



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



Recruitment Pack 2024

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.

We work in partnership with other organisations, community groups, landowners and key decision-makers to inspire them to work with and for nature.

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 is to:

- 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; and
- Connect people with nature and help them to take action for wildlife, wherever they are.

Our vision

is that 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.

Strategic Goals & Ambition by 2030

1. 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

2. 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

3. 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

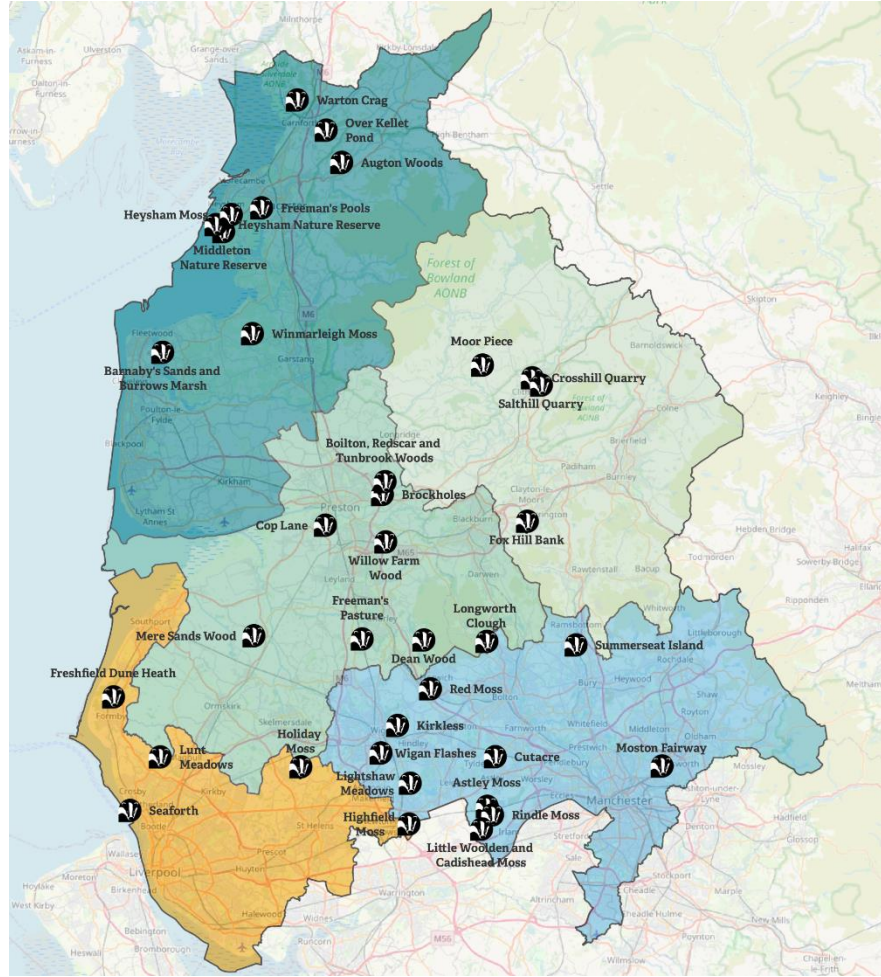


Our Reserves

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 you can fully immerse yourself in the great outdoors and discover the wonderful wildlife that lives on your 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



Our Wildlife

- OUR DOORSTEP-



We are working across the region to make a difference to our local wildlife, for everyone to enjoy

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 **31,000 members** support the Wildlife Trust in the region and 800,000 across the UK

More than **46,000 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 - adding to the 750,000 volunteering across the UK

Our reserves cover more than **1,300 hectares** across the region

We own or manage **40 nature reserves** in the region

Our Work

Red squirrel by Mark Hamblin

The Trust works across Lancashire, Manchester and North Merseyside to create a strong network where nature can thrive and people can benefit.

Our core conservation work includes land management, advocacy for the natural world with key decision-makers, species re-introduction, protecting threatened species, restoring threatened peatlands 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.

Wildlife has a magical power to connect people from all walks of life and give local communities a sense of ownership. We are dedicated to opening up the natural world to absolutely everyone, improving peoples' health and wellbeing and helping locals forge new connections through a number of fantastic community projects. 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 also work in schools, delivering environmental education and helping improve school grounds. Our education team are leaders within the Wildlife Trust movement.

We are also leaders in delivering natural wellbeing. We believe that wildlife and nature have the power to instil 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 at www.lancswt.org.uk/our-work/our-projects



Strategic Plan

We will continue to work across Lancashire, Manchester and North Merseyside to deliver positive benefits for both people and wildlife. Our plan builds on the Trusts past successes and recognises how we need to evolve to meet the challenges ahead and remain a relevant, effective organisation.

In all we do to achieve our strategic goals, we strive to:

Champion wildlife rich landscapes

We will use our 60 years of expertise to lead the way for nature conservation locally and work within The Wildlife Trusts movement to make a national impact. We will base our plans on sound knowledge and evidence.

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 Future

- OUR WILDLIFE -

We can't make a difference if we do nothing. Now is the time to stand together for nature and take action for our local wildlife.



Our Culture

We are committed to protecting wildlife, restoring biodiversity and connecting people with the natural world in Lancashire, Manchester and North Merseyside. This commitment brings tenacity in dealing with challenges and huge personal satisfaction from successful projects.

We encourage a creative atmosphere where new ideas can flourish. People who thrive in our organisation enjoy a role where they take on a high level of personal responsibility for achieving outstanding results whilst building strong relationships both internally and externally.

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 the Trust and honouring our scientific foundations in all our activities. An honest and respectful approach to the core objectives of the charity, and the wishes of our members and funders.

Team Player

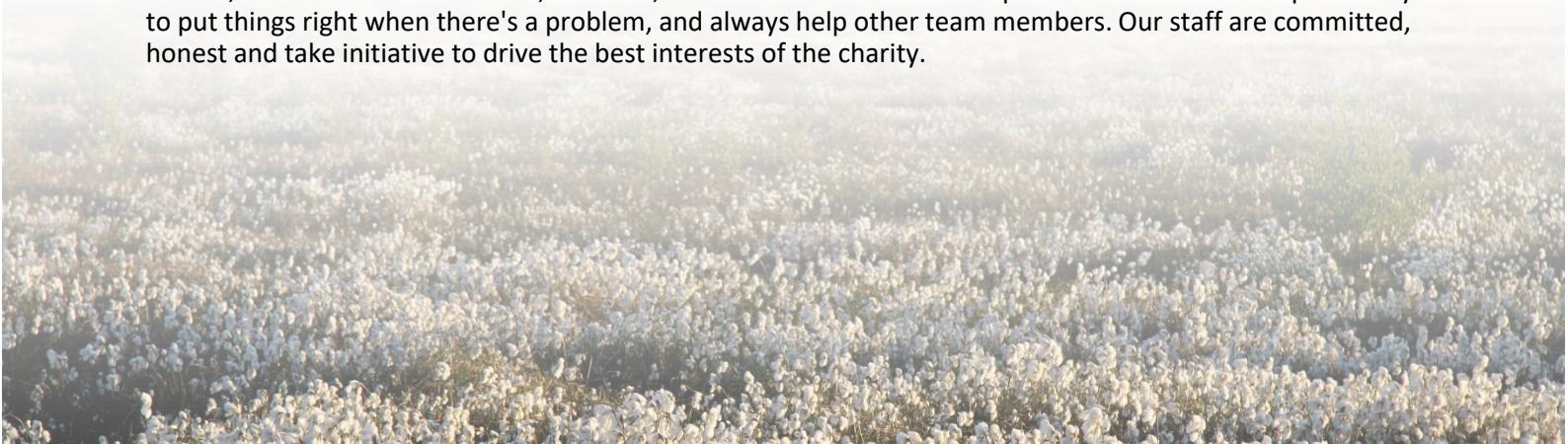
- A friendly, family atmosphere. Everyone is treated with the same level of respect and courtesy. The Chief Executive will often stop for a chat, and full staff meetings provide the chance to get to know others. We are one big team, and our staff are always ready to roll up their sleeves and help where it's most needed, regardless of their job role.

Passion

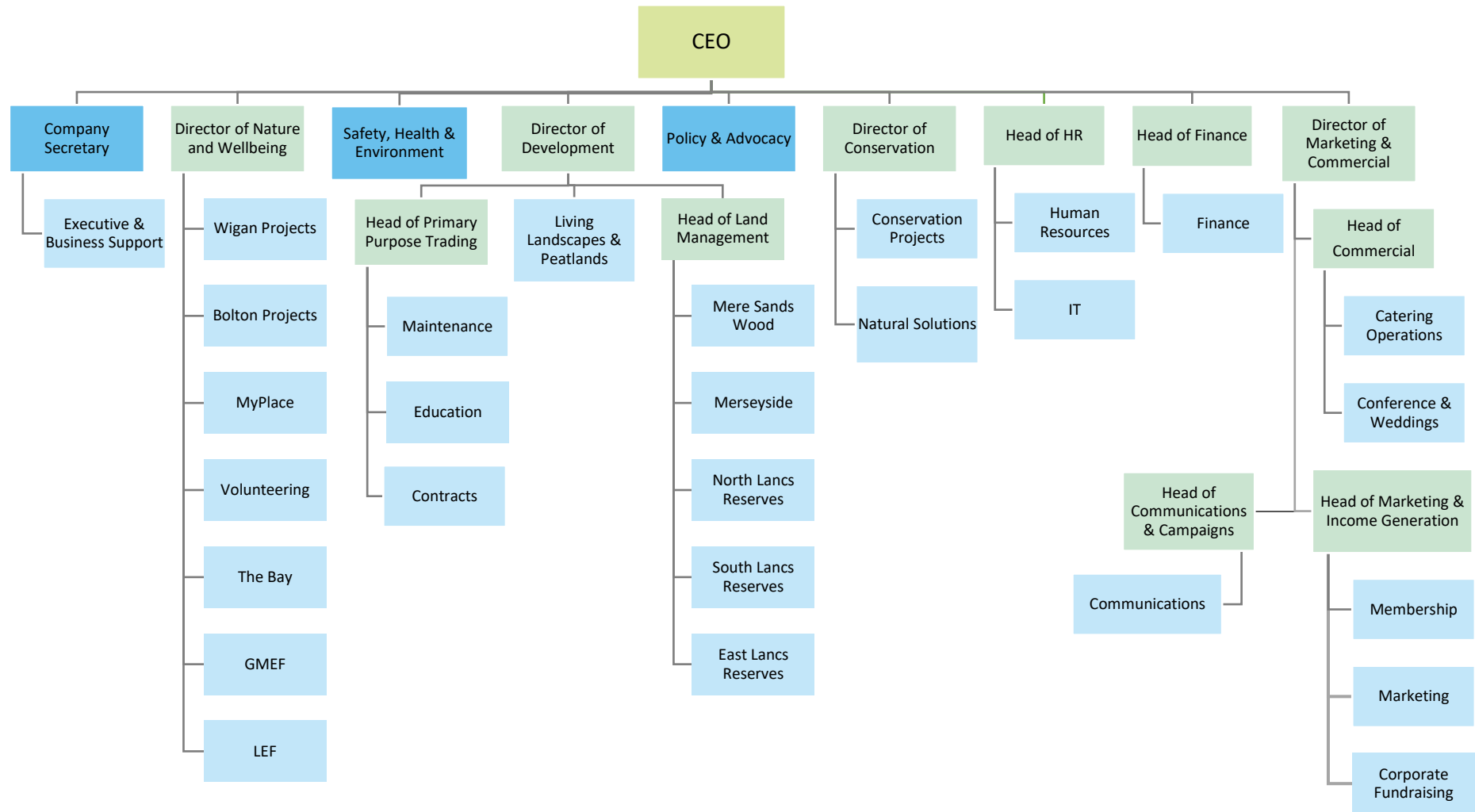
- Passion is at the very heart of every LWT team member. With a love of wildlife, a passion for helping make a difference, or a will to help and inspire others. From our staff to volunteers and our members, we have passion by the bucket load!

Personal Responsibility

- Our staff are flexible in the way they work and adaptable to change. They provide exceptional customer service, whether it be to a funder, member, volunteer or member of the public. Our staff take responsibility to put things right when there's a problem, and always help other team members. Our staff are committed, honest and take initiative to drive the best interests of the charity.



Lancashire Wildlife Trust Organisation Chart



Job Description – Fundraising Officer



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



Post Title: Fundraising Officer

Responsible to: Fundraising Manager

Location:

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY (with travel across Lancashire, Manchester and Merseyside)

Hybrid working available

Hours of Work:

35 hours per week

Salary:

£26,211.00 per annum

Duration of post:

Fixed Term Contract: 18 months
(Opportunities to extend the role if targets are met and exceeded)

Other:

All candidates must have the Right to Work in the UK

PURPOSE OF POST

Our supporters are at the heart of everything we do. We reach over 100,000 people online each month with a wide range of engaging and inspiring content, and thousands of people in person each year through our events, and visitors to our sites. We want to take these people on a journey that leaves them compelled to become a long-term supporter of our charity. At the heart of all our supporters are our 32,000 members. The post-holder will be responsible for creating strong journeys, which compel our members to continue to support our charity and deepen their connections with us. The post holder will also be an integral part of our on the ground fundraising efforts, working from a range of key sites one day per week to advocate for the Charity and help prospective donors understand how they can support us.

KEY ROLES AND RESPONSIBILITIES

The Fundraising Officer will work with the Fundraising Manager to grow the charity's support, essential income and raise awareness of our membership offering to our diverse audience across the North West.

- Be a key driver of recruitment and fundraising at our commercial sites, helping coach and train staff and volunteers to be champions of conversion.
- Work with the Fundraising Manager and the Fundraising and Digital Marketing Officer to analyse key data, utilising Google Analytics, email analytics and CRM data to identify areas of opportunity to boost and retain income.
- To develop and nurture steadfast relationships with local communities, stewarding a fundraising ethos.
- To track and analyse results to inform our approach across all income generation activity
- To input into a wide range of targeted conversion campaigns such as legacy and membership across warm leads and identified target audiences across our digital channels to ensure a seamless journey from conversion to welcome
- To lead on monitoring stock and inventory levels for all relevant marketing materials and event kits
- To research, review and develop a suite of fundraising products to boost income and supporter conversion (e.g. adopt a species)
- To assist with the development, planning and delivery of a range of supporter events throughout the year
- To ensure all activity remains compliant with relevant legislation and regulations

Job Description

Direct income generation

- Spend at least 1 day per week working from our key visitor sites, being a friendly face to talk to visitors about how they can support us and converting where possible. Conversion could take the form of membership, a donation, a gift membership or another fundraising product.
- Administrate all successful conversions through a digital tablet ensuring all data is correctly recorded.
- Coach and train staff and volunteers on how they can be LWT fundraising advocates, giving them the tools to persuade with confidence and sell with integrity.

Data analysis and mapping

- Complete a full review of our existing member and donor journeys, map existing journeys and identify key touch points for opportunities and areas for improvement
- Analyse data by recruitment method and identify areas of change specific to recruitment method for each journey stage
- Conduct research to identify trends in the wider sector and examples of best practice
- Map and test specific journeys, reviewing and implementing changes driven by data analysis such as A/B split testing
- Work with the fundraising team to develop clear KPI's to track journey performance and report monthly on these
- Analyse social media engagement and performance on specific membership and fundraising posts

Supporter Journey and Conversion

- Producing and distributing high quality, engaging emails for supporters (members and donors)
- Strengthen our existing supporter and customer journeys to maximise conversion into supporters, and ensure a long-term relationship is nurtured
- Liaising with the wider digital channels to ensure email content and user experience is fully integrated
- To identify opportunities in digital and face to face recruitment campaigns to maximise impact, with a particular focus on increasing short and longer term retention
- Review and enhance the membership welcome packs, working with the wider Marketing Team for input
- Work with the fundraising team to map and develop a journey for individuals who fundraise in aid of the Trust
- Help members to value their membership and recognise the purpose of the Trust by creating surveys/focus groups to gather feedback

Fundraising Product Development

- Conduct market research and identify opportunities for new fundraising products to boost conversion and income
- Identify key opportunities for fundraising products and plan and deliver the launch of these, working with the Fundraising Team
- Create ongoing supporter journeys for in aid of fundraisers and fundraising products to ensure seamless integration with the wider supporter journey
- Work with the Fundraising Manager and wider marketing team to create engaging collateral to promote our fundraising appeals and effectively target supporters

Other Duties

- Support with the administration of Individual Giving and In Memoriam donations
- Support with the planning and delivery of supporter events
- The post 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 work as part of a team alongside staff & 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
- Occasional evening and weekend working will be required as part of the role.

This job description serves to illustrate the type and scope of the duties currently required for the above post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or the level of responsibility entailed.



'Building resilience to save and bring back wildlife' is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to recruit for this post to increase and sustain our fundraising efforts which will allow us to save and bring back wildlife across the region.

Person Specification

EXPERIENCE

Essential

- Experience of dealing face to face with customers/charity supporters.
- Ability to write accurate and engaging copy, targeted for different audiences.
- Experience of extracting and analysing data
- Experience and knowledge of a wide range of marketing channels.
- Proven track record in marketing campaign planning and delivery

Desirable

- Previous experience in a professional fundraising role
- Previous experience in a sales role.
- Experience of donor marketing within a charity setting.

KNOWLEDGE

Essential

- Knowledge of effective marketing techniques in a business to consumer environment or similar fundraising techniques
 - Good understanding of regulation requirements; fundraising, GDPR, PECR
 - Good knowledge of emerging digital trends
 - Knowledge of content management systems
 - Experience of social media management platforms
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SKILLS

Essential

- Ability to communicate effectively, both orally and in writing, to a wide range of different people of differing ages and abilities.
- Ability to commission design work and draft, edit and proof promotional material.
- Strong IT skills, in particular including working with contact databases and e-mail marketing systems
- Ability to multi-task, balancing deadlines and workloads to consistently deliver plans and actions
- Access to own vehicle with Class 1 insurance for business use

Desirable

- Advanced design skills in Canva or similar graphic design platform.
- Ability to use video and audio editing software

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and it's work
- Commitment to the Trust's policy on Equality, Diversity and Inclusion
- Ability to work well on own initiative and co-operate as part of a team.
- Ability to engage and build rapport quickly, i.e. networking skills
- High levels of enthusiasm, confidence, a positive attitude and self-motivation.
- Creative thinker with ability to respond quickly to new ideas.

Desirable

- Affinity with nature and wildlife

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 working.

Duration of post: Fixed term contract of 18 months. 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 18th August 2024

Interview date: To be confirmed

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 at Work Policy and the associated guidance notes. 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 Safety Health and Environment 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 handbook, the 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.