



JOB DESCRIPTION – Wilder Events and Wellbeing Manager

POST: Wilder Events and Wellbeing Manager

TEAM: Engagement

POST HOLDER: New role

BAND: 6

DATE: July 2024

PREPARED BY: NB

OVERALL PURPOSE OF THE JOB:

It is an exciting time for Norfolk Wildlife Trust following the launch of our new ambitious strategy, a Wilder Norfolk for All, which focuses on bringing more wildlife back to Norfolk and supporting more people to enjoy and act for nature. We want to empower 1 in 4 people to take action for nature, but to do this we need to provide opportunities for a wider diversity of people to connect with nature and experience the benefits it offers.

We are looking for someone dynamic, with an innovative approach to engagement, to lead on developing and delivering our Wilder Events programme of activities across Norfolk, engaging new and diverse audiences as well as our current members and supporters. As someone with excellent relationship management skills, you'll also lead on working with health and wellbeing organisations across Norfolk to create opportunities for people to connect with nature, supporting local green prescribing initiatives.

We particularly encourage applications from people who are underrepresented within our sector, including people from minority backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.

REPORTING TO:

Director of Engagement

REPORTING TO THE POST HOLDER:

Wilder Events Assistant
EDI Officer
Cley Engagement Officer
Volunteers

OTHER WORKING RELATIONSHIPS:**Within the organisation:**

- Excellent communication with all teams is essential but you will be working closely with our Wilder Communities Manager, Wilder Learning Manager, Senior Marketing Officer and Supporter Development Manager, as well as our Visitor Centre teams and colleagues in the Nature Recovery and Conservation Directorates.

Outside the organisation:

- Key external event organisers such as Royal Norfolk Show, Norfolk and Norwich Festival and Norwich Science Festival
- Project and partner organisations
- General public and NWT members and supporters
- Suppliers and contractors

MAIN DUTIES:

- Develop an exciting and diverse programme of events and activities across our reserves and external locations in Norfolk to engage new and existing audiences with our work, create opportunities for nature connection and promote taking action for nature.
- Support with the design and delivery of NWT organisational events.
- Work with NWT's Supporter Development Manager to identify new opportunities to engage supporters with our work and support membership growth and retention through events and activities.
- Lead on our relationships with key external event organisers such as the Royal Norfolk Show, the Norfolk and Norwich Festival and Norwich Science Festival, coordinating colleagues across the Trust to deliver our activities.

- Build new relationships with external organisations and individuals that will support our ambition to reach new and diverse audiences, including event speakers, authors and workshop leaders.
- Lead on the development of relationships with local health and wellbeing partners, seeking opportunities to support local green prescribing initiatives.
- Using our engagement evaluation framework, ensure all events are evaluated and provide reports to the Director of Engagement and Senior Leadership team when required. Use learning from evaluation to shape future approach to increase impact.
- Effectively manage budget and resources
- Work with NWT's Volunteer Coordinator to identify, recruit and train event volunteers to support the delivery of events.
- Lead the event programming working group at NWT ensuring cross-team involvement.
- Ensure all events and activities are delivered in line with our Health and Safety, EDI and Safeguarding policies and that robust risk assessments are in place.
- Oversee the delivery of events including event logistics, catering and venue hire, ensuring that the events are adequately staffed and that attendees have a positive experience.
- Work with the Senior Marketing Manager to effectively promote our events, identifying opportunities to reach target audiences.
- Work with the Fundraising Team to identify & maximise opportunities to raise funds at events.
- Line management of the EDI Officer, Wilder Events Assistant and Cley Engagement Officer, ensuring they are well supported and their learning and development needs are met.

OTHER DUTIES:

Attend external events and fora to represent Norfolk Wildlife Trust

Promote the work of NWT whilst undertaking the above duties and recruit new members where opportunities arise

Work in accordance with, and ensure the implementation of NWT policies

ESSENTIAL REQUIREMENTS:

- Demonstratable experience of developing and organising successful events for a variety of audiences.
- Experience of engaging and inspiring internal and external stakeholders to support and deliver mutually beneficial objectives.
- Excellent communication skills including the ability to build and strengthen relationships with partners.
- Strong people management skills and the ability to effectively lead and motivate a team.
- Competent digital skills using Microsoft Office packages, including proven experience with using Excel, Word and Outlook.
- Excellent organisational and time management skills, ability to work under own initiative and as part of a team.
- Experience of managing a varied workload with multiple competing priorities
- Ability to collaborate effectively with colleagues and other departments. Build inter-departmental relationships through liaising with colleagues from other Directorates.
- Willingness to work occasional weekends and evenings for which time off in lieu will be granted.
- An enthusiasm for nature and the work of Norfolk Wildlife Trust

DESIRABLE REQUIREMENTS:

- Experience of effective event marketing
- Experience of volunteer management
- A good understanding of Equality, Diversity and Inclusion considerations when planning events.
- Clean driving license

LIMITS OF AUTHORITY:

- Manage events budget
- Raise purchase orders and sales orders
- Sign own correspondence.
- Take day-to-day decisions on priorities within the agreed work programme.

CONDITIONS OF SERVICE:

Current contract refers

This post is subject to an enhanced DBS check