



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

Recruitment Pack

Director of Development &
Income Generation



A warm welcome from our CEO

Thank you for your interest in joining The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT) at this pivotal time for nature. We are looking for an exceptional leader to help drive our nature recovery vision forward - to protect and restore wildlife on a grand scale across our region, creating a wilder future for us all to enjoy and benefit from.



Dr Tom Burditt

As the pressures on our natural world grow, so too does our ambition. We are expanding our reach, deepening our impact, and strengthening our organisation to ensure we can meet the challenges ahead.

To do this, we need bold, strategic thinkers who are ready to lead and inspire, and to work in partnership with others, in order to make a difference - not just for wildlife but for our 5 million inhabitants.

If you share our passion for nature and have the skills, vision, and drive to help lead the Trust into our next chapter we would love to hear from you; and hopefully one day soon we'll be welcoming you into our team.

Tom

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.



About the role

The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT) is leading the way in tackling the challenges affecting nature in the North West and in bringing wildlife back to our communities, land and seas so that we can all enjoy and benefit from it. Our Director of Development and Income Generation is a crucial role, right at the heart of our ambitions to ensure that 30% of our land and sea is in nature recovery by 2030, and that in 1 in 4 of our population – of nearly 5 million across two globally recognised city regions and the natural and social powerhouse of Lancashire – are inspired and able to take action for nature. With major media organisations and corporates headquartered in our region, a strong culture and history of social activism and the arts, pioneering urban nature conservation activity, and entrepreneurial farming and health sectors, the opportunities to drive support, income, member and nature reserve visitor growth is unparalleled: challenging yes, but also incredibly exciting!

You will lead an exceptional team to build support for our cause and to create innovative ways of ensuring we have the financial resources to deliver for nature across the region. You will design and implement a high-value fundraising strategy that includes trusts, corporates, green finance, community fundraising and high value donors. You will ensure that we have the right fundraising systems, processes, and policies in place, whilst working with the leadership team to foster a fundraising culture and convert opportunities into tangible outcomes. You will play a pivotal role in setting and achieving ambitious income targets, collaborating closely with your fellow Directors and Heads of Department to plan major income generating bids, projects, appeals and pitches. Your team will tell our stories and capture the excitement of our work for wildlife in a way that enhances our reputation and enables us to become respected, trusted and loved across our region and beyond: so that everyone can appreciate our mission and organisation, and be inspired to support our work: whether through joining us, taking action for nature, promoting our work, volunteering, spending money with us or helping to raise funds that maximise our impact.

You will understand and build our audiences (both existing and new); and oversee our brand, visual identity and communications, balancing the needs for compliance with innovation, creativity and ideas that will build the biggest possible base of support for our work and from it, the financial income we need to do even more: from the communities and businesses who support us to the hundreds of thousands of visitors to our nature reserves.

Your team covers:

- Fundraising and income generation – especially charitable and unrestricted fundraising
- Corporate sponsors, donors and buyers; individual donors, high net worth individuals, community fundraisers and legacies
- Green finance
- Membership, Audience insights and support, Impact monitoring
- Ambassadors and Advocacy
- Marketing, brand and visual identity, across our charity and trading subsidiary Lancashire Wildlife Enterprises Limited (LWEL)
- Visitor experience and interpretation, particularly at our main visitor hubs of Brockholes, Mere Sands Wood and the Bolton Park Cafes
- Communications across website, print, social media, and publications
- Campaigns
- Crisis management, PR and reputation

You will have a close working relationship with our Head of Commercial and with the Board of Lancashire Wildlife Enterprises Limited who run and oversee our catering, retail, and conference/events business activity and you will inspire and enable our wider staff, volunteer and ambassador team to help in this work.

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

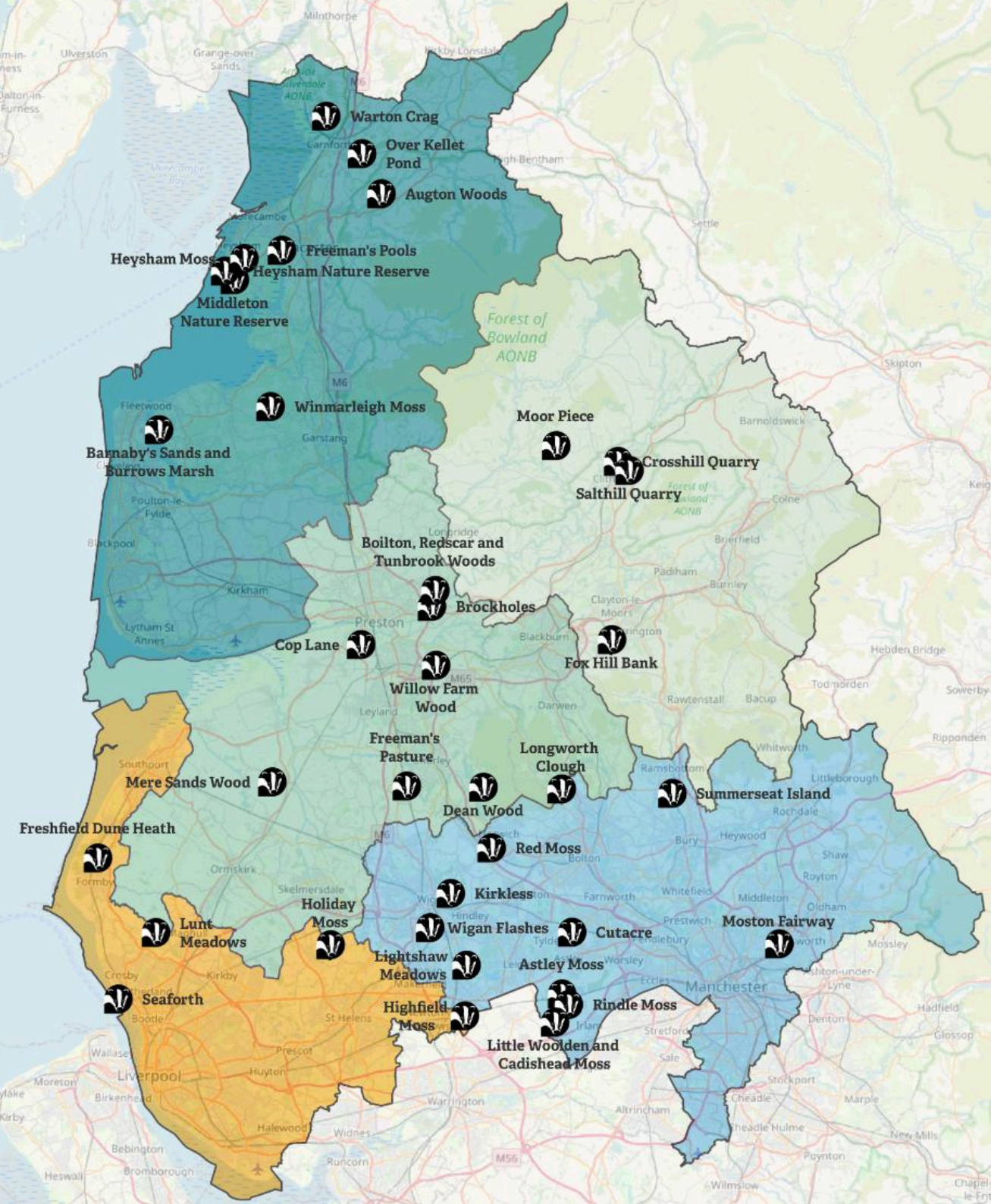
Our Nature Reserves

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

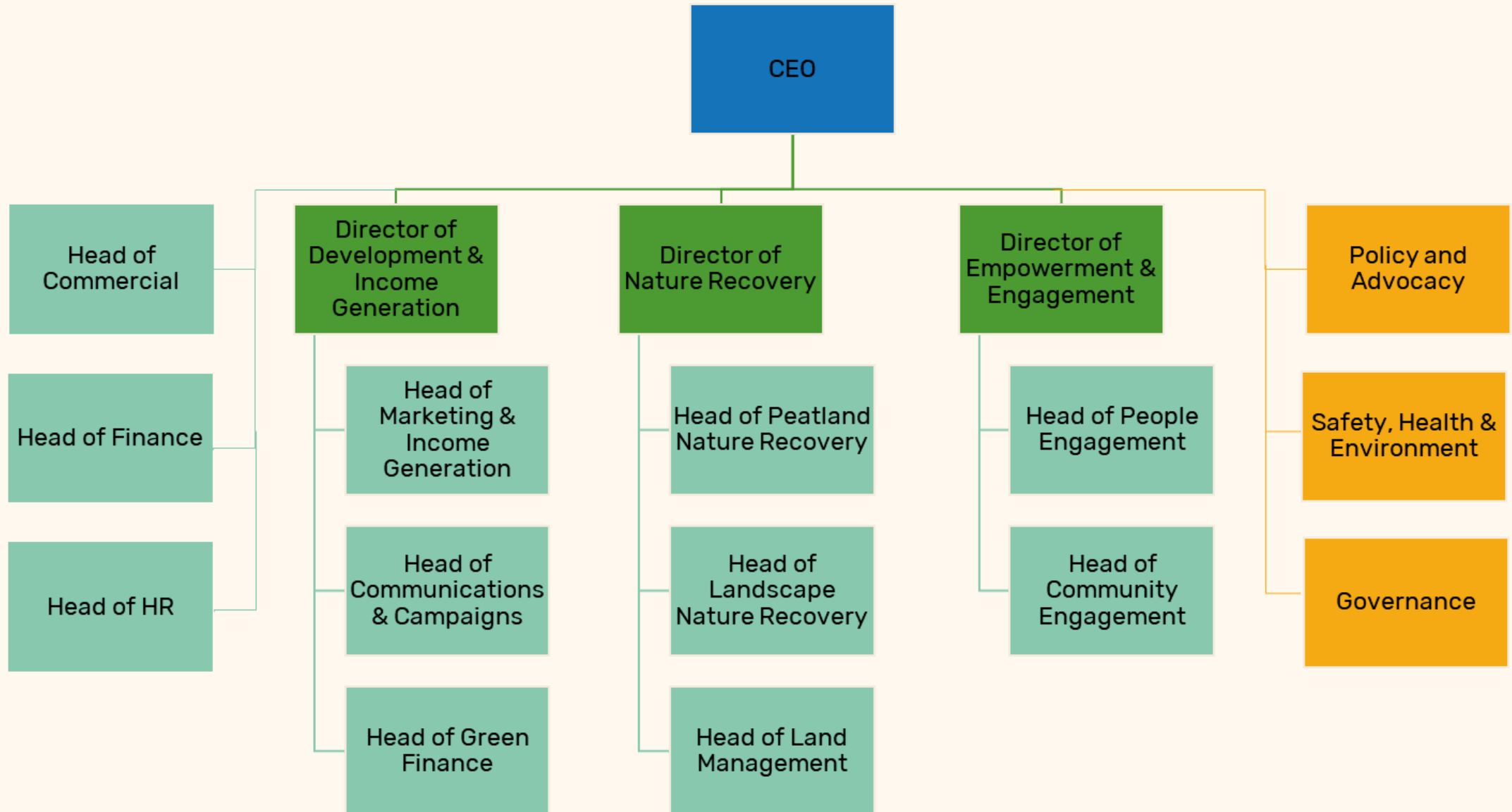
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

Passion

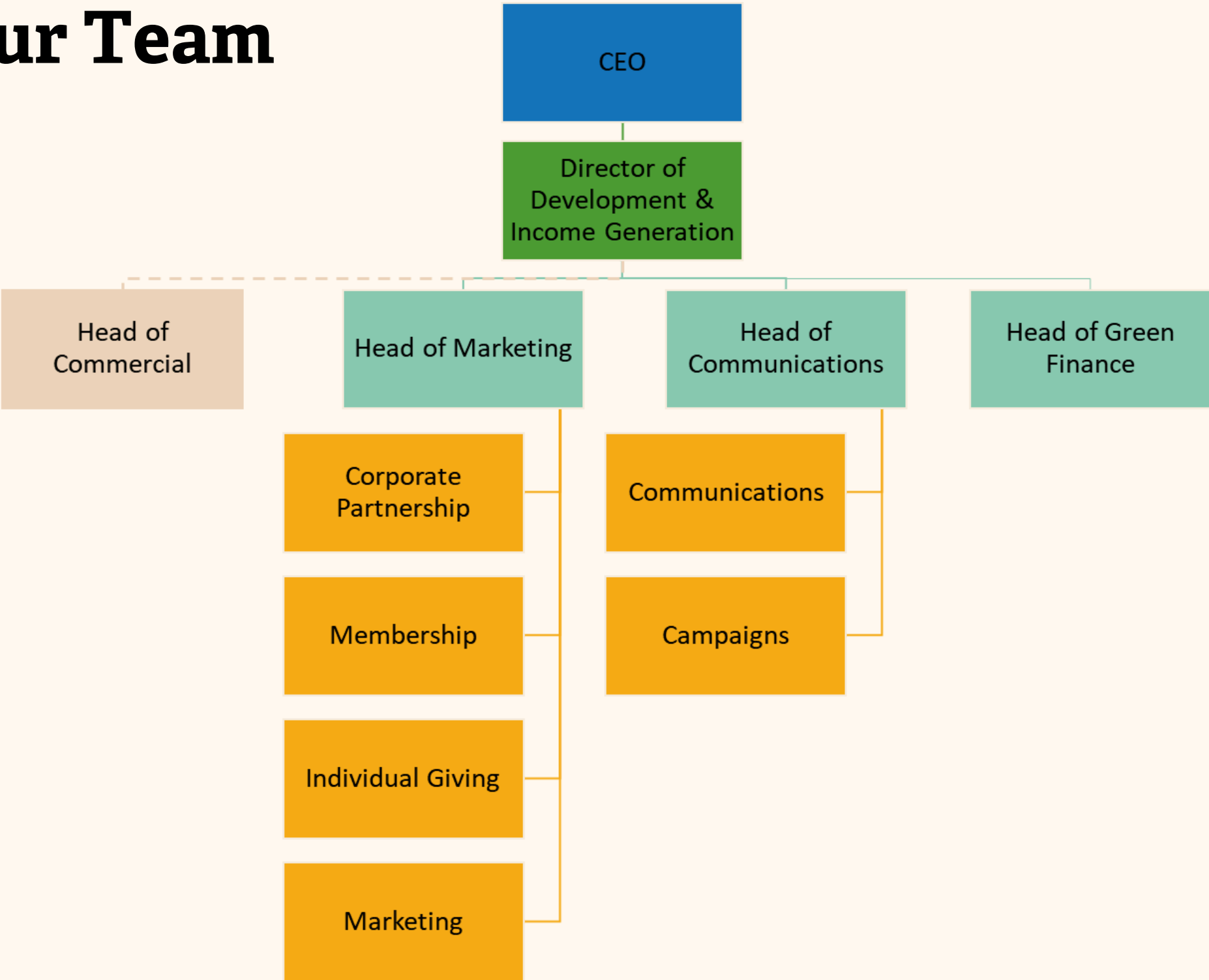
Passion drives every LWT team member. Whether it's a love for wildlife, a desire to make a meaningful difference, or a commitment to inspire others, passion is at the heart of everything we do - and we have it in abundance!



Our Organisation



Your Team



Job Description

Post Title:

Director of Development & Income Generation

Responsible to:

CEO

Responsible for:

Marketing, Communications, Income Generation, Visitor Experience and Green Finance

Location:

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY
(Hybrid working available)

Hours of Work:

35 hours per week

Salary:

£ 57,717.00 per annum

Duration of post:

Permanent

Scope of Role:

- People Span: 20+
- Budget Responsibility: £2-3m
- Project Sponsor/Lead: up to £5m

PURPOSE OF POST

To lead the delivery of The Wildlife Trust for Lancashire, Manchester and North Merseyside's (LWT's) strategic objective of ensuring that we have both the financial resources and supporter base needed to deliver for nature across the region. This role will also ensure that the LWT's brand, visual identity and communications enhance our reputation and engagement with key audiences.

As a member of the Senior Director team, this role will contribute to LWT's overall leadership and may, at times, represent the CEO both internally and externally.

KEY ROLES AND RESPONSIBILITIES

Strategic Leadership

- Develop and lead an ambitious income generation strategy that secures diverse and sustainable income streams, including corporate partnerships, major donors, individual giving, community fundraising and green finance development.
- Lead and oversee the development of marketing, communications, supporter engagement and visitor experience strategies and growth plans, ensuring alignment with LWT's mission and values.
- Strengthen LWT's brand and reputation through impactful storytelling, media relations and digital presence.
- Work collaboratively with senior colleagues to drive organisational success beyond direct area of responsibility, including that of the commercial trading subsidiary Lancashire Wildlife Enterprises Limited (LWEL).
- Ensure that the teams reporting to you and directly responsible for delivery of the strategic area under your span have the resources, skills and positive team culture to deliver results.

Financial management

- Ensure the financial resources required to support both charitable and internal operations.
- Develop, monitor and deliver ambitious yet achievable budgets, for areas of responsibility.
- Share expertise and best practices in fundraising and income generation across LWT.
- Oversee and sponsor large scale projects, programmes, funding proposals and corporate pitches as required.
- Ensure systems are in place for team members to develop and market green financial products such as Biodiversity Net Gain, Carbon Offsetting, Natural Flood Management, Conservation Credits and Nutrient Neutrality Schemes.

Advocacy and stakeholders

- Act as a key external advocate for LWT and for your strategic area by leading, chairing and participating in relevant partnerships, conferences and events.
- Identify, build and nurture relationships with high-net-worth individuals, corporates, funders and ambassadors.
- Lead or support team members where appropriate, with the negotiation and securing of contracts with purchasers of Green Finance products.

Monitoring and evaluation

- Build evidence and internal learning that supports, sustains and enhances our work and reputation in your strategic area, based on knowledge gathering, external evidence and academic partnerships, coupled with robust evaluation of our programmes and practical case studies.
- Ensure that appropriate KPIs and impact measures for our marketing, income generation and communications are set, collated, and evaluated in a way that creates a culture of continuous learning and improvement.

Compliance and risk

- Ensure that all people and procedures under your directorate are fully compliant with LWT policies and procedures, and with external legislation, including Health and Safety, Fundraising regulations, PCER, GDPR and Access Legislation.
- Ensure that long term risks and opportunities are identified, regularly reviewed and mitigated for your areas.
- Oversee LWT's crisis communications plan and be a member of the emergency incident team.
- Ensure that legal agreements and contracts for Green Finance and funding initiatives are in place and properly managed.

Other Specific Roles and Responsibilities

- Act as an ambassador for LWT, forming and maintaining positive relationships with volunteers, members and other organisations and promoting membership wherever possible.
- Attend LWT Trustees Council, reporting to them on areas under your directorate.
- Co-chair the Development and Income Generation Committee.
- Represent LWT in The Wildlife Trusts federation meetings, on specific areas relevant to your directorate.
- Act as a director of LWT's trading subsidiaries or external legal entity partnerships and hosted companies in which we hold membership, as required.
- Develop programmes that promote diversity, strengthen communities and support inclusion.
- To uphold the working values and expectations of the Lancashire Wildlife Trust.

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

- Proven track record of strategic leadership in fundraising, marketing, or communications, including strategic planning, budgeting, risk management, and governance, with strong numeracy skills and experience in compiling and coordinating complex budgets.
- Extensive experience of leading and developing high performing teams.
- Demonstrable experience in engaging, building and maintaining strategic partnerships, both internally and externally across a range of organisations.
- Advocacy and influencing at a high level, building external relationships and ambassadors that will embed the Wildlife Trust's work at a leadership and strategic level.
- Experience of negotiating and securing gifts, grants and contracts at £100k and above.

Desirable

- Experience of writing and securing successful funding applications and pitches of c £1 million.
- Experience in managing crisis communications, working with the press and social media in a leadership capacity.
- Experience using CRM systems, digital analytics and social media management tools.
- Experience with managing or leading commercial visitor operations / visitor experience.

KNOWLEDGE

Essential

- A degree or equivalent qualification and/or experience in a relevant discipline.
- Good knowledge of fundraising compliance, GDPR and data protection regulations.
- Familiarity with audience insights and supporter development strategies.

Desirable

- Knowledge of nature-based solutions, green finance products (including contracts and marketing) and Corporate Social Responsibility / Sustainability reporting and funding.
- Understanding of emerging trends in fundraising, digital marketing and donor engagement.
- Strong understanding of nature conservation or working within the charity sector.

SKILLS

Essential

- Ability to collate, analyse and evaluate audience insights to enhance impact, efficiency, support and income.
- Strong negotiation and relationship building skills, with the ability to quickly establish trust and foster collaborative working.
- Effective project management skills, including the ability to organise and prioritise diverse work programmes effectively simultaneously, often to tight deadlines, and monitor outcomes
- Able to work in an agile way, both independently and as part of a leadership team across LWT.
- A talent for thinking and working in a flexible, innovating and creative way.
- Strong IT and presentation skills, with the ability to communicate and promote activities and key messages, as well as preparing concise and effective reports and documents.
- Full clean driving licence and access to a car with business use insurance, or a proactive and confident approach to active travel. Travel around the region will be required.

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- An inspirational leader who can motivate, engage and empower teams, supporters and stakeholders.
- Strong commitment and enthusiasm to nature recovery, environmental sustainability and climate action in general, particularly aligned with the aims of LWT.
- Commitment to equality, diversity and inclusion, fostering a culture of accessibility and belonging.

General Terms & Conditions

Holidays:	28 days per annum (increasing with length of service), plus bank holidays.
Pension:	The Trust contributes to the NEST Pension Scheme. Full details will be provided.
Hours of Work:	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.
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 29 th June 2025

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
Completed applications 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.

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.