

Norfolk Wildlife Trust  
Recruitment Booklet

# Director of Nature Recovery



The  
**Wildlife**  
Trusts

# Contents

---

<b>Welcome</b>	<b>3</b>
<b>The story so far</b>	<b>4</b>
<b>Our strategy</b>	<b>5</b>
<b>Recent highlights</b>	<b>7</b>
<b>Job description and role specification</b>	<b>8</b>
<b>Terms and how to apply</b>	<b>12</b>



# Welcome.

---

## Thank you for your interest in applying for the Director of Nature Recovery role.



We are seeking an outstanding, innovative and dynamic Director of Nature Recovery.

You will create and lead a multi-disciplinary team to accelerate nature's recovery across Norfolk.

This role will lead a new and exciting advisory offer, which will enable us to bring all expertise in the Trust to meet the challenge of our nature crisis. You will be instrumental in shaping this offer, in branding and naming it, in developing and building the skills and expertise necessary to deliver it.

Acting as an influential strategic leader you will not only deliver direct impact but also influence the environmental, economic and social systems in Norfolk to prioritise nature's recovery.

At its heart this role is about change. Changing the way we work internally to ensure that we can maximise the impact we have for nature externally. And changing the hearts and minds of communities, farmers, landowners and key decision makers across Norfolk to ensure that collaborative efforts for nature's recovery are initiated, built and delivered.

There are five teams under this role: Wilder Landscapes, Natural Capital, Norfolk Wildlife Services, Policy and Advocacy and Research & Evidence. Plans are in place to build these teams and you will need to hit the ground running in building a brilliant team around you.

As you can see, there is a lot in this role and you don't need to have experience and expertise in everything, but you will need to be able to build and lead teams who have that expertise.

Excellent leadership, relationship building, collaboration and delivery skills are important to enable you to inspire, support and empower internal and external stakeholders to create greater impact for nature.

If you recognise yourself in the job description and person specification, I very much look forward to hearing from you. If you want to chat this through with me, please email [ceoadmin@norfolkwildlifetrust.org.uk](mailto:ceoadmin@norfolkwildlifetrust.org.uk) to set up a short informal conversation to discuss the role.

[For more information from me about the role, please watch the film found on our website.](#)

**Eliot Lyne, Chief Executive of Norfolk Wildlife Trust**



# The story so far

---

## As the oldest Wildlife Trust in the UK, we are proud to have been protecting and restoring Norfolk's nature for nearly a century.

Since 1926, the year Sydney Long formed Norfolk Naturalists Trust with the aim of protecting Cley Marshes and its wildlife, the world has changed dramatically. Wildlife is declining around the world, and we are seeing mounting evidence that we are in a joint biodiversity and climate crisis.

We now face a critical tipping point in reversing the fortunes of our wildlife, ecosystems and communities, and it is clear that all three are inextricably intertwined. We know that we can secure a thriving world for future generations that offers a stable climate, clean water, abundant food, health and happiness. But to do that, working together to restore and protect Norfolk's nature is vital.

Following our very first land acquisition, Norfolk Wildlife Trust has grown in size, expertise, impact and support. Today, we manage 5,000 hectares of Norfolk's landscape for nature, across over 60 nature reserves.

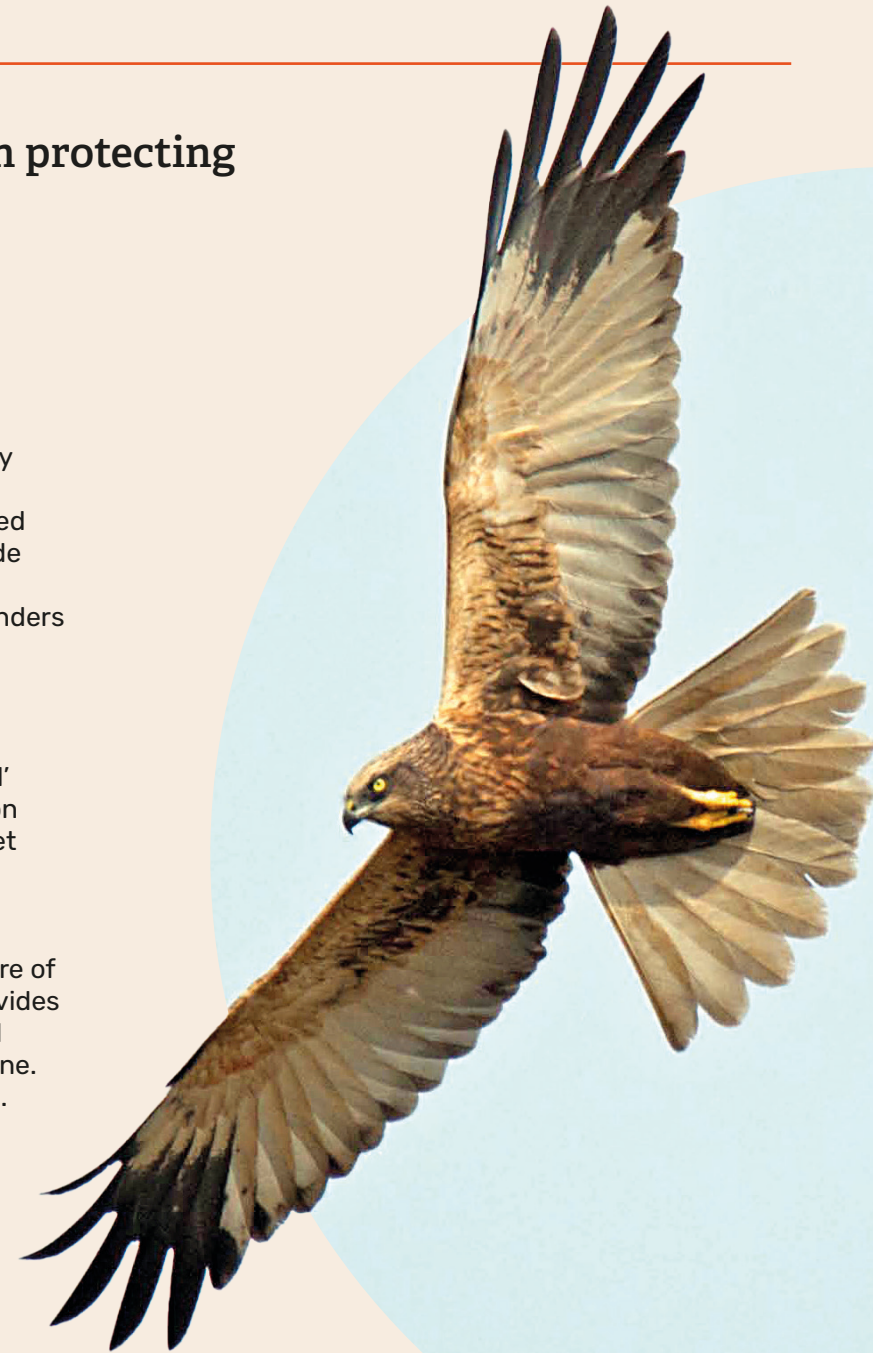
Guided by the Lawton Review (2010), which concluded that wildlife needs bigger, better and more connected places to live, we deliver nature recovery at a landscape scale. We

work in partnership with landowners and communities, inspiring and empowering people to act for wildlife across the county.

We do not act alone. We are part of a national movement of 46 Wildlife Trusts, whose strategy brings us together to achieve nature recovery across the UK. Norfolk Wildlife Trust is supported by over 39,000 members and we work alongside a wide variety of landowners, businesses, conservation organisations, town planners, funders and communities, who all share our ambitions.

The next decade is likely to define the long-term future for wildlife and people across the globe. Our new strategy 'A Wilder Norfolk for All' will guide us to 2030 and beyond as we build on strong foundations, raise our ambitions to meet the scale of the challenges ahead and remain responsive to our changing environment.

We have a clear vision and mission for the future of Norfolk's wildlife and people. This strategy provides a vital focus for our passion and expertise, and recognises the importance of involving everyone. Together, we can create A Wilder Norfolk for All.



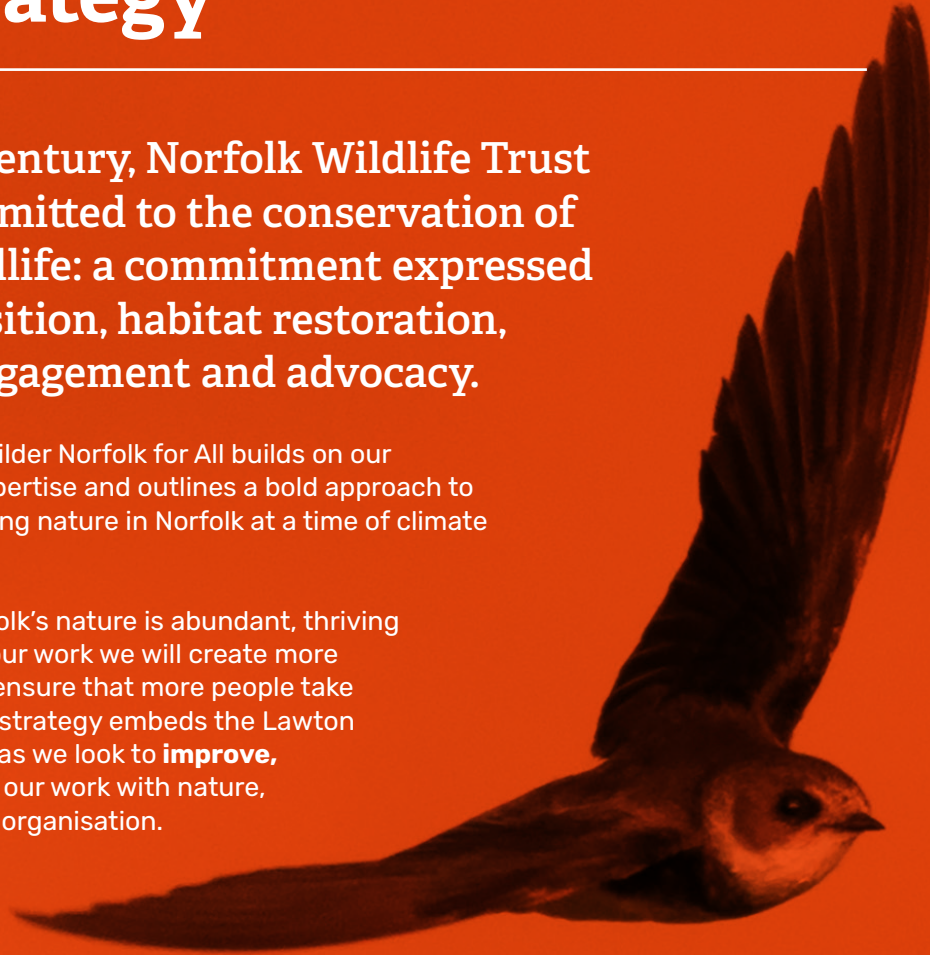
# Our strategy

---

For nearly a century, Norfolk Wildlife Trust has been committed to the conservation of Norfolk's wildlife: a commitment expressed in land acquisition, habitat restoration, education, engagement and advocacy.

Our new strategy: A Wilder Norfolk for All builds on our achievements and expertise and outlines a bold approach to protecting and restoring nature in Norfolk at a time of climate and nature crisis.

Our vision is that Norfolk's nature is abundant, thriving and valued. Through our work we will create more space for nature and ensure that more people take action for nature. Our strategy embeds the Lawton principles in our work as we look to **improve, expand and connect** our work with nature, people and within our organisation.



**Our Vision**  
Norfolk's nature is  
abundant, thriving  
and valued

**Our Mission**  
To create more  
space for nature to  
thrive and inspire  
more people to take  
action for nature

# Our strategy

## Improve

## Expand

## Connect

### Outcome 1 Abundant and thriving nature

**Outcome:** Strong and connected recovery for nature across Norfolk

Increasing the abundance and diversity of wildlife in our land and sea

Creating more space for nature

Connecting wild spaces for nature's recovery

### Outcome 2 People valuing nature

**Outcome:** People across Norfolk are connected to, inspired by and taking action for nature

Breaking down the barriers to people taking more action for wildlife

Growing a movement of active wildlife champions

Enabling everyone to have meaningful experiences of nature

### Outcome 3 Leaders for nature

**Outcome:** An influential, resilient and collaborative Trust

Building our foundations and infrastructure to enable success

Scaling up to be strong, influential and resilient

Empowering leadership and collaboration

# Recent highlights

We have bold plans for increasing the land under our management and at least doubling the impact of our work in the wider countryside and with communities.

## Our year for wildlife 2023–24

With the support of our members, this year we:



Increased the amount of land we own or manage for wildlife – now over **5,000** hectares



Offered advice to improve **61** County Wildlife Sites for nature



Worked with Norfolk County Council to protect over **120** Roadside Nature Reserves



Examined **223** planning applications with wildlife in mind



Welcomed **175,000** people to our visitor centres – an increase of nearly 17% on last year



Reached **37,905** members – a growth of nearly 4% on the year before



Were supported by **1,500** amazing volunteers

# Job description and person specification

---

## **Role purpose**

The purpose of this role is to create and lead a multi-disciplinary team to accelerate nature's recovery across Norfolk and set the Trust on course to achieve our strategy. You will act as a strategic leader to deliver direct impact and influence the environmental, economic and social systems in Norfolk to prioritise nature's recovery.

In addition to providing clear, values-based strategic organisational leadership as a key member of the Strategic Leadership Team and trusted advisor to the CEO.

## **Reporting to**

CEO

## **Line management of the following roles**

- Head of Wilder Landscapes
- Natural Capital Development Manager
- Principal Ecologist
- Policy and Advocacy Manager
- Research and Evidence Manager

## **Other working relationships**

### **Within the organisation**

Directors, managers, trustees and volunteers as well as staff at all levels as appropriate to the role.

### **Outside the organisation**

Staff within other voluntary organisations, landowners, conservation-related external groups, statutory agencies and press/media contacts.





# Job description and person specification

---

## Main duties

### Organisational and strategic leadership

- Provide clear, values-based strategic organisational leadership as a key member of the Strategic Leadership Team and a trusted advisor to the CEO
- Model our leadership values and behaviours at all times
- Ensure that an environment is created for all teams that enables people to bring their best to the Trust
- Provide strategic leadership for the directorate and across the Trust, taking responsibility for collective decision making, creating opportunities and managing risk
- Achieve clear delivery targets for directorate and for shared targets across directorates
- Manage and develop a growing team to support strategy implementation, including overseeing work plans, budgets, and performance management

### Partnership and collaborative working

Influence the strategic direction of Norfolk's Local Nature Recovery Strategy;

- Lead and model collaboration across and outside the organisation, including (but not limited to):
  - Working closely with the Director of Nature Conservation to ensure that there is a consistency of strategic approach to conservation work and partnerships from the Trust
  - Working with the fundraising team and projects team to lead the development of, and fundraising strategies for, new multi-stakeholder landscape-scale initiatives for nature's recovery
  - Working with other Directors to build effective strategic partnerships for nature's recovery with local authorities, businesses, universities and other key charities operating in Norfolk
- Keep abreast of local, regional, national and international issues affecting wildlife in Norfolk, maintaining liaison with The Wildlife Trusts and our national developments, policies and initiatives

### Research and evidence

- Bring together the data, monitoring and evidence held by Norfolk Wildlife Trust or other bodies to inform our countywide strategy to restore nature at scale
- Co-ordinate with others to ensure that our work across the Trust, including our positions and policies, is evidence-led and credible



# Job description and person specification

---

## Main duties

### Nature-based solutions and integrated consultancy offer

- Lead the strategic development of our market-facing teams, identifying new work streams and commercial opportunities to help nature's recovery
- Lead the development of a new integrated consultancy offer that meets the needs of key strategic clients in a way that facilitates nature's recovery

### Conservation policy, advocacy and planning

- Oversee the Trust's engagement in local conservation policy, national policy and local plans to ensure that nature's recovery is integrated within the approach of various statutory or influential bodies
- Lead on the creation of policy positions on conservation issues
- Oversee all activity in response to planning issues, ensuring that our efforts are focussed on strategic issues with maximum impact for nature

### Finance and resource management

- Manage and oversee budgets responsibly and in line with our financial policies and procedures
- Ensure that all agreed organisational policies and procedures are understood and implemented by teams, paying particular attention to Health and Safety procedures and guidelines

### Staff management

- Promote the professional development of the team and facilitate ongoing performance management including, but not limited to: review of work programmes, annual performance reviews and objective setting, identifying learning and development needs, coaching, and wellbeing
- Develop appropriate team culture through strong and clear leadership, encourage cross-team working and the application of initiative and innovation within a framework of clear standards
- Further develop effective teams that are responsive and agile, and meeting expectations of internal and external stakeholders

### Other responsibilities

- Undertake other ad hoc duties and projects as reasonably requested by, or agreed with, the Chief Executive



# Job description and person specification

---

## Person specification

### Essential:

- Proven experience and ability in organisational leadership and team management
- A demonstrable ability and attitude to work corporately and cooperatively as a member of the Strategic Leadership Team
- An effective leader of change, improving the effectiveness of teams and individuals, building skills, capability and capacity
- Sound understanding and technical knowledge of ecology and wildlife conservation issues and methods as they apply to Norfolk's wildlife habitats
- Excellent, proven relationship building skills at a senior level
- Excellent interpersonal skills
- A commercial, entrepreneurial and innovative mindset to deliver projects using new funding mechanisms
- A strong commitment to nature conservation and the work of Norfolk Wildlife Trust
- A high degree of competence in the use of IT systems and information management
- Good numeracy and experience in the compilation and coordination of complex budgets
- Good written and oral presentation skills and experience, including the ability and confidence to engage a variety of audiences, press and media
- Strong organisational and administrative skills
- Preparedness to work unsociable hours including occasional evening and weekend work attending meetings and achieving deadlines
- Current driving licence

### Desirable:

- Knowledge of green finance solutions and natural capital markets

### Limits of authority

- Take full accountability for the implementation of team objectives and programmes, liaising with the CEO regarding direction and priorities
- Sign purchase orders and commit expenditure to agreed limits

### Health and safety

- Attached with contract

### Risk assessment

- Provided with employment contract. Reviewed annually as part of Annual Performance Review



# Terms and how to apply

---

## Terms

The role will be permanent and full-time. The role is based at Bewick House, 22 Thorpe Road, Norwich NR1 1RY, however, we do have hybrid working arrangements in place at the Trust where the role/set up is suitable. Travel within and outside Norfolk may be necessary.

The package will include a competitive salary of circa £65k per annum. Limited relocation package available, annual leave starts at 25 days plus bank holidays and increases by one day per year up to a maximum of 30 days, Employee Assistance Programme, Learning Days, Pension Scheme (8% employer contribution, 2% employee minimum) through Aviva, Group Income Protection Scheme for those in the pension.

## How to apply

Candidates should apply by sending a copy of their CV, giving full details of education, employment and experience. You should also include a statement of application outlining why you consider yourself suitable for the post and what particular experience, skills and attributes you have which will enable you to fulfil the requirements of the job.

Completed applications should be marked 'Private and Confidential' and e-mailed to [recruitment@norfolkwildlifetrust.org.uk](mailto:recruitment@norfolkwildlifetrust.org.uk) or be posted to Recruitment Applications, Norfolk Wildlife Trust, Bewick House, 22 Thorpe Road, Norwich, NR1 1RY.

Closing date for applications is 10am on the 25 November.  
First interviews will be held on either 4 or 6 December.  
Second interviews will be held on either 11 and 12 December.  
Feedback will be available for candidates from the 2nd interview stage.

**Thank you very much for your interest in Norfolk Wildlife Trust and the role of Director of Nature Recovery.**

