



Shropshire
Wildlife Trust

Shropshire Wildlife Trust

Chief Executive Officer
Recruitment Brochure

Danny Beath

Protecting **Wildlife** for the Future

From the Chair	3
About us	
• Why Shropshire?	4
• The Trust	5
• Land and Habitats	6
• The People	7
Our Values	9
The Opportunity	10
Job Description	11
Person Specification	13
Terms and How to Apply	15



Shropshire Wildlife Trust is seeking a new Chief Executive to shape future strategy in working to deliver our charitable aims of protecting our wildlife and wild places to advancing research and bring people closer to nature.

SWT has seen significant growth and outstanding progress during the 29 year tenure of our outgoing CEO, Colin Preston. The successful candidate will build on his impressive legacy and the Trust's strong financial position, shaping and enabling an evolving path for the future in the face of significant challenges to the natural world.

In a time of both uncertainty and opportunity for the conservation movement with changes to revenue streams and the legislative environment, but with public support at levels previously unknown, we are looking for a far-sighted and solution-focused individual. With wildlife in need of protection as never before, expanding the reach of our charitable work is crucial alongside showing strength in leadership. We want to empower our supporters and the next generation to lead to nature's recovery. The new CEO's task will be to ensure we meet this challenge, build alliances and communicate with a broad range of stakeholders.

The coming years are going to be critical in

fighting for nature's recovery. We will stand up for wildlife where we believe it is threatened and press for positive outcomes for its protection and enhancement. Trust membership voted overwhelmingly to declare a climate emergency at our recent AGM. SWT is active in supporting the Wildlife Trust movement's national campaigns as well as building ambitious partnerships at a local level including using our strong membership mandate to lobby local MPs. We are seeking an effective advocate with an ability to prioritise pathways for change with evidenced impact.

Trustees are very proud of the excellent reputation SWT has earned with communities, businesses, partners and members. Strengthening existing links with other local agencies working across Shropshire and The Wildlife Trust movement nationally will be crucial in this role. We very much look forward to working with an inspirational, dynamic, articulate and well-informed CEO; one who will bring ideas and vision and who will work effectively with the team of motivated Trustees, staff and volunteers to turn their ideas into reality. If you are attracted by the challenge of taking us forward, we would be delighted to hear from you and encourage you to apply.

Kirsten Mould
Chair Shropshire Wildlife Trust



Why Shropshire?

4

Shropshire is the largest inland county in the UK, positioned along The Marches on the Welsh border. In a national landscape where wildlife and wild places are challenged as never before, Shropshire can be proud of its important natural characteristics which include:

- one of the UK's most diverse range of rare and threatened habitats
- complex geology that includes 10 of 12 recognised periods of geological time
- major river systems dominated by one of the UK's most important catchments, the Severn.

The county also provides a mix of highly developed urban areas including the traditional county town of Shrewsbury and the still growing new town of Telford, which is the birthplace of the Industrial Revolution. There is ancient history here, but we also have major industries and a unique industrial heritage.

The county's strong agricultural landscape gives Shropshire its diverse appearance of productive farmland, meres and mosses, rolling hills, common land, and wetlands.

The varied combination of people and location, and the underlying biodiversity, geography and geology make Shropshire an attractive area.



The Trust

5

Established in 1962 Shropshire Wildlife Trust ('the Trust') is the leading conservation charity in the County, working to protect and enhance the wildlife and wild places of Shropshire and engage people with nature.

Governance is provided by a council of Trustees currently 14 elected by the membership. The Council is responsible for the overall strategy and policy with day to day implementation led by the CEO and around 60 staff. The wholly-owned subsidiary, Shropshire Wildlife Trust Trading Company Limited, is the trading arm for retail and commercial developments.

The Trust forms part of 'The Wildlife Trusts', a UK-wide movement working at a grassroots level to put wildlife at the heart of modern life. This national partnership currently involves 46 Wildlife Trusts and around 850,000 members. In addition the Trust works closely with Wildlife Trusts in neighbouring counties on matters that affect the region.

The Trust is a lead partner in river catchment management in Shropshire and a partner in the largest peatland restoration scheme in England at Fenns and Whixall Moss.

Key Statistics:

- Over 11,500 members
- 16 branches and local groups
- 1,000ha of land owned and managed
- 350 farmers and landowners worked with annually
- 350,000 visitors to our nature reserves
- 2 visitor centres
- Regular engagement with 28% of schools in Shropshire
- 600 volunteers donate their time to support SWT
- 70 local businesses have joined the Trust's corporate scheme
- Annual turnover in excess of £3.5m



Land and Habitats

6

The Trust's landholdings have grown progressively over the years and we now manage 42 nature reserves covering 2500 acres including 113 Sites of Special Scientific Interest, two National Nature Reserves and 7 Ramsar Sites. Our land portfolio contains a rich diversity of animal and plant life within woodlands, meres and mosses, grasslands and heaths - many rare and endangered. In a County which can claim Charles Darwin as one of its own the Trust is privileged to own the garden at The Mount, his birthplace in Shrewsbury.

The Trust also owns and manages important geological reserves made more significant as a number are widely recognised as providing the historic basis on which geology worldwide is studied and classified.

An increasing number of our nature reserves are on former industrial or urban sites and in rural areas where habitat restoration is a key driver. In an age when development is proceeding at a rate greater than ever before, creating new resilient nature networks where people live is a Trust priority.

The Trust has a well-developed Nature Recovery Network programme which currently concentrates on the Meres and Mosses of north Shropshire, the Stiperstones, the river catchments throughout the county, the 'Wild Marches' of south Shropshire, north Herefordshire and the Welsh borders and the major green networks of Shrewsbury and Telford.

Nature Recovery Networks are a key part of the Trust's wider conservation strategy to restore and enrich wildlife across the whole of Shropshire. In addition to work on these projects and on land managed by the Trust, our conservation teams work with over 300 landowners each year, exploring how to manage their land for the benefit of wildlife.



The Trust currently has around 11,500 members, and over 600 volunteers who help with a variety of tasks including habitat management, wildlife recording, public engagement and learning events. Our income from membership subscriptions and donations has grown strongly in recent years, as has our volunteer base.

The work of our volunteers increases our ability to undertake essential surveys and studies that inform conservation policy and practice, assists the overall campaign for the protection of local biodiversity, and allows the Trust to play a key role in decision-making and advocacy. The Trust in particular puts importance on the vital work of its 14 Branches and supporter groups that operate across the County. It runs regular members and local group forums to ensure that a well-coordinated voluntary effort makes a maximum impact.

Public engagement is a key aim of the Trust and we have developed a full and inclusive programme of exciting events and activities to bring people of all abilities and backgrounds closer to nature.

Our People and Wildlife Team works closely with students and groups of all ages, and with parents, teachers and pupils of local schools, to raise interest in the natural world. The Trust is currently part of a national DEFRA supported pilot, Nature Friendly Schools, which seeks to bring the study and engagement with the natural world into the classroom.

The positive benefits of nature on individuals' health and wellbeing has led to a successful initiative, Feed the Birds, which pairs vulnerable and isolated adults with volunteers able to help provide much needed human interaction while assisting with bird feeding in the garden. Other initiatives include an intern programme for students wishing to gain work experience in the environmental sector, through to the running of two visitor centres seeking to engage the general public in the Trust's work.

The Trust also runs a thriving corporate membership scheme partnering with more than 70 local businesses that are all keen to develop better business opportunities while promoting and protecting wildlife and the natural world.

The Trust commands a high degree of respect for its conservation work which has both local and international impact on wildlife. We want to achieve even more.

- We want to push forward our plans for public engagement, helping more people of all ages and abilities get closer to and be inspired by nature, through events, education and volunteering.
- We want to make sure our important nature reserves remain exemplars of the very best in conservation management, and at the same time ensure we expand our work within the wider countryside, helping more landowners to improve habitats for nature, and extending our successful Nature Recovery Networks projects to cover even more of Shropshire.
- We want to engage more fully with supporters of all kinds, to help grow the Trust's financial base and build the sustainable resources we need to support the level of work we want to do.
- We want our staff and volunteers to find satisfaction in the work they do to further the Trust's charitable mission, and to allow them to develop and build their own competencies.
- We want our membership to be proud of our achievements and be enthused about their support for the Trust in whatever form that takes. And we want to build that membership even more.
- We want to ensure that Shropshire Wildlife Trust, plays its own important part in returning nature to our landscape, and in bringing it back into people's lives.



Our new Chief Executive will be spearheading the delivery of all of this, and will lead a process of change and growth within our organisation.

This will be directed by:

- Our long-term development strategy;
- Our five-year strategic planning cycle, with a new plan to be developed over the coming year;

Taking forward these tasks is part of an exciting role that will require inspirational leadership, and imagination and enterprise in planning, implementation and delivery.



Our Values

9

- Our conservation and land management decision making is based on scientific evidence, research and consultation with appropriate experts.
- We will stand up for wildlife where we believe it is threatened and press for positive outcomes for its protection and enhancement.
- We believe that a Nature Recovery Network approach to wildlife and habitat management is key to ensuring the survival of many species common and rare.
- We seek to inspire people about the importance of wildlife in its own right and to spread understanding that the health and wellbeing of our environment is inextricably connected to that of people.
- We recognise that our members, volunteers, supporters and visitors are vital to our success and we seek to provide excellent standards of service and response to their needs.
- We will aim for highest possible standards of professionalism and efficiency in all aspects of our work.
- Where possible, we will work in partnership with other organisations in pursuit of common objectives and efficient use of resources and, in particular, to help deliver progress towards our vision
- We value our staff and volunteers and will employ good practice standards in all aspects of recruitment, induction, development performance management, health and safety and welfare of staff, and volunteers.
- We will work to be carbon neutral and to eliminate our own production of polluting waste by 2030.



The Opportunity

10

Shropshire Wildlife Trust is in a strong position, and is held in high regard for our people, conservation assets and reputation. Financial and staff resources are robust and we have a strong base of members, corporate supporters and a dedicated body of volunteers.

The successful new Chief Executive will be expected to build upon this firm foundation, to continue the vision and develop it further as underpinning for the future. Taking us forward will require energy, inspirational leadership and a mindset focussed on delivering results.

Our Annual Report and Financial Statement can be found on our website.



Job title: Chief Executive Officer

Reports to: Board of Trustees through the Chair of Shropshire Wildlife Trust.

Overall purpose: To provide inspirational leadership to Shropshire Wildlife Trust in accordance with the charitable objects and in line with the mission, vision and values of the Trust, setting strategic goals and clear direction and engaging all stakeholders for effective delivery.

Impact: Responsibility for formulation and delivery of Shropshire Wildlife Trust's strategic plans.

Line management: The SWT senior management team currently comprising heads of Conservation, Rivers Programme, People and Wildlife, Development, Finance and HR and governance managers.

Decision making responsibility: Overall executive decision making to include financial, strategic and operational responsibility for the Shropshire Wildlife Trust.

Main Accountabilities

1. Strategic Leadership, Vision and Development

- With the Chair and Board of Trustees, determine and lead Shropshire Wildlife Trust's strategic direction, and work with the Senior Management Team to deliver the business strategy successfully, delegating where appropriate.
- Provide visionary leadership to the Shropshire Wildlife Trust, to ensure staff and volunteers are engaged with the strategic aims and motivated to deliver them.
- Lead a forward-looking organisation that is continually scanning the horizons for opportunities and risk.
- Ensure Shropshire Wildlife Trust is adequately funded and that all activities are executed to the highest standards.
- Lead, develop and motivate a high-performing senior management team to deliver Shropshire Wildlife Trust's mission through their directorate teams.
- Be the custodian of Shropshire Wildlife Trust's history, brand and reputation, protecting this and continuing to enhance it externally.
- Act as ambassador and figurehead for the Trust in its promotion of wildlife conservation interests for Shropshire, sustaining and developing the Trust's position as the leading organisation in the county for caring for all types of wildlife and wild life habitats.
- Overall management of the corporate group including Shropshire Wildlife Trust and its Trading Company

2. External Relations & Engagements

- Lead the development of media involvement and ambassadorial activities with key organisations and individuals in the public, private and voluntary sectors to enhance Shropshire Wildlife Trust's profile.
- Build alliances, networks and develop productive relationships with key partners and individuals in the public, private and voluntary sectors.
- Ensure effective accountability and communication mechanisms are in place with the Trust's 11,500 members.
- Lead the Trust to ensure appropriate and sustainable income from individual, corporate, legacy and trust donations.
- Embrace and build on the Trust's participation in the activities of the Royal Society of Wildlife Trusts and the work with other Wildlife Trusts individually, regionally and nationally.
- Represent the Trust to influence the policies and practices of others and to expand its reach and influence.

3. Governance and Risk

- Understand, and keep under review legislative, regulatory and governance issues which may impact the Trust and ensure that the Board is effectively briefed on them, developing strategies and policies as the Board's principal advisor.
- Fulfil relevant duties as set out in Shropshire Wildlife Trust's governance documents.
- Accountable for ensuring the interface between executive and Trustees is effective and harnesses Trustee skills to maximise benefit for Shropshire Wildlife Trust.
- Ensure that financial processes and controls are in place for financial security, sustainability and compliance and to manage financial risk.
- Ensure the articulation and delivery of the development plan, business plans and longer term strategic plans, reporting on strategic and financial performance against agreed objectives on a regular basis.
- Ensure Shropshire Wildlife Trust is compliant with relevant legislation and policies, including health and safety legislation, data protection, employment legislation, safeguarding and the regulatory framework for charities as well as the compliance requirements associated with agri-environmental grant schemes.
- Oversee management of the activities of the Trust's subsidiary undertakings and any related and/or associated ventures for which the Trust has management responsibility.

4. Operation and Delivery

- Develop an adaptive management culture to enable rapid responses to emerging opportunities and risk.
- Ensure that Shropshire Wildlife Trust has effective management structures in place.
- Work effectively with others internally and externally to embrace opportunities and find innovative ways to overcome challenges while maintaining the effectiveness of operational delivery.
- Lead a culture of learning and people development that will continue to grow and flourish and enhance the skills and abilities of Trust employees.
- Be accountable for the effective deployment of the Trust's resources of land, buildings, equipment, finance and people to deliver the organisational strategy.
- Foster the Trust's voluntary character, ensuring that volunteers and local groups remain integral to the operation of the organisation and are encouraged and supported.
- Undertake all other duties appropriate to the post as delegated by the Chair of Council.
- Seek to increase and inspire membership to provide a greater mandate for the Trust's work.



1. Specialist Knowledge, Skills and Experience

- 1.1 Substantial senior management experience, preferably at Chief Executive level (or a senior role with increasing responsibility over a 5+ year period), preferably gained within a wildlife, environmental, community and/or not-for-profit organisation.
- 1.2 A creative thinker with the vision, determination and ability to translate the broad needs of a diverse market into compelling and deliverable solutions, products or services.
- 1.3 Experience of creating partnerships and developing relationships that deliver organisational aims.
- 1.4 Proven experience of determining and successfully executing ambitious plans for growth together with a track record in maximising income and value.
- 1.5 Prior experience of successfully managing change.
- 1.6 Able to demonstrate a broad strategic view of the issues affecting Shropshire Wildlife Trust stakeholders, the organisation's role in the voluntary sector and the long- term impact of decisions.



2. People Management Skills

- 2.1 An inspirational, charismatic leader and team player, particularly during times of change, engendering trust and confidence to maximise stability and deliver success.
- 2.2 Able to maximise the overall success of the organisation, defining, enhancing and driving the business strategy while strengthening the focus on improved financial and operational performance.
- 2.3 Able to provide clear direction to staff and volunteers, effective messaging to trustees and a proven ability to motivate and empower people at all levels of the organisation.
- 2.4 Ability to use delegation effectively as a tool to enable teams and individuals to realise their full potential through the development of skills and knowledge.
- 2.5 Provide strategic and entrepreneurial insight and drive as well as developing a commercial approach across all operational aspects of the organisation's business.
- 2.6 Equality and Diversity. Champion equality, diversity and inclusion in all plans and activities of the Trust.



3. Planning and Organisational Skills

- 3.1 Excellent skills in planning, prioritisation and multi tasking, with experience of scheduling events, activities and resources.
- 3.2 Experience of establishing measures and procedures for monitoring progress against plans and objectives.
- 3.3 Financially astute with previous experience of setting, managing and monitoring a complex budget.

4. Problem-solving and Creative Skills

- 4.1 Relevant experience of evaluating information in a logical manner and making systematic and rational high- level judgements.
- 4.2 Able to demonstrate a broad strategic view of the issues affecting Shropshire Wildlife Trust's members, supports and stakeholders, the organisation's role in the voluntary sector and the long-term impact of decisions. Must be able to see the big picture and think strategically. Is forward thinking and insightful, ambitious for transformation and entrepreneurial in approach.
- 4.3 Able to identify and manage conflict. Able to remain calm and in control when challenged or in the face of setbacks.
- 4.4 Enthusiastic, committed and solutions-driven leading to delivery of objectives; maintaining focus on outcomes. Able to see and maximise opportunity whilst being skilled at managing risk.

5. Communication Skills

- 5.1 Experienced and skilled at influencing, negotiating and building alliances and maintaining effective relationships. This should include high level contact, partnership and alliance building.
- 5.2 Able to speak clearly, fluently and in a compelling manner to both individuals and groups. This will include media representation and platform speaking.
- 5.3 Able to communicate effectively both within and outside of Shropshire Wildlife Trust in order to build and maintain relationships and networks of contacts.
- 5.4 Proven ability to produce written communication that is fluent, clear, concise and tailored appropriately.
- 5.5 Demonstrable ability to be interested in others' opinions and be sympathetic and tolerant of differing needs and viewpoints.
- 5.6 Able to guide and steer discussion, using influencing and negotiation skills in order to achieve objectives, maintaining a diplomatic approach that results in acceptance and agreement.
- 5.7 Able to adapt own influencing style according to the audience and context and expertly negotiate in complex situations to achieve success.

Terms & How to Apply

15

Terms

The role will be based at 193 Abbey Foregate, Shrewsbury, Shropshire SY2 6AH.

The package will include a competitive salary between £58,000 and £63,000 per annum, depending on experience.

After three months' employment you are eligible to join the Shropshire Wildlife Trust group personal pension scheme and will be automatically enrolled. The Trust makes payments of 7% of salary to match your minimum of 3% salary. Further details and an application form will be provided at the time.

This post is permanent and full time.

How to Apply

Applications should be made only through the Networx portal and must include a fully completed Shropshire Wildlife Trust Application form, a letter of application and a CV. Please do not show date of birth on any communications.

No agencies at this stage please.

Closing date is Monday 2 March 9am.

Candidates should ensure their availability for interviews which will be held over two days on 24/25 March 2020

Second interviews will be held on 30 March 2020 .

Feedback will only be available for candidates following the interview stage.

Thank you for your interest in Shropshire Wildlife Trust and the role of Chief Executive Officer.

