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.

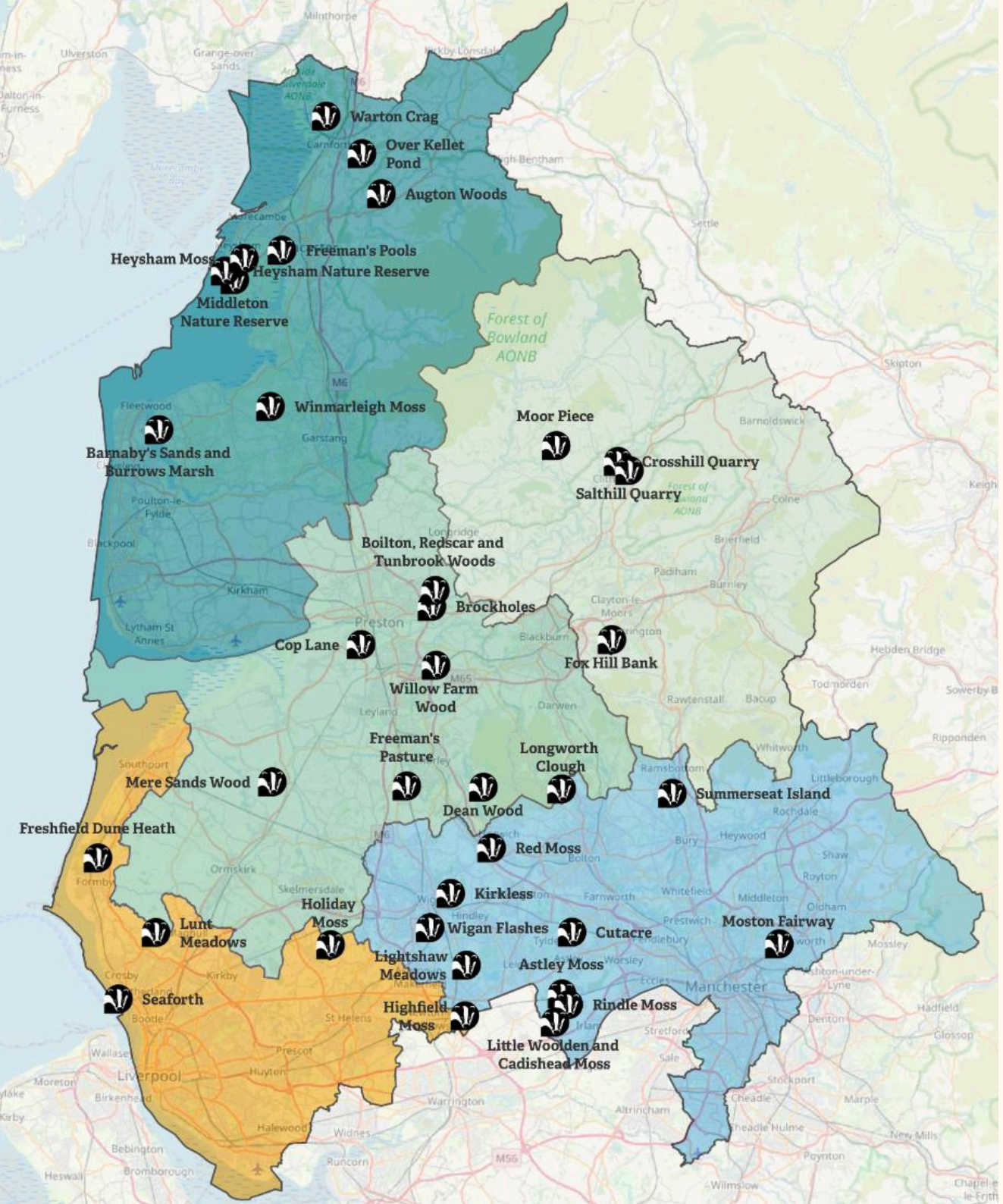
Our Work

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?

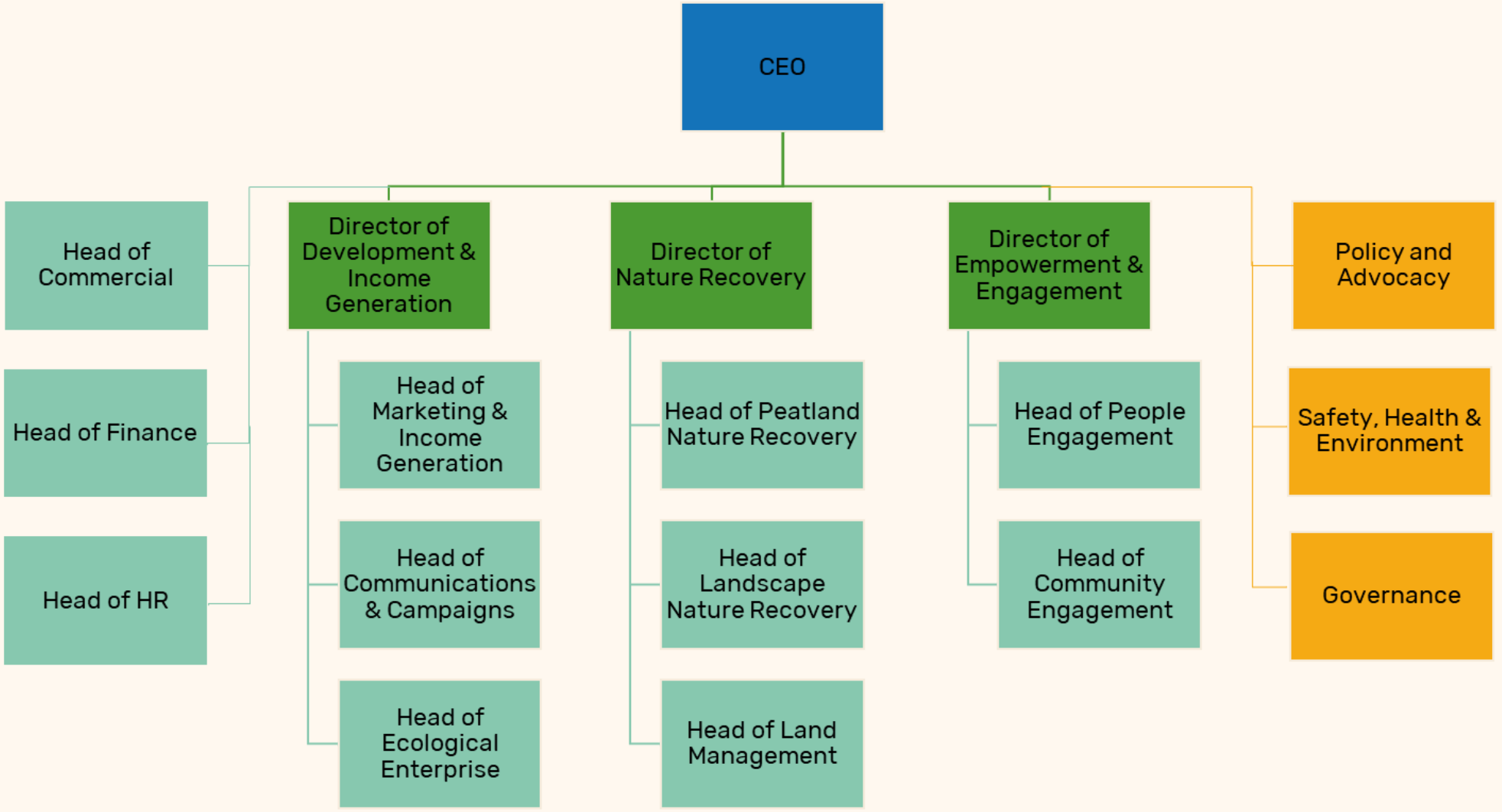
Integrity
Acting in the best interest of LWT and honouring our scientific foundations in every activity. Our approach is built on honesty, respect, and a commitment to the core objectives of the charity, as well as the wishes of our members and funders.

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:
Operations Manager

Responsible to:
Head of Commercial

Responsible for:
Duty Manager
Commercial & Retail Manager
Head Chef
All LWT/LEWL Cleaners
MSW Visitor Centre Manager
Dotted Line to LWT Facilities Team

Location:
Brockholes Nature Reserve
Preston, PR5 0AG
With travel to our other sites as required.

Hours of Work:
Annualised hours based on 40 hours per week (to include evenings and weekends)

Salary:
£ 41,286.79 per annum

Duration of post:
Permanent

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

PURPOSE OF POST

The Operations Manager will be the onsite operational lead at our flagship nature reserve and floating visitor village, “Brockholes”. The role will also line manage the Manager of our smaller satellite visitor centre in Rufford Ormskirk.

This role focuses on developing and leading a team of managers who oversee commercial administration and operational staff in the office, shop, café and kitchens, and conference/wedding centre and also line management of a team of Cleaners, who predominantly work from Brockholes but also look after other LWT sites.

The role will manage a team of 4 Managers and their teams of 15-20 staff and volunteers and will be responsible for day to day visitor experience, customer service and commercial operations, including welcome centre activities, catering, and retail at our visitor centres. It involves delivering exceptional customer service to ensure visitor retention, with substantial numbers of conferences, paid for events and activities, large events, weddings, and managing car parking, EPOS etc.

In addition, you will lead on operational and commercial development projects across the trust sites, working closely with the facilities team. The Operations Manager will directly line manage two Facilities team members along with a team of volunteers to look after Brockholes and work at our other smaller sites. With a dotted line to other members in the wider facilities team you will be able to also request and influence additional Facilities work to ensure the amenities inside our commercial buildings say fresh, relevant and competitive.

KEY ROLES AND RESPONSIBILITIES

- Adaptable leadership style, managing teams of staff and volunteers across a 7-day operation at Brockholes
- Work with the Head of Commercial and Sales Manager to develop a busy activity plan for your sites to drive footfall and engagement
- Direct and indirect Line Management of 30+ Staff and 50+ Volunteers at Brockholes
- With a dotted line to the Facilities team, drive compliance and maintenance at our visitor centres
- Budget and financial management, your budget line for Brockholes will be over £1.5 Million with a spend upwards of £50,000 across LWEL facilities on equipment and facilities.
- Have outstanding communication and team building.
- Able to influence and engage people at all levels.
- Ability to deliver an exceptional visitor experience.
- Passion for access and inclusion.
- To deputise for the Head of Commercial for holiday cover.
- With training, look after complex visitor centres such as the floating village at Brockholes that presents unique challenges

Operation & Relationships

- Ensure Brockholes and its team have everything they need to operate at peak performance day in day out.
- Ensure that Brockholes site is open, functioning efficiently and providing a warm welcome year-round to everyone that uses the site.
- You will chair the weekly Brockholes “all staff” meeting to make sure that all information is passed between departments effectively.
- Work closely with other departments including Maintenance, Conservation and Education teams, to ensure the smooth running and upkeep of the site.
- Ensure the Brockholes Duty Manager and office team function well and work towards being the “Central hub” of the Trusts commercial properties. This will include collating information, managing car parking and liaising with our finance and HR teams based out of the Trusts main head office in Bamber Bridge.
- Ensure regular stock takes and audits are carried out.
- Work closely with the Conference, event and Wedding Sales team to maximise the occupancy of your own space and ensure all events go flawlessly from start to finish through clear communication with all on site.
- Manage the Cleaning team and Caretaker to keep Brockholes clean, tidy and looking good, upkeep LWEL responsibility caretaking such as painting, weeding and for example gritting public space not accessible by third party gritters.
- Line Manage the head chef and ensure the kitchens and catering spaces are clean, organised and fully compliant with all legislative requirements
- Line manage your own Facilities staff and volunteers to ensure that the building is operating well, compliant to all H&S and Fire regulation, and undertake cyclical maintenance work planning for the buildings to ensure they remain open and operating well.
- Line manage the Manager at Mere Sands Wood, support them where needed and work to drive closer working between the two sites to support each other and share best practice.

Marketing & Membership

- Feed into the Marketing & Membership team with regular ideas and updates on visitor feedback, with the aim to increase membership on your site.
- Work with Marketing to integrate membership into day-to-day commercial operations, motivating our teams to become more active in membership recruitment signposting.

The Commercial, Catering & Retail Experience

- Oversee retail and catering, with the manager taking care of the day-to-day operational opening and closing of the floating visitor village, shop café and conference and wedding venue.
- Manage the Senior Commercial team and ensure that they are hitting their KPI’s and working hard to give every visitor a fantastic experience while also maximising average spends.
- You will have responsibility, along with the Catering and Retail Manager and the Wedding and Event Coordinator, to deliver over £750,000 of income from commercial activity on site.
- Manage the Head Chef and drive and ensure standards are upheld and profitability targets and food GP’s are achieved, and that nominated suppliers are utilised correctly, and kitchens are kept in good working order.
- Liaise with Head Chef to design and develop new menu’s for sign off by Head of Commercial.
- Line manage the Manager of the Mere Sands Wood site and offer advice, guidance, best practice and learning from Brockholes to better drive and influence the visitor experience at Mere Sands Wood

Develop new lines of income & Recognize opportunities

- Alongside the Head of Commercial and the Wedding and Events team, look to new areas to develop bookable space income; for example, by running local markets, wedding fares etc.
- With the Catering and Retail Manager, monitor national and local trends, feed ideas into the Head of Commercial for new opportunities to make money in our shop, café and welcome centres.

Budget Management and financial performance

- Work with the Head of Commercial to write the budget for Brockholes and regularly re-forecast throughout the year.
- Monitor financial performance and take the actions necessary to achieve targets and deliver profit.
- Monitor and control resources like Rotas and also including any stock and equipment, maximising profitability, and minimising any potential waste.
- Work with your direct reports to ensure they are structuring their rotas in-line with the business needs, and forecasting staff rotas and payroll costs in line with the Budget and KPI's.

Legal and Compliance

- Identify and manage all risks and compliance for the visitor operations and office at Brockholes, including Safety Health & Environment (SHE) and financial risks, and where identified take actions to ensure that visitors, you and your team are safe, and compliant with all relevant legislation.
- Ensure compliance with Food Hygiene standards and internal procedures to minimise risk to the public, staff and contractors.
- Meticulous attention to detail with relevant record-keeping and safe practices, following the Trusts SHE procedures in regard to everything from fire alarm weekly checks to daily recording of food safety checks in the food safety manual.
- Ensure all relevant legal requirements are complied with to the highest standards, carrying out audits on a regular basis.

Volunteers

- Work with the Commercial Volunteering manager, to ensure we have an ample bank of well trained, capable and keen volunteers available to help us out throughout the reserve and commercial areas – currently this team at Brockholes sits around 350 staff, with 50 being dedicated to site operations in some form.
- Ensure compliance to all regulations and standards regarding volunteering.
- With the Commercial Volunteering & Events Coordinator, start to create a longer-term integration plan to blend our volunteer and commercial teams in much closer.

Operational Facility Development

- Lead operational development projects across trust sites with commercial operations, ensuring that facilities remain fresh, relevant, and competitive at Brockholes, MSW, MBP, Queens and also in regard to the 3rd party facility at Lunt Meadows.
- Oversee and manage improvements to serving areas, conference and wedding facilities, and other operational spaces that directly support the commercial department, focusing on enhancing customer experience and efficiency.
- Collaborate with the Facilities Manager and their team, using your dotted line reporting relationship to request and influence building-related maintenance and upgrades that align with commercial needs.
- Take ownership of projects that fall outside the core remit of the Facilities team, such as the installation of new equipment or upgrades to commercial service areas, ensuring high standards are maintained across all sites.
- Work closely with relevant teams to plan and implement operational improvements, maintaining alignment with the broader objectives of the Trust and its commercial activities.

General

- The job holder is required to 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 at the Trust.
- To be a designated First Aider on site
- To work as part of a team alongside staff and volunteers as required.
- To uphold the working values and expectations of the Lancashire Wildlife Trust.
- To carry out other duties relevant to your post as reasonably required by your line manager.
- As well as maintaining cleanliness and caretaking of LWEL spaces manage cleaning and caretaking team to clean and caretake the shared spaces at Brockholes and also the separate LWT buildings on-site to include Top office, Education, Myplace, and contracts buildings

Person Specification

EXPERIENCE

Essential

- Experience at a senior level at a visitor attraction, large commercial venue, or hospitality destination.
- Experience of managing multiple departments and working closely alongside other departments.
- Proven track record of managing budgets, prioritising spend, driving profit and identifying cost efficiencies.
- Experience of delivering high standards of customer service, including managing and responding to customer needs and feedback.
- Experience of affecting change by liaising with other departments and managers.

Desirable

- Experience working with and supervising volunteers.
- Experience working in the third sector.
- Managing a commercial office/admin function.
- Experience Delivering projects with front of house facilities

SKILLS

Essential

- Flexible and adaptable, including under pressure. Leads by example, inspiring and motivating a diverse team of staff and volunteers.
- Competent in MS Office (Outlook, Word, Excel) and online systems for reporting, budgets and stock ordering.
- Friendly, engaging team player who communicates well, verbally and in writing. Builds strong relationships, both internally and externally.
- Numerate and produces accurate reports.
- Full driving licence and access to a vehicle
- Solves problems independently and uses own initiative.7
- Excellent customer service and presentation. Strong at organising, prioritising and delegating.

KNOWLEDGE

Essential

- A solid understanding of the systems and procedures necessary to run a commercial visitor attraction.
- High level of IT competency and experience in MS Office.
- Experience with Legislative requirements of running a visitor destination with catering, conferencing, weddings, and alcohol.
- Management knowledge of health and safety, keeping on top of due diligence, training, record keeping etc.
- General EPOS and other financial reporting knowledge as well as ability to interpret data and make informed decisions.

Desirable

- Management knowledge of food safety.
- Volunteer legislation.

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Demonstrate a passion for connecting people to nature.
- People oriented and can demonstrate a commitment to, and respect for, working with diverse audiences.
- Hands-on, can-do attitude.
- Driven in achieving commercial KPI’s.
- Understands the importance of income generation to continue our charitable work.

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: 2080 hours per annum (based on 40 hours per week). You will be required to work early mornings, evenings and weekends to meet the needs of the business. Overtime is not paid but time off in lieu may be taken, where appropriate.

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 13th December 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, along with an up to date CV 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.