



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

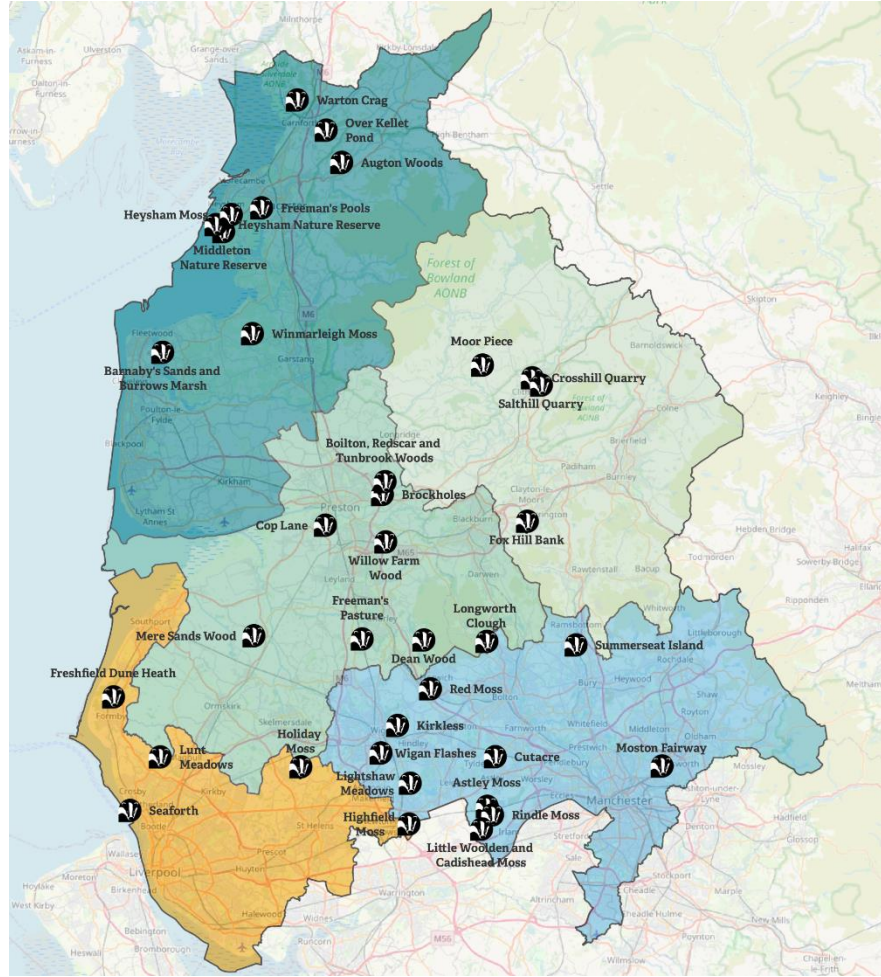


Our Reserves

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

Red squirrel by Mark Hamblin

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

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

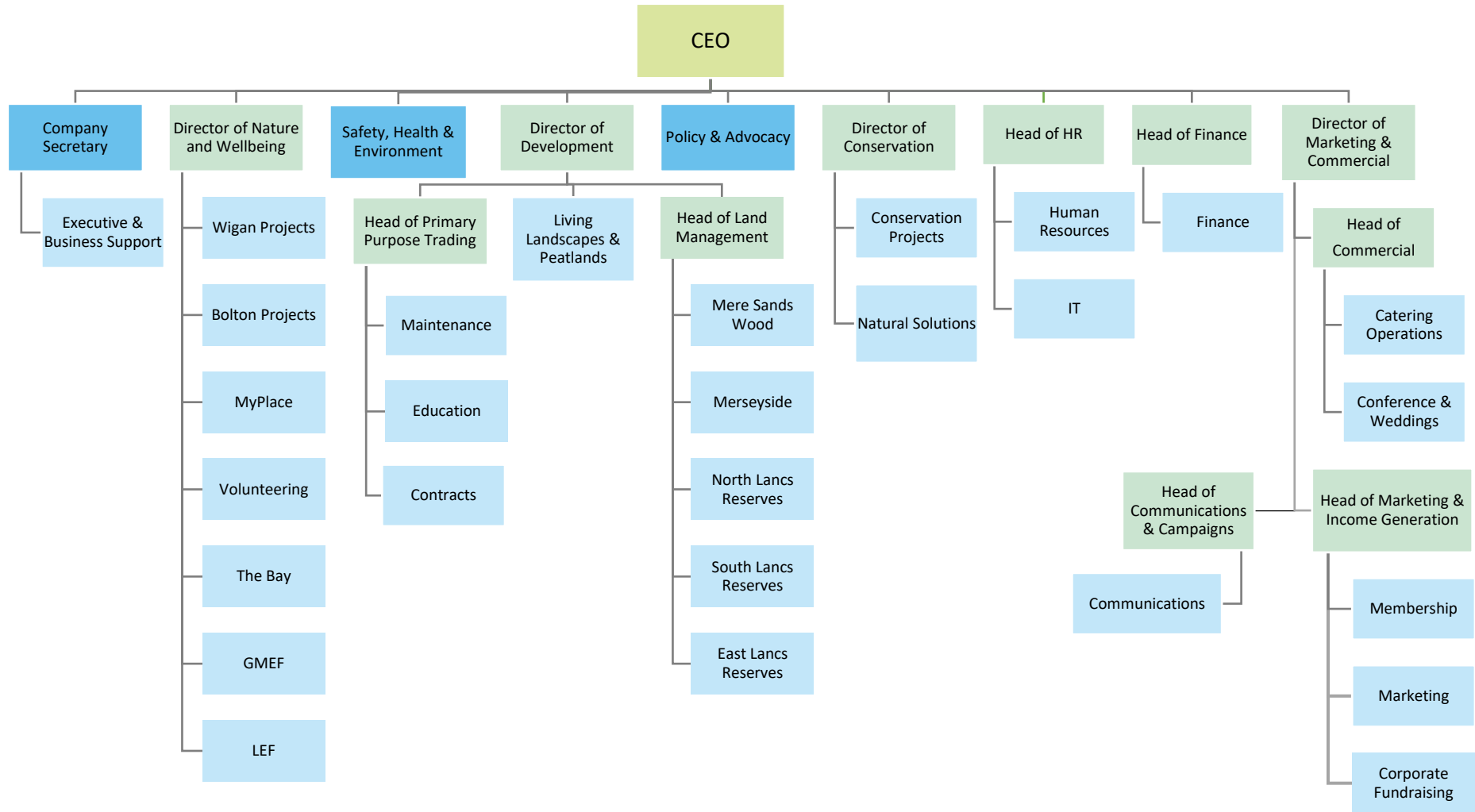
- Passion is at the very heart of every LWT team member. With a love of wildlife, a passion for helping make a difference, or a will to help and inspire others. From our staff to volunteers and our members, we have passion by the bucket load!

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 – Partnerships Officer



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



Post Title: Partnerships Officer

Responsible to: Partnerships 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:

£27,087.00 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

As Partnerships Officer, you will generate funds for the charity via corporate support. Your focus will be to raise core funds for the charity by growing our corporate membership, attracting sponsorship and using innovative ways to develop partnerships with a wide range of businesses to support our work. This is a key role at the heart of our charity, supporting the Partnerships Manager in developing a green network of Northwest businesses, all joined by the same motives, to protect wildlife and join forces in the fight against climate change. This role is an essential and integral part of the marketing team, and is responsible for generating both restricted and unrestricted income to support the charity, whilst developing key internal relationships with projects and identifying new opportunities to engage businesses with our work. You will need to have the confidence to begin new relationships and nurture existing ones, whilst immersing yourself in our charitable objectives so you can 'sell' them with enthusiasm and persuasion.

KEY ROLES AND RESPONSIBILITIES

The Partnerships Officer will work closely with the Partnerships Manager to be the face of LWT with businesses across North West and will need to ensure partnerships are both appropriate and beneficial for the Charity:

- To create and maintain excellent relationships with corporate members and business supporters.
- To conduct research, identification and personal approach to companies, to secure corporate membership, partnership working and/or sponsorship.
- To maintain detailed records of approaches and current corporate members, through the CRM system.
- To deliver a meticulous approach to following due diligence processes to maintain the reputation of LWT.
- To develop ongoing relationships with corporate members and work to ensure that corporate members renew their membership annually.
- To support the Partnerships Manager in the development of new packages in response to the changing giving trends of businesses
- To work towards financial targets and provide regular financial reporting.
- To advise on, administrate and facilitate the booking of 'Welly Workouts' (corporate volunteering) at the point of enquiry.

Job Description

Relationship management

- Maintain regular communications with all existing corporate partners, delivering excellent supporter care and stewarding donor retention.
- Log all communications and financial activity on the CRM system.
- Engage internally with projects to develop wish lists and identify funding needs, whilst also building a detailed knowledge of their work streams in order to fulfil their funding needs effectively.
- To engage more widely with employees of partners to promote the impact of support, and endorse membership on an individual level.
- To increase networks and develop effective new relationships with businesses both digitally and in person at networking events and summits.
- To develop excellent internal relationships, supporting staff to shape funding needs into suitable pitches for corporate support
- To work with neighbouring Wildlife Trusts and The Wildlife Trust National Office to widen benefit of business partnerships and take a joint working approach

Marketing

- To work with the Partnerships Manager to conduct market research and develop businesses packages in line with current needs to increase success rates
- To develop promotional plans with the wider marketing team
- To use social media as an effective route to engage with existing and potential business supporters
- To assist in the production of a regular business e-news to communicate the impact of support
- To work with the marketing team and individual project officers to identify new opportunities for sponsorship and support

Compliance

- Support with updating Trust guidance on GDPR and Fundraising Regulations by updating handbooks and templates as instructed.
- 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 assist with due diligence processes when developing new relationships
- To maintain accurate records, and up to date agreements with all corporate supporters, completing risk assessments and scoring
- To work as part of a team alongside staff & volunteers
- 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

Budgets, Targets and Reporting:

- Work towards achieving fundraising targets set for the team and as an individual.
- To work closely with the finance team to ensure all invoices are produced on time and income is recorded correctly
- To provide regular reports on progress against targets, maintaining up to date and accurate records at all times
- Contribute to progress updates for the Senior Management Team, Trustees and the Trusts Funding Forum group
- Pulling and analysing information from the database, identifying trends and using these to inform our plans and compiling monthly reports against agreed KPIs.

Administration:

- Ensure the donor contact database 'ThankQ' is accurately updated with information about corporate partners, donors and sponsors. The post holder will develop a very detailed knowledge of the database.
- Work closely with the finance team to monitor income from various sources, and ensure that invoices and receipts are raised promptly.
- Ensure that the trust's financial platform 'Xledger', is used raise PO's, acknowledge payments and track income.
- Create and send out a corporate focussed monthly member e-newsletter, in line with the department focusses.
- Provide monthly reports on income.

Building Excellence:

- Ensure that fundraising guidelines enforced by The Institute of Fundraising and Fundraising Regulator are followed.
- To undertake appropriate training activity for skills and personal development in liaison with the Partnerships Manager including attending Wildlife Trust Seminars, Conferences and following relevant updates on Wildnet (Wildlife Trusts Intranet).
- Ensure the post is compliant with all aspects of GDPR.
- To ensure all work carried out complies with equal opportunities and Health and Safety policies and procedures.
- Undertake any other duties required by the line manager.



'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

- Minimum of one years' experience of B2B sales and marketing with a good track record of success
- Demonstrable success in achieving difficult financial targets in a competitive environment
- Proven track record of developing and maintaining strong business to business relationships
- Outstanding written and oral communication skills with experience of
- Writing and presenting, clear and persuasive proposals

Desirable

- Well-rounded sales and networking experience in a setting other than the third sector.

KNOWLEDGE

- A sound grasp of the scope, nature and development potential
- Knowledge of the third sector
- Proficient in Microsoft Word, Excel, Power Point and MS Outlook
- Experience in using contact management systems

Desirable

- Relevant professional qualifications and / or experience
- Knowledge of fundraising and GDPR legislation
- Knowledge and understanding of Corporate Social Responsibility and Environmental Social Governance trends

SKILLS

Essential

- Excellent persuasive, influencing and negotiation skills
- Excellent oral and written communication skills with an ability to persuade and influence
- Excellent organisational skills with an ability to prioritise need, plan and implement appropriate actions and monitor and evaluate outcomes.
- The ability to adapt to situations
- An entrepreneurial approach
- Strong ability to problem-solve and take a pro-active approach
- Able to tackle problem areas in a positive way.
- Full UK driving license and access to own vehicle with Class 1 insurance for business use

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Commercially minded
- Trustworthy and with high personal integrity
- Flexible, approachable and adaptable
- A natural relationship-builder
- Ability to communicate with enthusiasm, tenacity and resilience
- A strong understanding of, commitment to and enthusiasm for the Wildlife Trust and its 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: 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.

