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.

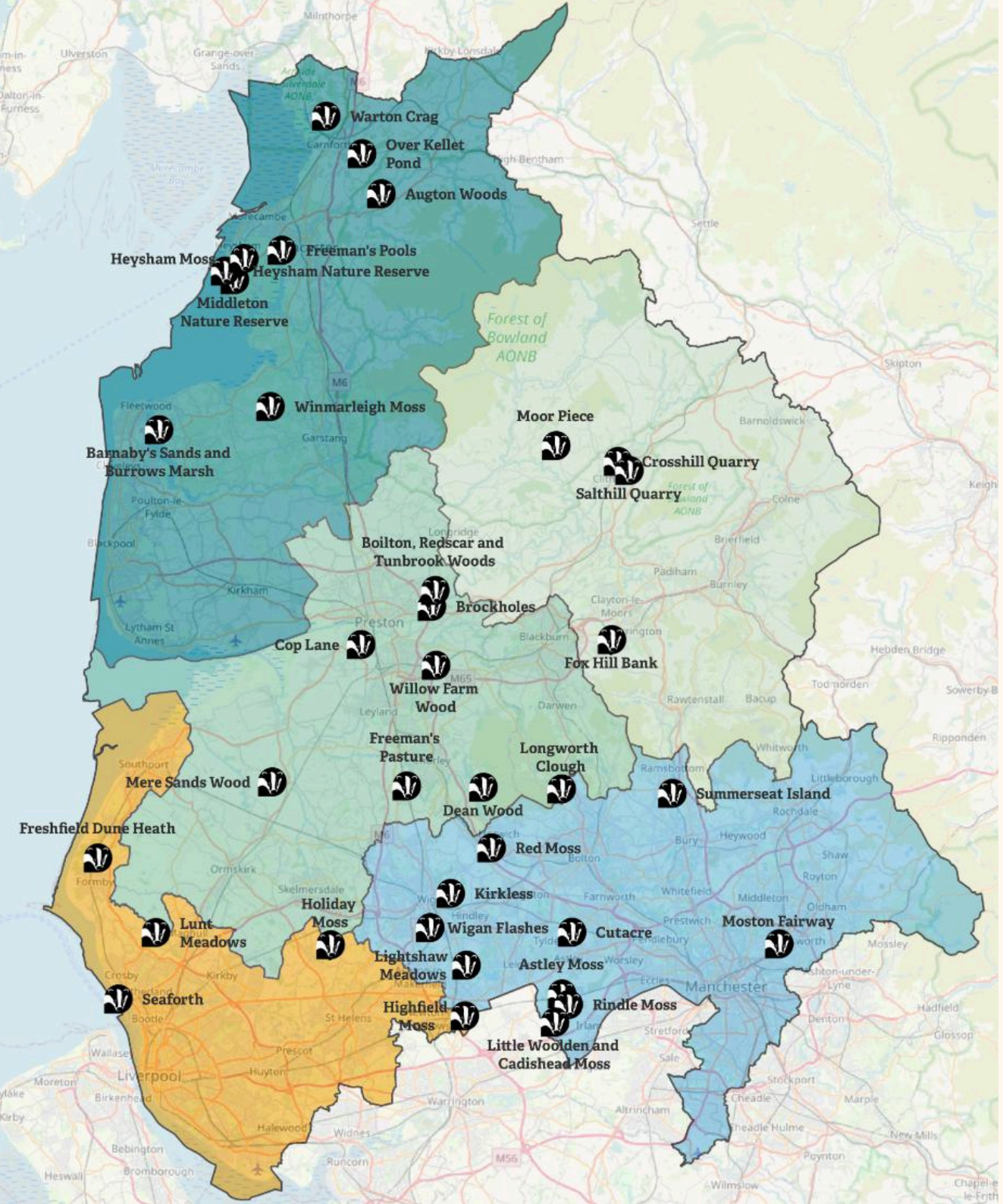
Our Work

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?

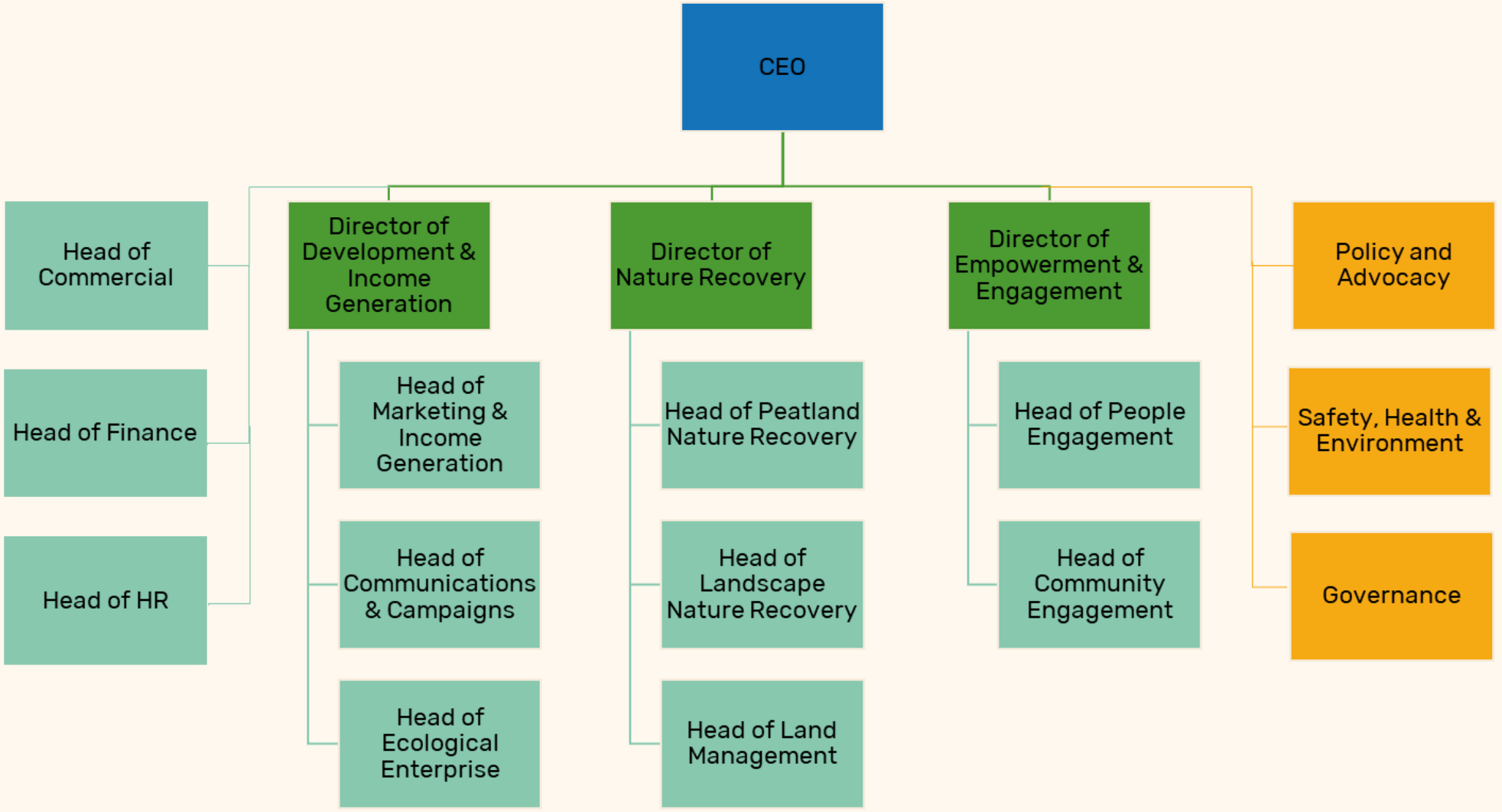
Integrity
Acting in the best interest of LWT and honouring our scientific foundations in every activity. Our approach is built on honesty, respect, and a commitment to the core objectives of the charity, as well as the wishes of our members and funders.

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



About the role

Nature Works is the commercial brand of the Wildlife Trust for Lancashire, Manchester and North Merseyside. Its purpose is to offer commercial/landowner services which deliver nature positive outcomes on land across our region. We work with a diverse range of businesses, including public sector, construction, farmers, public landowners and private estates with mixed land uses. Our services include ecological, environmental and land use surveys, land advice, appraisal of nature finance options, capital land management works and natural play and access improvements for schools and public spaces.

Many of these services are still in establishment phase and have grown up in different teams, each in its own way. We now need to build a sustainable business model for them, starting with nature positive land advice. Funding we have secured will support us to develop and pilot our land advice offer over the next 18 months, using our Land Advice Ladder to move from Bronze to Silver standard. The systems, evidence and processes you establish through this work will then be applied across all Nature Works services.

This is a role with real influence. You will gather and analyse evidence, form your own conclusions, and make recommendations to our Senior Leadership Team that will shape how the Trust works commercially for years to come. Some of those recommendations may be difficult. We want someone who will make them with confidence and then work alongside colleagues to put them into practice.

About You

You will be an experienced Business Manager, combining strong business development/marketing experience with critical thinking and the commercial acumen to assess market opportunities for our services. Some of our services are well established, some developmental, and you'll help us to define and target these services for relevant customers, and to develop profitable relationships.

You will enjoy establishing and managing delivery structures. For instance, you may previously have supported or established internal training systems or audit processes (for example ISO14001). The role will focus on leading us through a 'Land Advisory Service' (LAS) assessment tool, where you will audit performance and then set up systems to improve against identified LAS criteria.

You're comfortable turning data and information from many sources into clear recommendations, presenting them to senior leaders, and bringing colleagues with you as changes are put in place. Similarly, you will be able to judge where our own staff add most value and where working with partners or subcontractors gives landowners a better, more cost-effective service.

Experience of registering on approved supplier lists and or identifying and winning tenders would be helpful as you'll understand the documentation and systems that are needed. Linked to this, we are developing our quoting, contracts and due diligence processes, but we need you to lead work to standardise operations across different delivery teams within the organisation.

An aspect of the role will be to organise and attend events to either understand market opportunities or promote our commercial services. There are some national land sector events throughout the year which you'd be expected to attend, so you'll be flexible about some weekend and evening working.

You don't need to have an environmental background, it's most important that you're confident and competent at strategic business administration and new service development, but an interest in, and genuine enthusiasm for nature recovery will help you connect with the wider team.

Job Description

Post Title:
Nature Works Business Manager

Responsible to:
Head of Ecological Enterprise

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 (1.0FTE)

Salary:
£37,834 per annum

Duration of post:
18 Months

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

PURPOSE OF POST

The Nature Works Business Manager will lead the commercial development of Nature Works, establishing a sustainable business model for services that deliver nature positive outcomes on land. Starting with land advice, and using the Land Advice Ladder to move from Bronze to Silver standard, you will analyse how our services perform, make evidence-based recommendations to the Head of Ecological Enterprise and the Senior Leadership Team and oversee the implementation of agreed changes with delivery teams across the Trust. The systems and processes you put in place will become the foundation for all Nature Works services.

The role has no line management responsibility but considerable influence. You will build relationships across a multi-disciplinary team and lead change through evidence, negotiation and collaboration.

KEY ROLES AND RESPONSIBILITIES

1. Commercial analysis and review

Lead the commercial review and evaluation of all Nature Works services, beginning with land advice including work to gather and analyse financial, operational and market data, both directly and through delivery staff across the Trust, including costs, time, pricing, capacity, competitors and customer demand. Use this evidence to assess the financial viability, operational effectiveness, market potential and capacity for growth.

2. Recommendations and business cases

Develop evidence-based recommendations on pricing, service portfolio (growth, refinement or withdrawal), staff accreditations and competencies, and recruitment linked to growth areas for key service areas. For each service, recommend the most effective delivery model including options to deliver through partnership or subcontracting with other providers. Present recommendations to the Head of Ecological Enterprise and the Senior Leadership Team on commercial opportunities and contribute to Nature Works business planning, budgets and income targets.

3. Systems, processes and standards

Work with delivery staff across the organisation to design, implement and evaluate consistent systems and protocols, including:

- quoting, contracting and invoicing
- due diligence and contract agreements with clients and partners (including corporates)
- a framework for partner and subcontractor delivery, covering elements including selection criteria, due diligence, contract terms and quality standards
- CRM recording of landowner interactions, including linking spatial records, with the GIS specialist
- the policies, accreditations and registrations needed to tender and join approved supplier lists.

4. Nature positive land advice development

Lead the development of the Trust's land advice service and its progression against the land Advice Ladder from Bronze to Silver standard. Develop and pilot land advice services that meet the needs of different land types and landowners, including farms, public land and private estates. Lead a capability audit of staff able to deliver land advice and keep competency and qualification records current. With existing land advice colleagues, develop training for staff moving into advisory roles.

5. Audiences, marketing and promotion

Define target audiences for each service, including their motivations and purchasing processes. Develop and deliver marketing plans with the Marketing team and represent Nature Works at regional and national land sector events, ensuring land advice has a strong profile at Trust events.

6. Budget and reporting

Manage the project budget (approximately £25,000 per annum) and report progress and outcomes to funder(s) and to the Senior Leadership Team.

Working relationships

- Reports to the Head of Ecological Enterprise within the Development and Income Generation Directorate and presents recommendations to the Senior Leadership Team.
- No direct line management, but the role leads change across the Trust through influence, negotiation and relationship building with delivery teams as well as managing relationships with external partners and subcontractors

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.
- Lead 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 Wildlife Trust for Lancashire, Manchester and North Merseyside.
- Carry out other duties relevant to your post as reasonably required by your line manager.

Person Specification

EXPERIENCE

Essential

- Substantial experience in a business, commercial or service development role
- Experience of developing and implementing systems, processes or standards to improve efficiency, consistency or compliance
- Demonstrable experience of developing or improving services, including customer and market analysis
- Experience of establishing meaningful relationships, through brokering, influencing and negotiation skills
- Analysing financial and operational data to build business cases, pricing models or service reviews
- Presenting recommendations to senior leaders or boards, including ones requiring difficult decisions
- Managing a project budget

Desirable

- Leading change and implementing new processes across teams without line authority
- Experience of working against quality or accreditation frameworks (e.g. ISO 14001),
- Working with public sector landowners, farmers or mixed-use estates

KNOWLEDGE

- Knowledge of how to build an evidence-based business case
- Understanding of contracting principles, including client agreements, subcontracting arrangements and due diligence
- Understanding of change management approaches, particularly how to lead change through influence

Desirable

- Agri-environment schemes, nature markets and natural capital finance
- Knowledge of the Wildlife Trusts movement, or of other environmental NGOs offering commercial or advisory services.

SKILLS

Essential

- An ability to work under pressure and manage own workload with minimum supervision whilst meeting deadlines
- 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
- Strong spreadsheet and financial modelling /analysis skills, plus Microsoft Office
- A current UK-valid driving licence and access to own vehicle

Desirable

- Ability to use a CRM system
- Contractor management

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work
- Understanding of, or willingness to learn about, the needs of landowners and land managers across farming, public and private estates
- Commitment to the Trust's policy on Equality, Diversity and Inclusion.
- Confidence to challenge and to make objective recommendations that may be unpopular
- Resilience, and comfort working independently with ambiguity
- Ability to maintain high levels of enthusiasm, positivity and self-motivation
- Willingness to travel regularly in our region and nationally to meet with colleagues and external audiences

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 fixed-term basis for 18 months. 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 13th December 2026**

Interviews: **TBC – anticipated around 17-18th December.**

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.