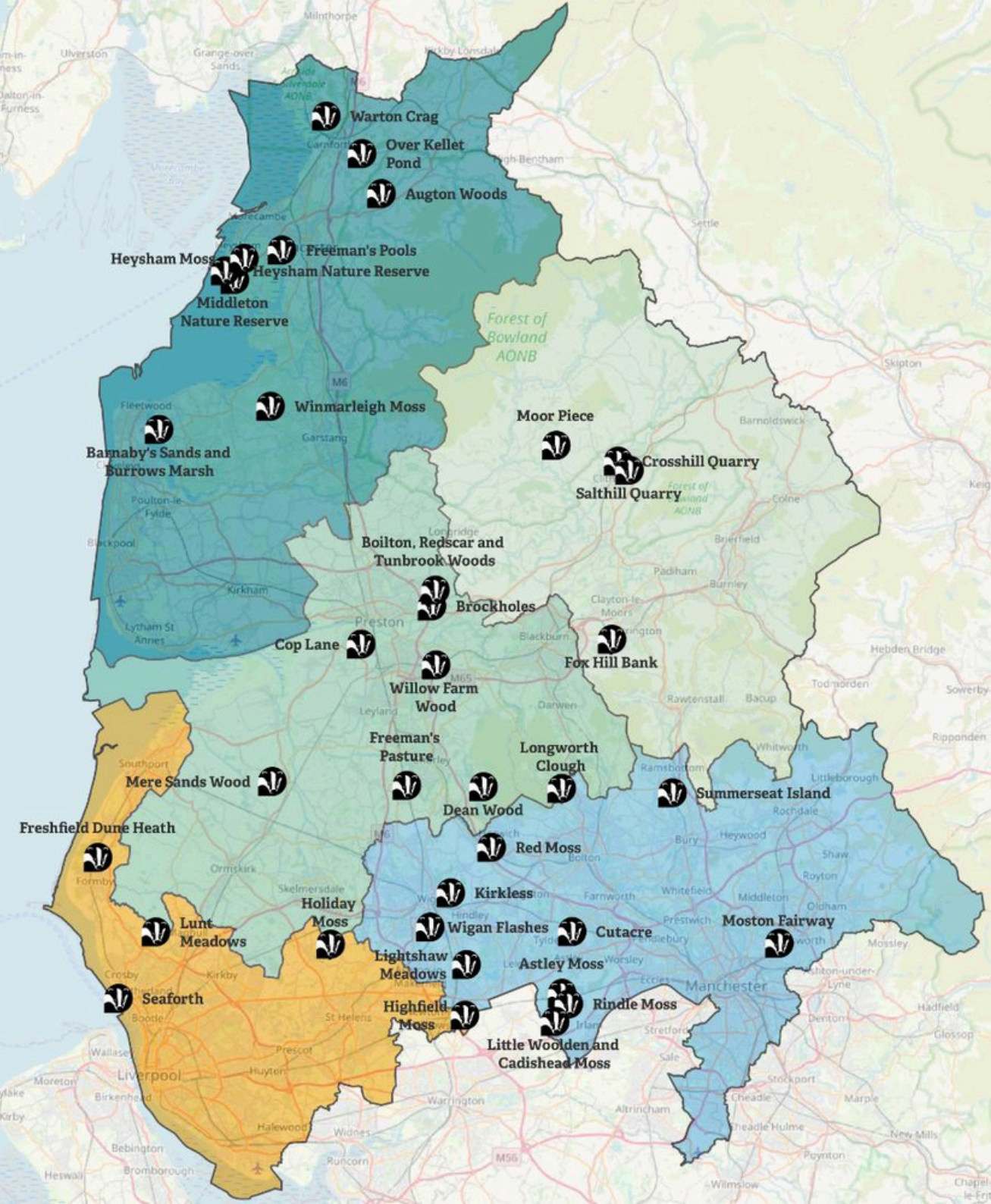
# Our Nature Reserves

We have saved many special places, acquiring and managing many of them as nature reserves.

We look after 50 sites (including 42 of our own nature reserves), and a total of around 1,300 hectares of habitat, creating a network where people and wildlife can thrive, on your doorstep.

We believe that limited mobility shouldn't mean missing out on wildlife. Many of our reserves have accessible paths and boardwalks, disabled facilities and accessible bird hides, so people can fully immerse themselves in the great outdoors and discover the wonderful wildlife that lives on our doorstep.

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.





# Strategic Goals by 2030

- Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.

30% of land and sea is in recovery.

- People are better connected to nature in their lives and more are taking purposeful action for wildlife.

1 in 4 people are taking action for nature.

- We have the financial and human resources, systems and skills that we need to improve our impact for nature's recovery.

LWT will be bigger, better and more joined up.

# Our Strategy

## **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.

# Our Impact

- Our education team and project officers engage more than **20,000** children in wildlife-related activities.
- On average every **10 miles** you travel in the region means you will pass a Wildlife Trust project.
- More than **30,000** members support the Wildlife Trust in the region and 800,000 across the UK.
- More than **5,000** people a year take part in walks and other events on our reserves.
- We have over **1,200** dedicated volunteers supporting us on a regular basis, with their time, skills and experience.
- Our reserves cover more than **1,300** hectares across the region.
- We own or manage **42** nature reserves in the region.





# Our Culture

We foster a creative environment where new ideas can flourish. Our team members take pride in personal responsibility, striving for excellence in everything they do. Success in our organisation comes from a commitment to outstanding results, alongside a dedication to building strong, meaningful relationships - both within our team and with our external partners.

We promote a culture where our staff, trustees and volunteers are Wild About Inclusion, where difference is celebrated, everyone can be themselves, feel respected and able to contribute to their full potential.

## What does an LWT team member look like?

### **Integrity**

Acting in the best interest of LWT and honouring our scientific foundations in every activity. Our approach is built on honesty, respect, and a commitment to the core objectives of the charity, as well as the wishes of our members and funders.

### **Teamwork**

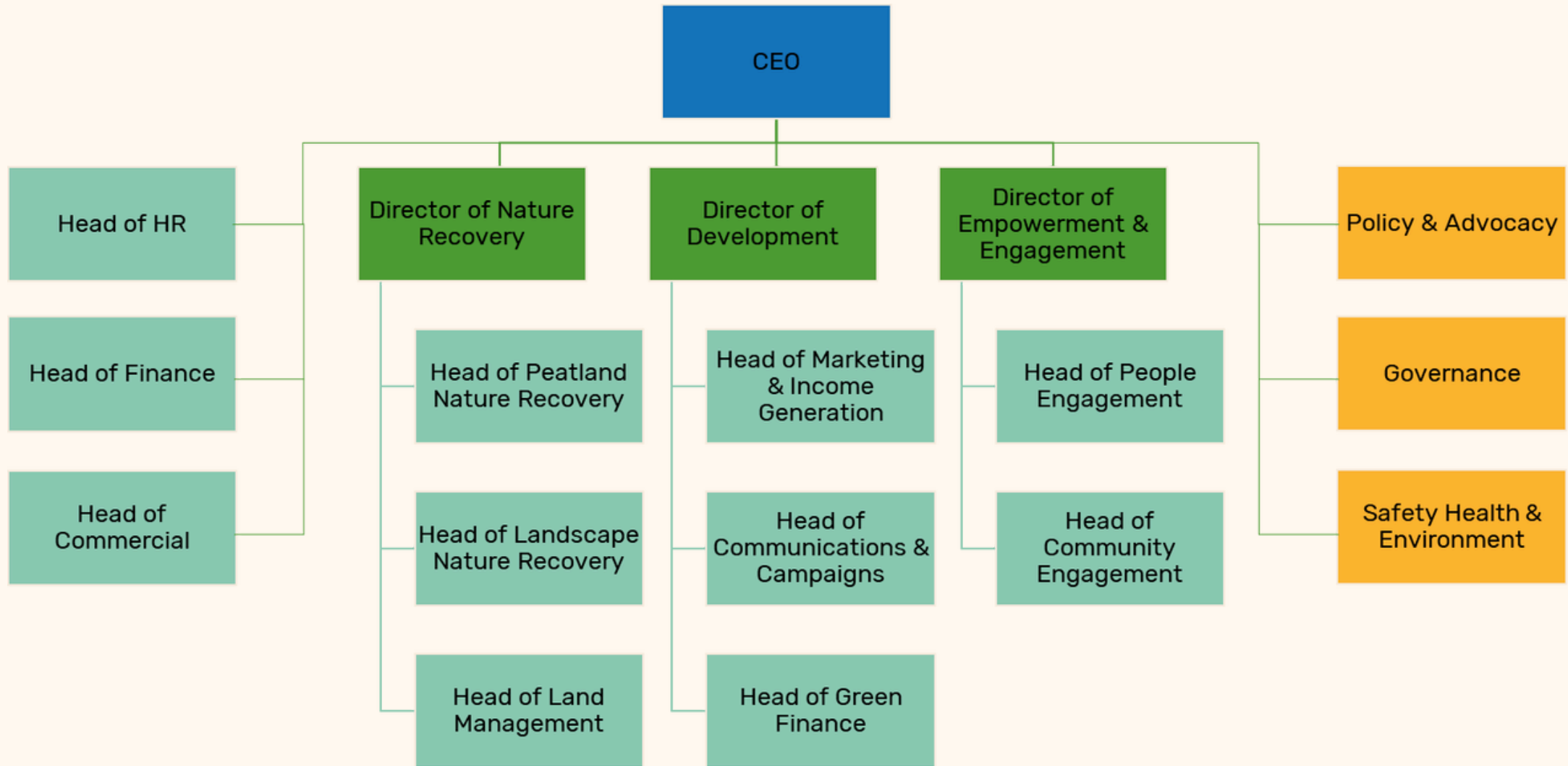
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

### **Passion**

Passion drives every LWT team member. Whether it's a love for wildlife, a desire to make a meaningful difference, or a commitment to inspire others, passion is at the heart of everything we do - and we have it in abundance!



# Our Organisation





# About the project

A key strategic goal for the Wildlife Trust for Lancashire, Manchester and North Merseyside is nature in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive, with 30% of land and sea in recovery by 2030. With agricultural land covering a significant part of our operational area, influencing how this land is managed and supporting land managers and farmers to transition towards sustainable land management systems is a key priority if we are to achieve this goal.

# About You

You're a great communicator and collaborator, with an authentic awareness and empathy for farmers and the farming community, and you possess both ecological expertise and strong interpersonal skills. As a Senior Land Advice Officer, you will work effectively with and direct the work of a range of colleagues to help inspire and support farmers' adoption of wetter farming. You are able to support, consolidate and expand the Trust's present land advice work and can develop new offers. You are passionate and committed to helping farmers and other land managers in the transition to sustainable land management systems which support nature's recovery.

# Job Description

**Post Title:**

Senior Land Advice Officer

**Responsible to:**

Head of Landscape Nature Recovery

**Location:**

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY or Environment Resource Centre, Bolton, BL2 6DH  
(Hybrid working available)

**Hours of Work:**

35 hours per week

**Salary:**

£ 30,166.00 per annum

**Duration of post:**

24 Months

**Other:**

All candidates must have the Right to Work in the UK.

## PURPOSE OF POST

The Senior Land Advice Officer will lead on the development of the Trust's land advice work with farmers and land managers. Their activity will (1) direct and support farm liaison work encouraging the adoption of wetter farming, (2) manage, consolidate and deliver land advice and (3) lead the establishment of a land advice service through the creation and trialling of new offers.

## KEY ROLES AND RESPONSIBILITIES

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**Support, direction and supervision**

- Support farm liaison work to further the adoption of wetter farming techniques by farmers with direct budget responsibility for approximately £15,000pa.
- Supervise and provide direction to two farm liaison contractors. Draw up, agree and monitor the delivery of their work plans and offer coaching and mentoring to develop skills and abilities.
- Direct communication activities related to the project's wetter farming liaison work.

**Advice and delivery**

- Co-ordinate and support the delivery of the Trust's land advice provision across all existing activity and lead on its consolidation.
- Develop business functions related to the Trust's land advice provision to further commercialise this work, collaborating with teams and individuals across the organisation, such as Finance, Marketing and the Head of Green Finance.
- Work with colleagues to adopt tools which will support land advice, including GIS and a CRM system.
- Develop and deliver tailored 1-1 farm advice, funding options, plans, reports or group events that provide learning and teach skills to farmers, landowners and growers relating to integrating nature into their business to help deliver part of the wider nature recovery network.
- Undertake or organise surveys, monitoring or analysis as required (e.g. water, soil, nutrient), supporting evidence of actions for case studies, reports and project promotion.
- Record outcomes of land advice to measure its contribution to nature's recovery.
- Act as a key source of agricultural expertise within the Trust to help upskill colleagues and share learning to benefit our wider work.



### **Fundraising and project development**

- Develop new land advice services based on regenerative agricultural principles to further nature's recovery on agricultural land in our area.
- Develop a delivery model and plan for a Land Advice Service beyond the role's term, in collaboration with wider colleagues across the Trust.
- Report to the grant funder/s as required.
- Communicate and build relationships with individuals and organisations nationally and regionally in the sector and actively contribute to The Wildlife Trust's land management advice service project.
- Lead in developing and writing funding applications to deliver new projects, building working relationships with project funders to secure the resources for new projects.

### **General Responsibilities**

- Travel to meetings and appointments within the Trust's operational area as required to fulfil the role.
- Occasional national travel, with possible overnight stays e.g. agricultural conferences and events.
- Assist in the preparation of annual budgets, work programmes and reporting requirements for your area of work.
- 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.
- Work as part of a team alongside staff and volunteers as required.
- Uphold the working values and expectations of the Lancashire Wildlife Trust.
- Carry out other duties relevant to your post as reasonably required by your line manager.

# Person Specification

## EXPERIENCE

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### Essential

- Proven experience delivering agricultural and/or land management advice
- Experience of establishing meaningful relationships, through brokering, influencing and negotiation skills
- Experience of processing complex information from multiple sources of evidence, supporting people to reach solutions to a complex problem

### Desirable

- Experience in delivery of tailored 1-1 advice, based on interpretation and feedback of data e.g. nutrient plans, soil data
- Experience in undertaking land management on agricultural land to deliver environmental goods and enhance wildlife
- Experience of landscape-scale approaches and processes, familiar with concepts of Ecosystem Services, Natural Capital, Natural Flood Management, Nature based Solutions etc.
- Proven experience building and handling Agri-Environment Scheme (SFI, CS) applications and managing their delivery

## KNOWLEDGE

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### Essential

- Degree or equivalent level of qualification related to agriculture, or another relevant environmental discipline
- Up-to-date knowledge and understanding of ecology, wildlife conservation and land management issues
- A clear understanding of current issues, opportunities and trends in farming and land management
- Strong understanding of Agri-Environment Schemes (including Environmental Land Management Schemes) and relevant policies and legislation.

## SKILLS

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### Essential

- An ability to work under pressure, and experience of managing own workload with minimum supervision whilst meeting deadlines
- An ability to build trust
- An ability to think analytically
- Excellent communication skills both verbal & written, and delivery of clear succinct advice via written reports & presentations to a range of audiences
- A current UK-valid driving licence and access to own vehicle
- Well-developed IT skills with a working knowledge and understanding of MS Office functions such as Word, Excel, Outlook, email and the internet
- Well-developed skills working on GIS platforms, including ArcGIS and QGIS

### Desirable

- Ability to manage a CRM system
- FACTS/BASIS Qualified Adviser

## PERSONAL QUALITIES

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### Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Authentic empathy for farmers and the farming community
- Ability to work efficiently with an eye for detail and accuracy
- Ability to maintain high levels of enthusiasm, positivity and self-motivation
- Eagerness to learn
- Willingness to regularly travel within our operational area to meet with farmers, landowners, and colleagues as required
- Willingness to travel nationally on occasion to attend key events



## General Terms & Conditions

<b>Holidays:</b>	28 days per annum (increasing with length of service), plus bank holidays.
<b>Pension:</b>	The Trust contributes to the NEST Pension Scheme. Full details will be provided.
<b>Hours of Work:</b>	Full Time 35 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 work.
<b>Duration of post:</b>	This post is offered on a fixed term basis. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.
<b>Closing Date:</b>	<b>Sunday 1<sup>st</sup> June 2025</b>
<b>Interviews:</b>	<b>Week commencing 2<sup>nd</sup> &amp; 9<sup>th</sup> June</b>

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)  
Completed applications 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.

### TERMS OF REFERENCE

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.

### 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 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.