



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

Recruitment Pack

Director of Engagement &
Empowerment



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 and for our relationship with it.

We are looking for an exceptional leader to help drive our engagement and empowerment vision forward- to make sure that people are able to feel connected with nature, wherever they live and work and for 1 in 4 of our population to take positive action for our wildlife. 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 the nearly 5 million people who live and work in our region so that all of our quality of life improves.

If you share our passion for engaging people with the natural world and for the grassroots action and you have the skills, vision, and drive to help lead the Trust into our next chapter we would love to hear from you. Hopefully one day soon we'll be welcoming you into our team.

Tom



Dr Tom Burditt

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

As Director of Engagement and Empowerment at the Wildlife Trust for Lancashire Manchester and North Merseyside you will be overseeing groundbreaking and multi-award winning people engagement work at one of the most innovative and dynamic Wildlife Trusts in the country. You will lead our mission to ensure that all people across our geographical area are better connected with nature in their lives; that they have access to nature and green places wherever they live; and helping to enable at least 1 in 4 people take meaningful action for wildlife and climate in their local area. You will steer our engagement and empowerment strategy and ensure that we have the stakeholder relationships, partnerships and financial resources in place to deliver our ambitious targets. You'll design and implement monitoring systems to record, evaluate, and communicate to continuously improve our impact.

We are one of the Wildlife Trusts that has pioneered green social prescribing. Our nature and wellbeing work is now well established, delivering exciting programmes in communities from Morecambe Bay to Manchester and within many of the mill towns and cities of central and East Lancashire. Building on direct commissions and partnership bids with the NHS, probationary services, social housing providers and others our work is providing the core of ongoing engagement activities with, by and for diverse local communities. From sand dunes, salt marsh and sea grass beds on our coast, to providing bog plants for moorland restoration, restoring coal mining landscapes, woodlands and urban parks, undertaking citizen science monitoring and reintroducing species, we are leading experts in how to ensure that our communities, programme participants and volunteers deliver impactful, real and valuable nature recovery.

Each year many thousands of schoolchildren come to our nature reserves for educational visits; we deliver accredited Forest School training to hundreds of trainers and facilitators and teachers; and our NatureWorks team improves school grounds and other spaces for wildlife and as spaces for nature engagement. How can we expand on this work to further inspire, empower and enable people of all ages and backgrounds to take action for nature where they live, work, play and study? How can we facilitate and improve visitors' experiences to our nature reserves in a way that is as impactful as possible, for them, for our organisation and for nature activism? And how can we run and influence wider campaigns and programmes that change behaviours of our residents in a way that supports wildlife, our charity and its mission that 30% of land and sea be in nature recovery by 2030? These are questions which we want you to help answer, implement and lead for.

You'll be a member of our Senior Leadership Team, leading beyond your own team, most particularly as the Senior Leader for the Equality, Diversity and Inclusion of our organisation. We're committed to working inclusively and collaboratively: you'll be responsible for embedding changes to how we work to address key barriers and opportunities that will take us on a journey to becoming more diverse and inclusive, creating and delivering measurable strategies to increase the diversity of representation not only in our outreach activities, but also for our employee, volunteer and skills pipeline.

We'll also want you to build on the grant fundraising and income generating expertise and experience of your teams, and work with your fellow directors to build sustainable financial models that underpin your team's delivery, enabling them to flourish and expand their impact. You'll sponsor projects, develop programmes, support fundraising bids, build lasting partnerships and relationships. The role also sets the culture and leads the staff responsible for the management of over 1000 of our wonderful volunteers, as well as Local groups, youth volunteering and youth activism. We want you to continue to encourage and develop new ways and models for our increasingly broad range of supporters to take action for nature. It's an exciting time!

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 nature recovery work includes land management on our own land as well as delivering with and for others on their land, 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 Nature Tots sessions and Health and Wellbeing delivery.

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

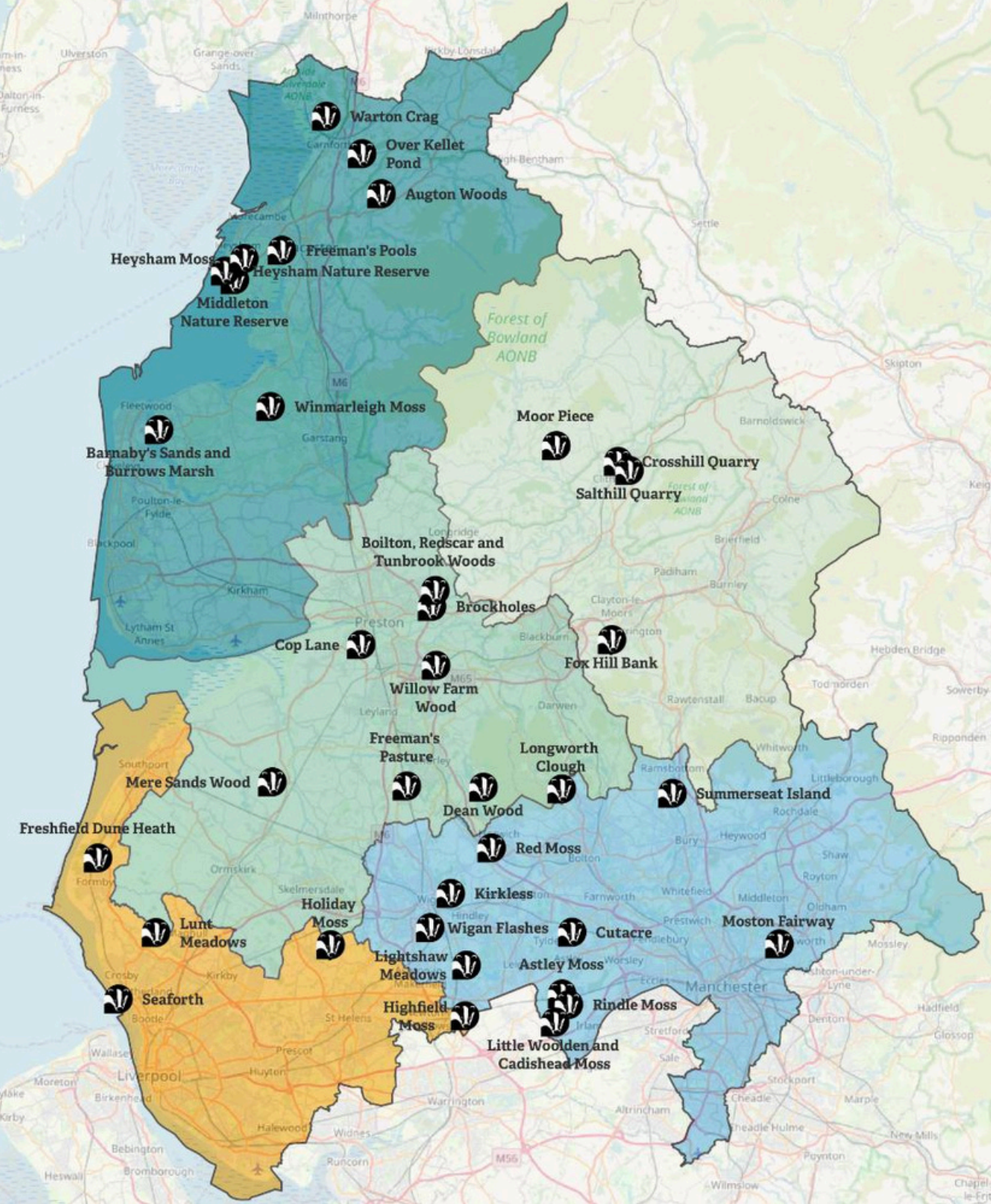
Our Nature Reserves

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

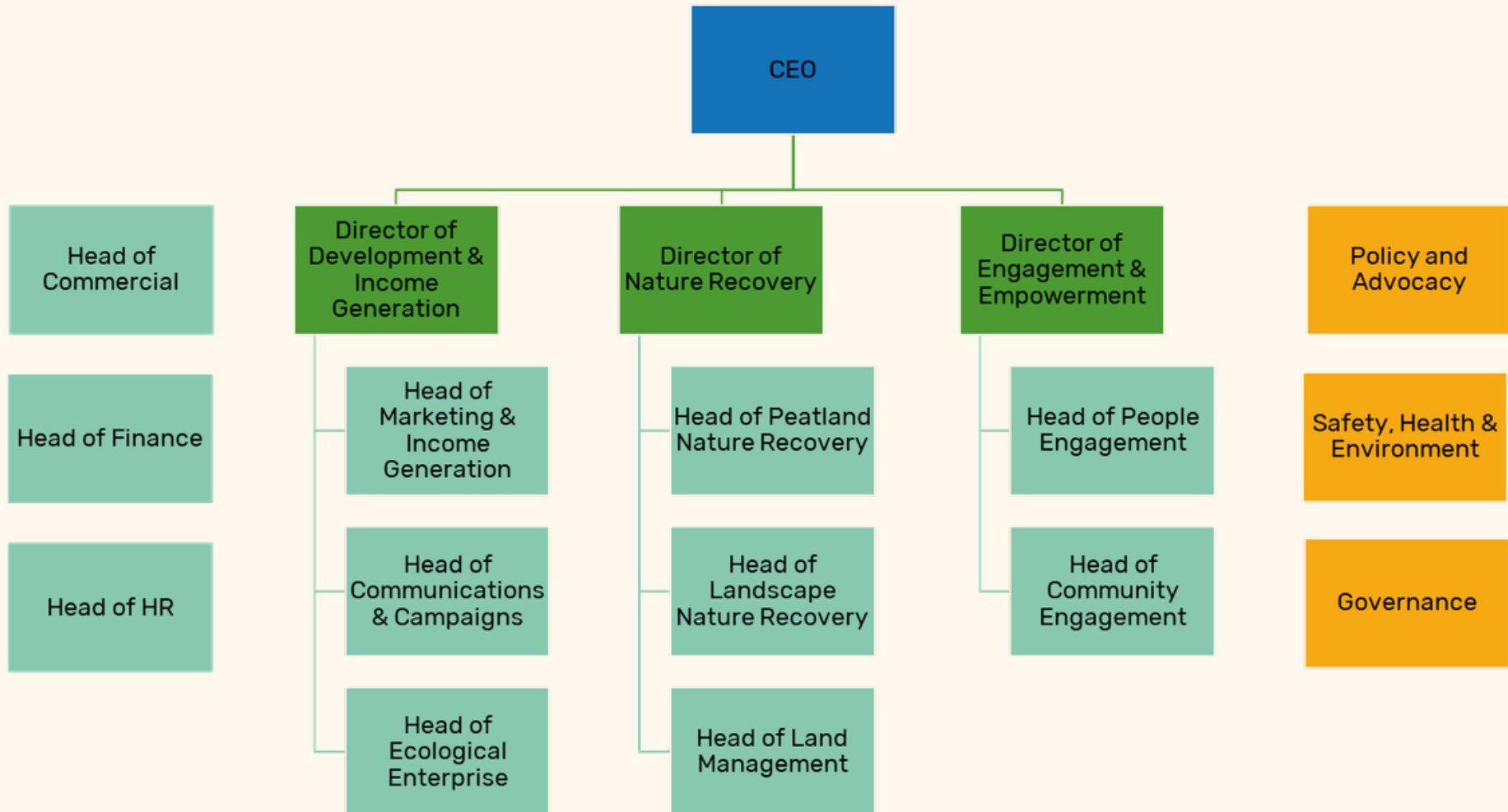
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

Passion

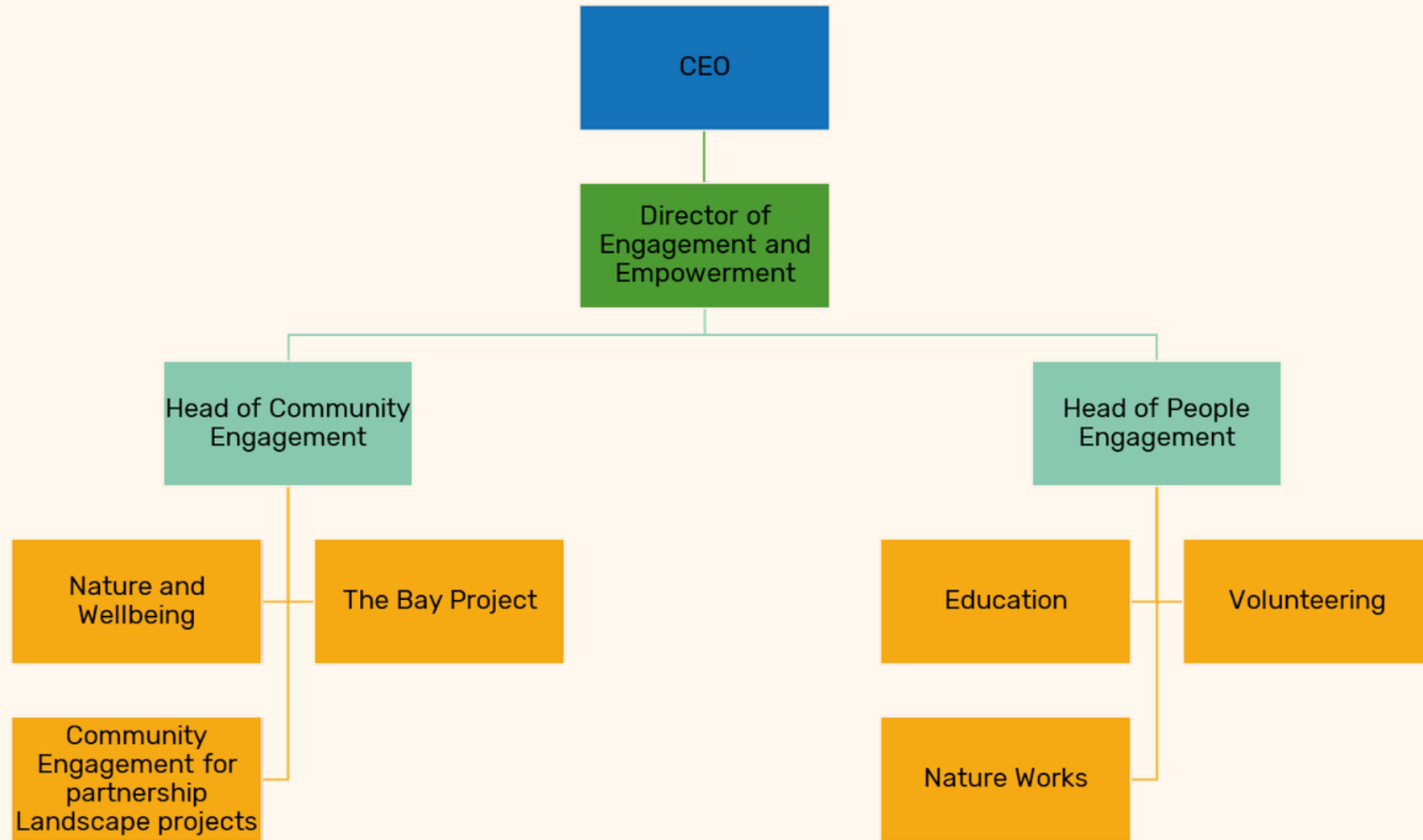
Passion drives every LWT team member. Whether it's a love for wildlife, a desire to make a meaningful difference, or a commitment to inspire others, passion is at the heart of everything we do - and we have it in abundance!



Our Organisation



Your Team



Job Description

Post Title:

Director of Engagement and Empowerment

Responsible to:

Chief Executive Officer

Location:

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

Hours of Work:

35 hours per week

Salary:

£ 50,179.00 per annum

Duration of post:

Permanent

Scope of role:

- People span-c50 (up to 5 direct reports)
- Operational budget responsibility of £2-3 million
- Project sponsor/lead up to £5mn

Other:

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

PURPOSE OF POST

To lead the delivery and achievements for the Trust's strategic objective to ensure that people are better connected with nature in their lives, and that 1 in 4 are able to take meaningful action for wildlife and climate.

To lead and oversee our work in the specific fields of nature and wellbeing, community engagement and organising, youth voice and volunteering, education, visitor engagement. You'll work with colleagues to support advocacy, campaigns, and wider stakeholder engagement.

You'll ensure your teams work safely, compliantly, inclusively and have the finances in place to sustain and expand impact.

As part of the Senior Leadership team this role leads the organisation beyond its own direct portfolio, in particular Equality, Diversity and Inclusion (EDI), and impact reporting.

KEY ROLES AND RESPONSIBILITIES

Strategy and Leadership

- Be the lead for your strategic area across the Whole Trust, not just within those teams directly reporting to you.
- Ensure that the teams reporting to you and directly responsible for delivery of this strategic area under your span have the resources, skills and positive team culture necessary to do their job.
- Ensure that the Trust has the necessary plans and strategies in place to deliver your strategic area, for instance the Engagement and Empowerment Strategy; and more detailed strategies for Arts, Culture & Creative; Community, Education, Volunteering strategy, Youth Engagement, and relevant sections of the Business Plan.
- Lead on Equality, Diversity and Inclusion and represent EDI internally and externally, and lead the delivery of an organisational Strategy and Action Plan to ensure all staff and volunteers deliver activity that is fully inclusive and accessible to a wider audience; and to be a point of escalation for complaints/concerns in this area.

Financial management

- Secure the financial resources required to deliver our Engagement and Empowerment objectives; and working with your other directors to promote income generating activity for your area including consultancy, contracts, partnerships, commercial activity, and grants.
- Ensure that appropriate and stretching budgets for your area are put together and delivered, monitored and met.
- Provide expertise, support and best practice in grant fundraising to your team and across the organisation to maximise funding opportunities and increase success rates.
- Attend and participate in Finance Committee and play an active role across the organisation to ensure staff, especially Senior Managers, have the confidence and skills to support your team's work.
- Directly oversee and sponsor extra large projects and programmes for your area as required, up to £5mn lifetime value.

Advocacy and partnerships

- Be an external advocate for your strategic area: leading, chairing and participating in relevant external partnerships; and liaising with a wide range of funders, agencies, organisations and networks to further the work of the Trust with regard to Community Engagement and Empowerment, Measuring Actions for Nature, Equality, Diversity and Inclusion, Education, Nature and Wellbeing.
- Provide leadership and management (and to be a director if required) of subsidiary trading companies and/or hosted organisations relevant to your area of responsibility.
- Act as the lead contact for key grant-awarding bodies.

Monitoring and evaluation

- Design and implement processes to build evidence and internal learning that supports, sustains and enhances our work and reputation in your strategy 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 people engagement and empowerment work are set, collated, and evaluated in a way that creates a culture of continuous learning and improvement.
- Advocate our research and evaluation findings and build track record in this specialist area.
- Champion EDI through monitoring and evaluation that can advocate to others how organisations can become more diverse and inclusive through robust evaluation of activities we deliver.

Compliance and risk

- Ensure that all people and programmes of work under your directorate are fully compliant with Trust policies and procedures, and external legislation, including Health and Safety, safeguarding, GDPR and Access Legislation.
- Have direct responsibility for our Safeguarding lead and ensure Safeguarding is closely monitored and all incidents are dealt with effectively and reported upon to the Safeguarding Sub Committee.
- Maintain appropriate and up to date Trust policies and procedures for your areas of responsibility.
- Ensure that long term risks, compliance requirements and opportunities are identified, regularly reviewed and mitigated for your areas, in particular those of the two independent grant making charities that the Trust manages, that require their own governance, risk register, policies and procedures as required in addition to following LWT requirements.

OTHER SPECIFIC ROLES AND RESPONSIBILITIES

- Uphold the working values and expectations of Lancashire Wildlife Trust.
- Work as part of a team alongside staff and volunteers as required.
- Attend LWT Trustees Council, reporting to them on areas under your directorate
- Co-chair Engagement & Empowerment Committee.
- Represent LWT in The Wildlife Trusts federation meetings on specific areas relevant to your directorate.
- Occasionally deputise for the CEO as required.
- Carry out other duties relevant to your post as reasonably required by your line manager.

Person Specification

EXPERIENCE

Essential

- Proven experience in programme development, management and co-ordination, including budget, time & risk management, and governance
- Experience of working on a variety of projects that inspire people, about the natural world, including project monitoring and evaluation
- Worked at Head of Department level or equivalent
- Advocacy and influence at a strategic level: building external relationships and partnerships that will embed our work at a strategic level
- Experience of writing successful funding applications and pitches (£1mn+)

Desirable

- Chairing / leading partnership boards
- Experience and understanding of stakeholder engagement and social impact principles, ideally SVI Social Value Practitioner trained, or willing to undertake training once in post
- Experience with strategic marketing and communications as well as working directly with press and other media, and social media

KNOWLEDGE

Essential

- Knowledge of delivery of the following sectors: nature and health/wellbeing, community engagement/organising, volunteering and environmental education
- Nature recovery techniques and principles
- A good understanding of health and safety issues, risk assessments and safeguarding
- Project monitoring and evaluation techniques
- An understanding and commitment to the principles of equity, inclusion and accessibility; and how to deliver positive change in the workplace

Desirable

- An understanding of Placemaking concepts, to support our mission to build connection between communities and green spaces
- Contracts, service contract/ level agreements and partnership agreements

SKILLS

Essential

- Excellent people management, performance management and personal development skills
- Excellent communication skills, both verbally and in writing, with the ability to speak clearly and confidently to a wide range of audiences
- Negotiation skills and the ability to build up trust and relationships quickly in order to work effectively as a collaboration
- Effective project management with proven ability to organise and prioritise diverse work programmes effectively simultaneously, often to tight deadlines, and monitor outcomes
- Ability to work independently using own initiative and co-operatively as part of a team, as well as demonstrating leadership skills
- Good IT and presentation skills with the ability to communicate and promote activities and key messages, as well as preparing concise and effective reports, technical, strategy and evaluation documents
- Full driving licence and access to a car with business use insurance, or a proactive and confident approach to active travel. Travel around the programme area will be required

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work, volunteers and partners
- Commitment to the Trust's policy on Equality, Diversity and Inclusion
- Ability to inspire others and generate support, action and empowerment
- Ability to maintain high levels of professionalism, enthusiasm and motivation of self and others
- Ability to be innovative, flexible and respond to changing situations and opportunities
- A strong affinity and passion for the environment, and how nature based solutions can address society's problems

General Terms & Conditions

Holidays:	28 days per annum (increasing with length of service), plus bank holidays, pro rata for part-time employees.
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:	Wednesday 29th April 2026
Interviews:	Friday 15th May 2026
Second stage Interviews:	Friday 22nd May 2026

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.