

# Person and Job Specification

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**Closing date for applications: 17:00 on Monday 28 August 2023**

## 1 Applying for this post

We are on the lookout for a special person to join our team. If you feel you meet the job specification and job requirements, we would love you to apply. Applications must be made using the application form provided.

**Deadline for applications is 17:00 on Monday 28 August 2023** by email to [hr@vwt.org.uk](mailto:hr@vwt.org.uk)

or by post to: The Operations Manager, Vincent Wildlife Trust, 3-4 Bronsil Courtyard, Eastnor, Ledbury, HR8 1EP

First interviews are planned for Friday 8 September 2023 and will be held in person at our Bronsil office (or via video conferencing if necessary). If required, second interviews may take place during the week commencing 18 September. Full details will be confirmed ahead of the interview date.

## 2 Background to Vincent Wildlife Trust

VWT has been a key player in research-led conservation of a range of threatened mammal species for more than 40 years. We develop and deliver evidence-based conservation interventions to support the recovery of mammal species. We work closely with universities, co-funding and supervising PhD projects, and with partner NGOs, where synergies in our aims allow us to deliver over and above what we could achieve on our own. Our work is published through peer-reviewed scientific journals and our own in-house conservation handbooks and literature. VWT has c.20 staff who work alongside around 300 volunteers. Our Head Office is near Ledbury in Herefordshire where ten of our team are based. The rest of our staff work from home offices, in England, Scotland, Wales and the Republic of Ireland.

VWT has strong governance and leadership, and a clear direction through our 2020-2030 ten-year strategy and our mission to conserve threatened mammals by leading the way with scientifically sound conservation work. Our strategy is ambitious to deliver significant change to the fortunes of threatened mammals by extending our reach and impact.

We have a secure financial base, with a turnover of c.£1million and funding from investment drawdown as well as from grants and donations. External funding has become increasingly significant in supplementing investment drawdown in recent years, enabling us to embark on a greater number of projects to deliver the ten-year strategy. Working with external consultant fundraisers, as well as with partners and staff, VWT has been very successful in raising funding including c.£180k awarded in 2020 from the Green Recovery Challenge Fund for horseshoe bat roost resilience work and c.£93k awarded in 2021 from The National Lottery Heritage Fund (TNLHF) for the development phase of a planned pine marten project. The Trust also worked in partnership with Sussex Bat Group to raise c.£335k between 2021 and 2023 to purchase and renovate a bat roost through 'individual giving' donations topped up by grant income (The Sussex Bat Appeal).

## 3 The role

You will be joining the team at a key time for VWT where you can make a real impact. We now have a significant opportunity to build upon VWT's success to date and secure more funding to support the implementation of our strategy through this newly created post. As a full-time, in-house post, you will play a pivotal role in achieving our strategy and mission by leading the development and delivery of VWT's impact-led fundraising and communications.

As well as grant fundraising, which forms the backbone of our project funding, there is considerable scope for growing our unrestricted income (currently between c.9% and 15% of VWT's fundraised income excluding the Sussex Bat Appeal) year-on-year, which would help VWT continue to respond flexibly to opportunities and organisational priorities without requiring an increase in drawdown of investment capital.

The communications function of your role will primarily be linked to fundraising, but with a strategic lead and overview of VWT communications. VWT's profile has increased over recent years and there are extensive opportunities to promote the strategy and objectives of the organisation, build and protect VWT's brand and reputation, reinforce the organisation's narrative and tell the engaging stories that encourage support for projects and species through print, digital, social and broadcast media. This in turn will bring in more funding.

## 4 Our Conservation Work

VWT began as an otter conservation organisation in 1975. From the 1980s we diversified to carry out national surveys on water vole, research and surveys on hazel dormice, pine marten and polecat, and support work on butterflies, brown hare and bats. Currently our focus is on threatened smaller carnivores and rare bats. In 2020 VWT completed the Pine Marten Recovery Project (PMRP), which translocated a small population of pine martens from Scotland to mid-Wales. The PMRP is an exemplar project combining conservation biology and social science elements to successfully re-establish a carnivore population and mitigate potentially conflicting human interest.

We are currently working in partnership with Durrell Wildlife Conservation Trust and Wildwood on an ambitious project to reintroduce European wildcat to southern Britain. VWT brings its expertise in conducting reintroductions and experience of working with communities and stakeholders to the partnership, and we hope to embark on a social feasibility study in the prospective release area in 2023.

A key focus of our work is the development of innovative monitoring techniques, so alongside established methods used for national surveys of polecat for example, we are testing approaches for detecting the presence and population dynamics of small mustelids such as stoat and weasel in Britain and Ireland, and European mink on the continent.

Over the past 30 years, VWT has built a strong reputation in the field of bat conservation and research. Our research into the ecology of greater and lesser horseshoe bats in the 1990s has since underpinned conservation efforts for these species, both at a roost level and in the wider landscape. The Trust has set up a network of bat reserves in Britain and Ireland that hold 50% of the British greater horseshoe bat population and a significant proportion of the populations of British and Irish lesser horseshoe bats. The adaptation and enhancement of these reserves has become a benchmark for securing the roosts of these species, not only in Britain and Ireland but also in a wider European context.

Alongside our work on horseshoe bats, the Trust has also prioritised the rare tree bats such as Bechstein's bat and barbastelle where it sees evidence gaps in their conservation biology. Although most of the Trust's work is currently focused on Britain and Ireland, we also work in mainland Europe. We are currently researching the ecology of Kolombatovići's long-eared bat, a species generally restricted to the coastal areas and islands of the Balkan peninsula. We are also developing novel survey techniques for medium-sized horseshoe bats in eastern Europe.

Key to our conservation work and successful delivery of the ten-year strategy is measuring our conservation impact. You will be pivotal to this in bringing together the technical expertise of the Conservation Team with the design of funding bids so that the impact of funded projects can be measured effectively.

Further information is available on our website: [www.vwt.org.uk](http://www.vwt.org.uk)

## 5 Job Description

<b>Grade/Starting Salary</b>	Grade 4 (starting salary in the range of £41k per annum, depending on experience)
<b>Location of Job</b>	Head Office, Bronsil, Ledbury, HR8 1EP with flexible and hybrid working (minimum one day per week at Bronsil)
<b>Responsible to</b>	CEO
<b>Responsible for</b>	Communications Team of two direct reports: Senior Design and Communications Officer, Communications and Engagement Officer (subject to funding application).
<b>Job Purpose</b>	To lead development and delivery of VWT's impact-led fundraising and communications work in line with the Trust's ten-year strategy

### Main Duties

- Work with the CEO and the Senior Management Team to lead and inspire the VWT team in the delivery of its organisational goals.
- Work with the CEO to provide strategic direction, vision and leadership for VWT's fundraising and communications work.
- Lead and manage VWT's impact-led restricted and unrestricted fundraising in line with agreed project priorities from the Trust's ten-year strategy and income targets from the budget and business plan.
- Develop and implement a strategic fundraising plan to enable VWT to diversify income over the longer term.
- Lead and manage VWT's relationship with funders and donors from inception to delivery and reporting, including identifying new opportunities and working with operational teams to identify new opportunities for fundraising from local communities.
- Coordinate staff input to fundraising to ensure staff meet proposal development deadlines, enabling them to focus on developing technical elements, and ensuring high quality reporting to meet the impact requirements of donors and grant-making bodies.
- Liaise with partner organisation fundraising teams to develop larger-scale partnership bids.
- Develop and deliver VWT communications to increase brand awareness and VWT's credentials in the conservation funding community and among conservation peers, and translate positive external communication into tangible support for VWT.
- Lead and manage two direct reports: Senior Design and Communications Officer, and Communications and Engagement Officer (subject to funding application).
- Coordinate staff output to champion the Trust's expertise and authority through engagement with key audiences via a variety of media including social media, publications and position statements and website, and directly via project delivery.
- Coordinate Communications Team development of a CRM system with input from other senior managers, to establish effective 'donor journeys'.
- Work with the Finance Manager to prepare and manage an annual budget and to produce timely, accurate financial management information.
- Report progress and prepare written papers, policies and reports for the CEO and Board of Trustees, and externally as and when required.

## Other Duties

- Be familiar with and work within the policies and procedures of the Trust, promoting them to others.
- Provide training and/or mentoring to staff and volunteers.
- Contribute to a culture that values and prioritises Health and Safety matters.
- Carry out other duties appropriate to the role as required by the Trust.
- Present a friendly and a professional personal manner including representing VWT with external partners.

## 6 Training and Development

As part of its commitment to investing in its people, VWT trains and supports its staff in the delivery of their duties. Advice will be given in drawing up a personal development plan and all suggestions considered according to resources available and the overriding priorities of the Trust.

## 7 Ideal Candidate Profile

You will be joining a highly motivated organisation with a culture of trust, respect, teamwork and cooperation, for which your role will be central to the growth of VWT and effective delivery of strategy and mission.

You will be a skilled and strategic leader with strong interpersonal and management skills and an excellent track record in generating income from a variety of sources. You will have experience in communications and promoting the brand of an organisation, as well as engaging donors through a variety of strategies.

You will work well with other staff and provide appropriate assistance and advice to colleagues when desirable for the effective undertaking of their respective responsibilities.

A willingness to be flexible about working arrangements and to provide occasional cover for absent staff is desirable in order to maintain organisational effectiveness.

## Qualifications

We will consider candidates with prior experience in fundraising and communications from a range of educational backgrounds.

## Experience and Skills Essential

- Proven track record of leading grant and unrestricted fundraising from a variety of sources.
- An excellent team leader – experience of motivating and inspiring a team to deliver positive outcomes.
- Demonstrating excellent communication and interpersonal skills at all levels, as well as an ability to liaise appropriately with a variety of stakeholders and to manage people effectively.
- Experience of working with the media and of successful networking to develop contacts and opportunities for significant benefit to the organisation.
- I.T. competent.
- Full UK Driving Licence.

## Experience and Skills Desirable

- Experience of working in the charity sector.
- Experience of managing multi-partner, multi-funded projects.
- Experience in using digital media and familiarity with CRM software such as Raiser's Edge.

## Personal Qualities

- An enthusiasm for wildlife conservation.
- A personable and self-motivated individual with initiative, innovation and drive and the personal qualities to become an ambassador for VWT.
- A positive 'can do' attitude with excellent problem-solving abilities and a professional, flexible approach
- Well-organised with good attention to detail. Able to plan and prioritise own work and work of the wider team in order to meet deadlines to complete work to time and budget.
- Committed to self-development, keeping relevant skills and knowledge up to date.

This post is full time (37 hours per week). Our normal office hours are 9am to 5pm (Mon-Thurs), 9am-4.30pm (Fri) with appropriate breaks. Our expectation is that this role will involve being present at the office at least one day a week, with opportunity for hybrid and flexible working arrangements in agreement with your Line Manager. You may be required to carry out some work outside of standard office hours for which you will be expected to take Time Off In Lieu (TOIL). Business travel and overnight stays will be required at times, for which travel and subsistence expenses will apply according to the Trust's current policy.

## 8 Benefits Package

VWT offers a qualifying workplace pension scheme with Aviva which the post holder may request to be enrolled in from day one, though employer contributions would not be payable until a three-month probationary period is complete. An enhanced workplace pension scheme, also with Aviva, is available and matches personal contributions of 4% of staff salaries with an additional employer contribution of 7% after a qualifying period of three months. VWT also provides life assurance with Employee Assistance Package (EAP) after one year's service. The post holder is entitled to 25 days' paid leave per year in addition to public holidays.

## 9 Value Statement

The Trust expects its staff to carry out their duties in a way which consistently exceeds the regulations and expectations of society at large in matters legal, ethical and environmental. Our aim is to ensure all resources are utilised effectively and efficiently. You will be expected to apply sound value for money principles in undertaking purchasing or supply of goods and services. The Trust will ensure that its staff receive appropriate training and development based on a documented personal annual appraisal.

## 10 Equal Opportunities

Vincent Wildlife Trust values diversity and is committed to supporting an inclusive culture. We want our staff to feel comfortable to be themselves. We aim to provide an environment where everyone, regardless of background or characteristics, can develop their full potential.

@Vincent Wildlife Trust

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