



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

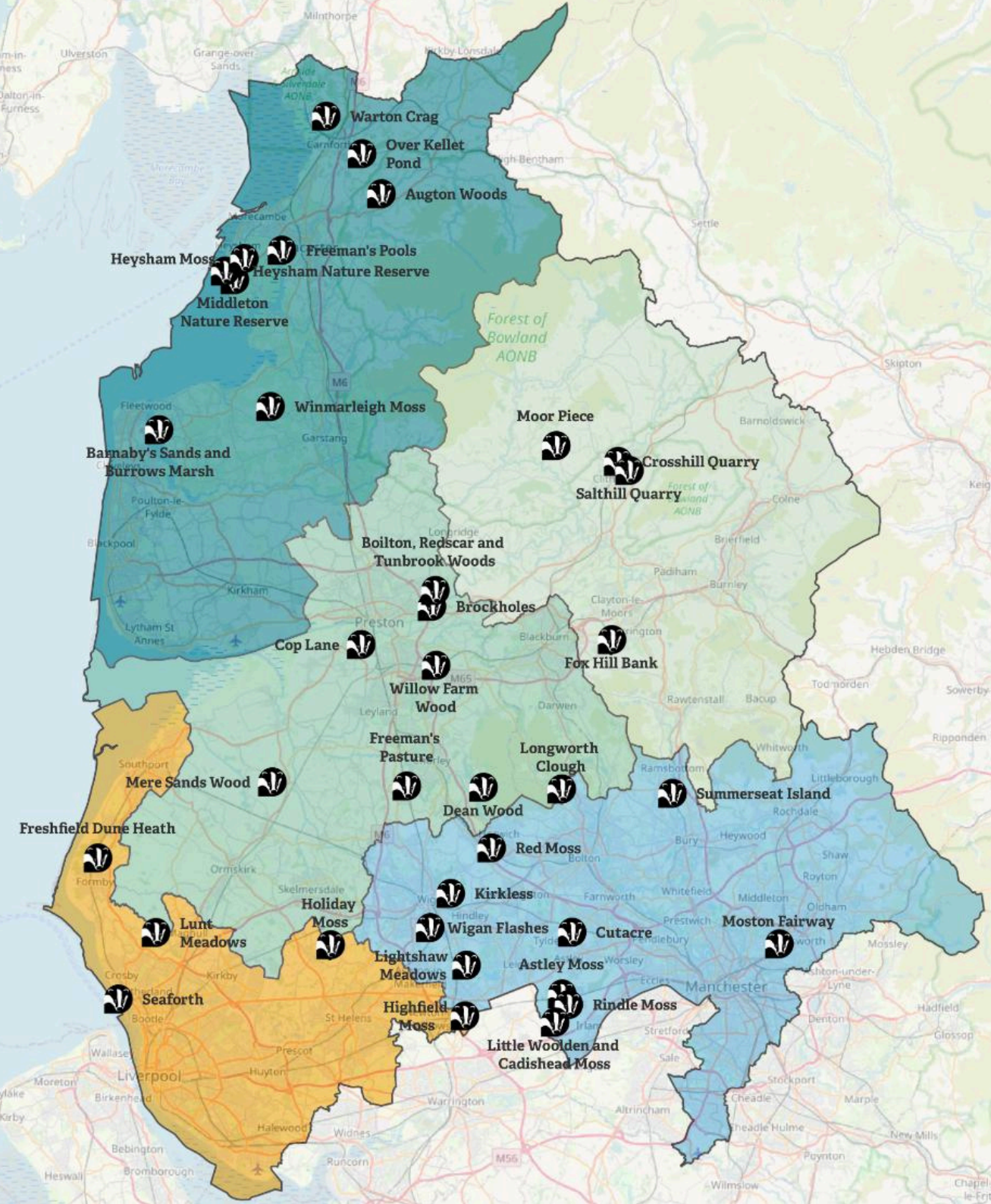
Our Nature Reserves

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

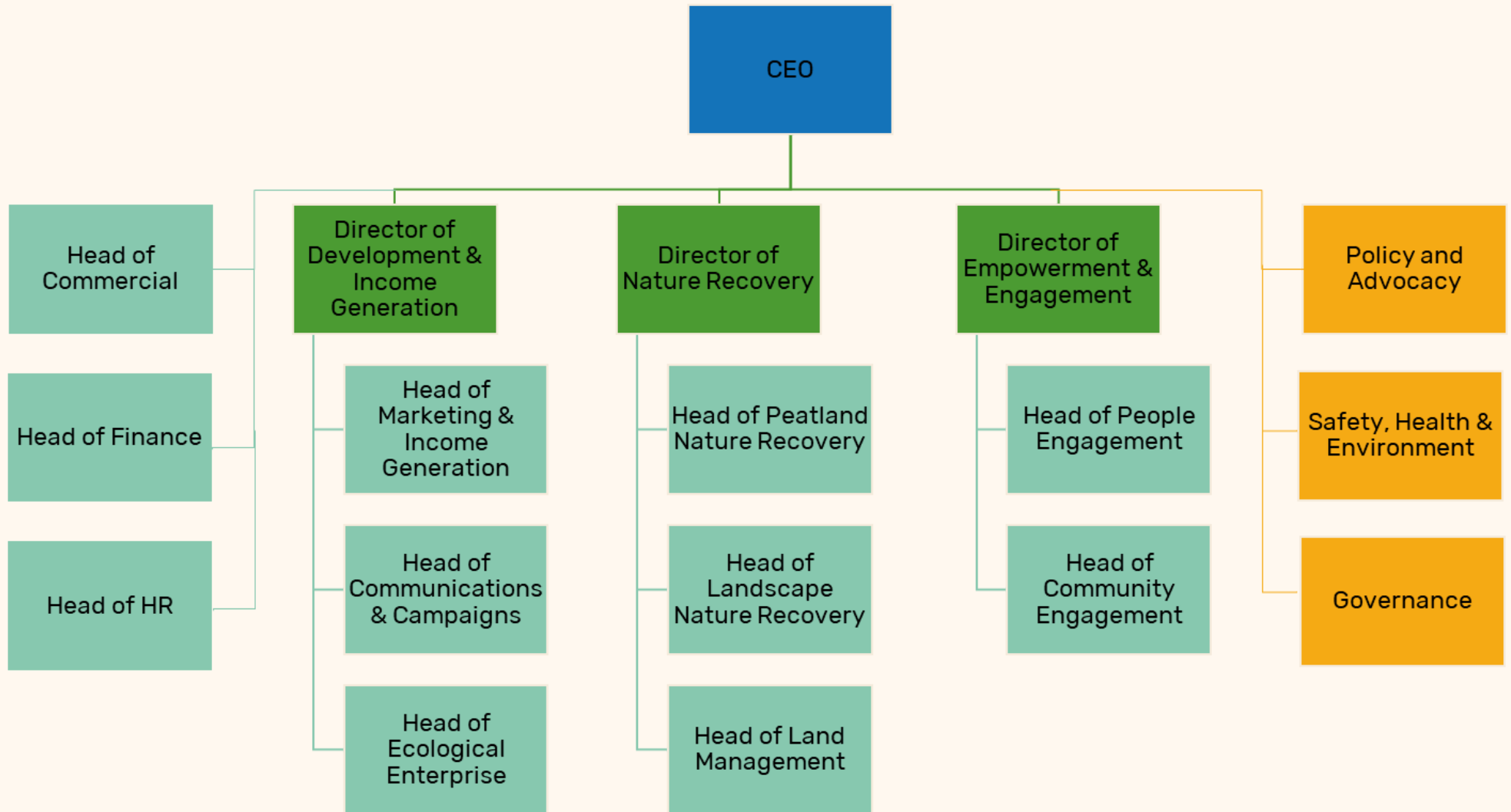
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

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



Job Description

Post Title:

Events & Conference Manager

Responsible to:

Head of Commercial

Responsible for:

Events Assistants, Volunteers, Father Christmas and Events contractors

Location:

Brockholes Nature Reserve, Preston
New Rd, Samlesbury, Preston PR5 0AG
with regular travel to other sites.

Hours of Work:

35 hours per week

You will be required to work regular early mornings, evenings and weekends to meet the needs of the business and to conduct show arounds.

Salary:

£ 29,203.53 per annum

Duration of post:

Permanent

Other:

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

PURPOSE OF POST

Our wide network of nature reserves offer a unique and inspiring setting for events, conferences & meetings. As Events & Conference Manager, you'll lead the growth and delivery of our commercial events programme, from corporate conferences and meetings to the imaginative family orientated events and activities that bring our sites to life.

Around half of your time will be spent dreaming up, planning and delivering engaging events and activities.

Roughly 40% will be spent growing our conference business, building relationships with new and existing corporate clients and converting enquiries into bookings, weddings will then make up a smaller part of the role (around 10%)

We've recently secured Rock Hall, a new visitor centre, Cafe and events venue in Bolton. Building work starts this year, with the site expected to open within the next couple of years, and you'll play a key role in shaping what it offers as it develops, especially in its dedicated indoor and outdoor event, wedding and conference spaces.

KEY ROLES AND RESPONSIBILITIES

- Contribute to and deliver a sizable multi-site budget, target setting and ensuring we convert bookings to generate business and control costs to drive profitability.
- Represent LWT and LWEL externally with key corporate and partner organisations, driving relationships and partnerships to ultimately convert more income.
- Identify, negotiate and manage contracts with suppliers.
- Work to link up all bookable space within the Trust, with a focus on generating income from space we have.
- Deliver an exceptional customer experience all the way from client enquiry, to handing the event over to the ops team at our weekly function sheet meeting. This will be accomplished by your excellent interpersonal skills during booking and then working closely with the management at each site to ensure events are delivered flawlessly.
- Strategic management of your department; monitor trends, competitors and similar businesses and ensure our conference, event and wedding offering, remains competitive and constantly evolves in line with market trends.
- Proactively seek out new business opportunities with local and national corporate conferencing clients and identify areas of the events market that we should be pursuing. Along with the Head of commercial, write and deliver action plans to try secure new business that has been identified.
- Line manage a small team of part time and seasonal events assistants & volunteers, who help deliver and support our commercial event business and be the key coordinator for events contractors. This post also line manages Father Christmas.

Developing the Offer

- Work closely with the Head of Commercial and managers across our sites, to develop a constantly evolving business plan by increasing meetings, commercial events, conferences and weddings on site.
- Work as part of the senior commercial management team deciding how our facilities are equipped, so that these spaces can be best utilised and ensure these are constantly reviewed, so we maximise our occupancy levels.
- Assess all bookable space through the Trust, including reserves and outdoor space and propose options that will allow us to best use this space for commercial activity.

Operation & Relationships

- Create and standardise our show around process.
- Create a show around guide for managers on site, to enable them to conduct smaller show around visits and to allow them to take advantage of any walk in show arounds.
- Be present for all large conferences or high value bookings and to ensure we have a good relationship, and with the manager on site and ensuring events run smoothly.
- Build lasting relationships with local corporate clients do drive repeat business.

Marketing

- Work closely with the marketing department to drive awareness of our conference, event and wedding business.
- Input into the marketing activity plan for the year and ensure regular updates go out and that performance of marketing is monitored and altered as needed.
- Work closely with the marketing department to improve processes to track and report on enquiry source and conversion rates.
- Work closely with the marketing department to shape follow up communications and repeat bookings campaigns.
- Look after online web page relationships with third parties, such as wedding and conference websites.
- Represent LWT and LWEL externally and seek out new partnerships for events, conferences and weddings.

The Catering Experience

- With the Head of Commercial and on site managers, assist in developing menus that reflect our values "Fair trade, organic, local etc"
- Ensure that all packages sold are profitable and fit "who we are".
- Assist in developing core menus and core offerings for conferences and weddings that are desirable, profitable, and standardised with a SOP pack for quality of presentation and ingredient quality.
- Work with marketing to drive membership via our conference and Wedding guests.

Develop new lines of income & Recognize opportunities

- Alongside the Head of Commercial, look for new bookable space to develop income, for example by running local markets, wedding fares etc.
- Look at other areas to capture bookings such as working closely with our marketing team.
- Monitor market trends and ensure you have a strategic plan to develop and keep your department and projects fresh and appealing.

Budget Management and financial performance

- With the Head of Commercial, write the budget for Conferencing and Events and regularly reforecast throughout the year.
- Monitor financial performance and take the actions necessary to achieve targets and deliver profit.
- Monitor and control resources, including any stock and equipment, maximising profitability, and minimising any potential waste.
- With the managers on site, input into the forecast for staff rotas and payroll costs and make sure they fit within budget.

Legal and Compliance

- Where your team lead on an event, ensure compliance with Food Hygiene standards and internal procedures to minimise risk to the public, staff and contractors.
- Ensure all conference, event and weddings have all legal compliance in place prior to taking place, and that relevant documents are completed appropriately, for example PAT tests for entertainment and public liability insurance.
- Carry out risk assessments for events, conference and events and ensuring rolling general risk assessments are up to date, regularly reviewed, and relevant.
- Ensure all third party bookings have a fully signed contract with T&Cs prior to arrival, and that the contracts are kept up to date.

General

- To carry out Duty Management cover at sites, when needed and in the absence of relevant managers, including the setup / delivery of smaller conferences events and restocking of front of house areas.
- When required, provide support for events, conference and wedding delivery, including, running events in the absence of the catering manager.
- 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 maintain confidentiality of all information and discussions.
- To carry out other duties relevant to your post as reasonably required by your line manager.

Person Specification

EXPERIENCE

Essential

- Working knowledge of the conference industry, including handling bookings via third party agents.
- Working within a competitive industry where first impressions matter and securing sales as early as possible is a key objective.
- Knowledge and background either running or planning events and conferences in a large environment.

Desirable

- Knowledge of the third sector, and the commercial relationship and how it forms part of a charitable organisation.
- Working with social media and liaising with marketing teams to drive footfall and enquiries.

KNOWLEDGE

Essential

- Skilled in microsoft programs, in particular Excel, with strong IT skills and comfortable using a range of bespoke online portals for reporting, budget management and web stock ordering.
- Insight into conference, Wedding, Event & catering trends.
- Knowledge of the Events and catering industry, 50% of your sales will be in this area.

Desirable

- Management qualification.
- Knowledge of Risk Assessments, Fire, Health and safety etc.

SKILLS

Essential

- Strong negotiation and influencing skills.
- Strong people skills and able to communicate effectively with a wide range of audiences.
- Able to build and maintain strong relationships, externally and internally.
- Numerate and able to produce accurate reports.
- Excellent standards of customer service and presentation.
- Strong organisation and planning skills.
- Previous experience with catering management systems.
- A full driving licence and access to your own vehicle.

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Passionate about delivering excellent retail, food and service.
- Highly driven and determined to achieve and exceed targets.
- People oriented with a positive attitude.
- Ability to work effectively under pressure.
- Excellent people skills enabling strong relationships externally and internally, to be built and maintained
- Hands-on can-do attitude.

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 4 months; in which time they are expected to demonstrate their suitability for the post.
Closing Date:	Sunday 9 th August 2026
Interviews:	Applicants will be invited to interview as applications are received, so early applications are encouraged.

We reserve the right to close this recruitment if it is deemed that we have received a suitable number of applications. On this basis we would advise that applications are submitted as soon as possible.

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.