



Yorkshire
Wildlife Trust

April 2019

Yorkshire Wildlife Trust

Chief Executive Applicant Pack



ywt.org.uk

Love Yorkshire, Love Wildlife

Welcome

A golden opportunity for a natural leader to create a Wilder Yorkshire

Welcome and thank you for your interest in Yorkshire Wildlife Trust, Yorkshire's wildlife and becoming our next Chief Executive. This is a golden opportunity for a natural leader with drive and vision to engage and create a better environment across beautiful Yorkshire.

The successful applicant will inherit a track record of achievements to build on with good growth, and an agreed Business Plan for 2019/20 - which sets out an ambitious Strategic Framework (2018 - 2023), with finances in place and interim leadership arrangements to ensure great progress. We have developed broad and deep partnerships across Yorkshire, in both town and country, in order to advance our triple mission of Living Landscapes, Living Seas and Nature Matters.

These are exciting and challenging times for those in the environment sector. There are big uncertainties politically, legally and financially, but also a golden opportunity as Chief Executive to show real leadership. Leadership that will make a difference for nature, and engagement with wildlife and the wider environment, across Yorkshire and beyond.

We want a new Chief Executive who is: a strong leader who is keen to build on the solid foundations we have in place; an excellent strategic thinker, able to translate the best ideas into practice; a strong team player who can extend our impact; someone approachable with the drive, vision and humility to make a difference and has an inspiring passion for wildlife and the ability to bring diverse people and partners with them. Our current Chief Executive, Rob Stoneman, leaves a great legacy on which to build and we can promise the successful candidate one of the very best jobs in British nature conservation.

In return for your interest, personal qualities, skills, experience and potential, we will offer you a very competitive package of remuneration, pension, personal development and challenge, which is backed by high-level support from both staff and governance. We are looking for an outstanding candidate to take us to the next level as an organisation, while locking in our growth and achievements to date.

I, my Trustee Colleagues, and all of us at Yorkshire Wildlife Trust look forward to hearing from you in regards to this golden opportunity. We are keen to talk about next steps with those who wish to apply and hope that the role of Chief Executive for Yorkshire Wildlife Trust appeals to visionary leaders with a passion for wildlife and creating a Wilder Yorkshire.



Professor Mike Cooke CBE
Chair, Yorkshire Wildlife Trust

Yorkshire Wildlife Trust

Yorkshire Wildlife Trust is one of Yorkshire's largest and oldest charities, conceived through the purchase and management of Askham Bog nature reserve in York in 1946. It is one of 46 Wildlife Trusts throughout England, Scotland, Ireland and Wales that collectively form The Wildlife Trusts. Together, we are the UK's largest organisation working solely for nature.

Today, Yorkshire Wildlife Trust employs more than 140 staff, engages over 600 volunteers and 40 trainees, and is supported by nearly 44,000 members. We manage more than 100 nature reserves covering just over 3,000 ha of land, and work with many other land managers to improve spaces for wildlife (over 10,000 ha in 2018). The Trust involves and inspires people in nature conservation through our reserves, events, education, volunteer opportunities and community outreach. We also communicate and advocate for nature across all of Yorkshire, not least through commenting on over 800 planning applications each year.

Yorkshire Wildlife Trust works within a five year Strategic Framework, which sets out strategic intent and provides a guide for nature conservation opportunities in Yorkshire; this in turn is translated into annual business plans. The Strategic Framework 2018-2023 is new and marries into the Partnership Strategic Framework published by the Wildlife Trusts' Partnership.

Yorkshire Wildlife Trust's mission is for a Yorkshire rich in wildlife for the benefit of everyone, with more wildlife, more wild places and more people having a strong connection to nature. Yorkshire needs a recovery of wildlife on land and sea. This will be achieved by creating, protecting and, where possible, connecting wildlife-rich landscapes and seas (Living Landscapes and Living Seas) in a society where nature matters.

Living Landscapes where:

- wildlife is abundant and thriving in our towns and cities, and across our rural landscapes – from mountain top to seashore
- whole landscapes and ecosystems have been restored to provide a resilient foundation for the lives of wildlife and people, for generations to come

- wildlife can move freely across the land and along its watercourses, adapting to a changing climate
- natural habitats and soils accumulate and store water and carbon – helping to slow down climate change and to reduce the risk of droughts and floods
- people are inspired by wildlife and value it for the many ways in which it supports our health, wellbeing and quality of life.

Living Seas where:

- marine wildlife is abundant and thriving, from the depths of the ocean to the coastal shallows
- wildlife and habitats have recovered from past declines as our use of the sea's resources has come back into balance, with their ability to renew themselves year after year to become environmentally sustainable
- the natural environment is adapting well to a changing climate
- ocean processes are helping to slow down climate change
- people are inspired by marine wildlife and value the sea for the many ways in which it supports our quality of life.

A Society Where Nature Matters... in which it is normal for people to:

- have a strong personal connection with wildlife and wild places where they live and work
- benefit from a healthy natural environment and personal engagement with it – including better health, wellbeing and prosperity
- understand and value a healthy, wildlife-rich natural environment, and reflect this in their attitudes and behaviours
- take action for wildlife and wild places, to bring about nature's recovery on land and at sea – starting close to home.

How We Are Organised

Yorkshire Wildlife Trust is structured into five regional teams lead by two Operations Directors, with a Director of Finance and Central Services and a Director of Fundraising and Engagement providing corporate support.

Operations

North - From arable lowlands, diverse river valleys and rich upland landscapes of moors, ancient woodlands and blanket bogs, North Yorkshire naturally offers many different opportunities to deliver our mission. Our remit is ambitious and far-reaching; from exemplar land restoration through the Yorkshire Peat Partnership – restoring over 30,000 ha of peatlands – to demonstrating that conservation farming can work both environmentally and economically.

East - Sumptuous wetlands of the Humber Estuary, expansive flower-rich meadows of the Derwent Valley, wonderful chalk grasslands and crystal clear streams of the Wolds and Holderness, East Yorkshire packs a significant punch as an ecological hotspot. Our Nature Tourism project has brought forward investment in iconic nature reserves like Spurn, and shown that wildlife can provide a significant boost to the local economy.

Marine - Towering cliffs, miles of sandy beaches and a rich, muddy estuary provide the launch pad for the amazing North Sea, especially for the thousands of birds which call the ‘Seabird City’ of Flamborough Cliffs their home. Rocky shores, kelp forests and chalk reefs support an amazing array of marine wildlife including lobster, common seals and minke whales. Our work with fishing communities and other sea users will create a rich marine environment that supports a sustainable future.

South - Potteric Carr nature reserve in Doncaster is at the heart of our South Yorkshire region. A 250 ha wetland reserve and visitor centre, it provides fantastic opportunities for locals and visitors alike to be inspired by wildlife and get

involved in nature. In Barnsley, we’re working with partners from private, public and charity sectors to create thriving and connected urban green and blue spaces that benefit both wildlife and people. Through the Humberhead Levels and Catchment Partnerships, we are restoring hundreds of hectares of lowland wetlands and influencing farmers and land managers to make a difference for wildlife.

West - Huge opportunities abound in West Yorkshire to build on our impressive portfolio of river restoration across the Aire and Calder catchments, with major programmes delivering multiple benefits including Natural Flood Management, water quality and biodiversity enhancements, plus community engagement to boost health and wellbeing. A suite of reserves, both urban and rural, provide fantastic wildlife experiences and ways to get involved. Stirley in Huddersfield is our West Yorkshire base, where we run festivals, events and education activities. Further opportunity exists to create a truly wild experience for the local Kirklees communities and beyond.

Central Services - Centralised support and expertise across a range of functions, Central Services comprises the Trust’s finance, IT network and support, health and safety, wildlife data, GIS, Estate and tenure administration. It also provides reception services at our Head office and supports the Trust’s operations across eight offices and land estate (buildings, vehicles, equipment, insurance, etc.). Human Resources also forms part of our Central Services, reporting directly to the Chief Executive, and provides PA support.

Fundraising and Engagement – Committed to providing an exemplar experience and building on current good practice, this directorate includes Communications and Marketing, Conservation Planning, Policy and Campaigns, Fundraising, Membership and Volunteering. The team ensures that colleagues are equipped to provide more diverse, interactive and sustainable expertise to underpin the enormous effort of the Trust to protect, restore and conserve Living Landscapes and Living Seas.

The Opportunity

After 12 successful years as Chief Executive, Dr Robert Stoneman is leaving to take up a position with Rewilding Europe.

This presents a golden opportunity for a natural leader to step forward. We are looking for an inspirational and authentic Chief Executive, with integrity and outstanding interpersonal skills. You will be able to demonstrate a sound knowledge of the environmental policy landscape, as well as an understanding of practical land and marine management in Yorkshire. You will have a proven track record of success in an organisation or a large department, coupled with an ability to get the very best from a motivated team of staff and hundreds of volunteers. You will also be skilled in curating a strong identity and brand, raising organisational profile, and communicating with

purpose to champion our ambitious aims to a wide range of decision-makers, opinion formers, funders, partner organisations and the media.

You will be a natural influencer, able to negotiate your way around environmental networks. You will be able to operate at a strategic level to drive forward collaborations that will have the most positive impact for Yorkshire's wildlife and people.

At Yorkshire Wildlife Trust, we pride ourselves on being results-driven and we're looking for someone who can advance our strategic priorities to make things happen. You will need to be a compelling communicator, who can operate with tact and diplomacy to secure and influence important audiences and partners to deliver more for nature conservation.

This is a pivotal moment in our history; we are looking for someone who has the **courage, skills** and **passion** to lead us in the next steps of our journey.



Job Description

Reports to: Chair of Board of Trustees.

Executive Leadership: The Executive Team comprising of Directors of Finance and Central Services, Operations (North and East), Operations (South and West) and Fundraising and Engagement, as well as Human Resources and Training Manager.

Overall Purpose of the job

The Chief Executive is the Executive Leader of Yorkshire Wildlife Trust and leads the whole organisation in its triple aims of developing Living Landscapes, Living Seas and engaging people with Nature Matters.

The Chief Executive is the Accountable Officer, heading an Executive Team and inspiring staff, volunteers and members to support the organisation to deliver a bigger, better and more joined-up nature networks across Yorkshire and the North Sea.

The Chief Executive works closely with the Chair, Board of Trustees and partners to: develop Yorkshire Wildlife Trust's vision, strategy and plans; champion and communicate Yorkshire Wildlife Trust's vision, brand and reputation to a diverse external audience; build positive partnerships that extend our impact; ensure high standards to deliver strong, strategic and sustainable governance; develop and optimise the performance of the whole organisation; invest in organisational

development and staff engagement and maintain strong financial stewardship.

Overall Accountabilities

The Chair will hold regular one-to-ones and an annual appraisal with the Chief Executive, usually with one other Honorary Officer to hold the post holder to account, support them and ensure a strong personal development plan is in place. The Chief Executive is accountable to the Board of Trustees for:

- Developing, delivering and reporting the Trust's vision and strategic goals
- Ensuring the Trust fulfils its legal, statutory and regulatory responsibilities
- Ensuring a culture that values and continues the Trust's model as a membership-based organisation
- Ensuring the Trust operates within Board-approved budgets and that its finances and business activities are managed to a high standard
- Holding to account The Executive Team and Senior Management Team and conducting regular meetings, team meetings and appraisals.



Key Dimensions of the Role

1. Strategic Leadership to:

Provide inspiring, authentic, engaging and inclusive leadership to staff and volunteers and nurture an innovative, effective, learning culture.

- Champion equality, diversity and inclusion in all plans and activities of the Trust.
- Lead, develop and align the Executive Team and their staff with the agreed goals and outputs of Yorkshire Wildlife Trust.
- Contribute to the creation of wider and more systematic development opportunities for all leaders and potential leaders in the Trust.
- Commit to continuous improvement of leadership, and strategic and communication skills, through personal development.
- Influence at regional and national level by developing innovative approaches and strategic partnerships to expand the reach and impact of the Trust.

2. Strategic Impact and Collaboration to:

- Work with the Board and staff team to develop and deliver a five year strategic plan and annual operational plans with supporting budgets.
- Develop fundraising strategies, while building, nurturing and maintaining relationships with current and prospective donors.
- Raise organisational profile within the community and increase membership.
- Effectively champion the Trust's vision and goals with key decision-makers, opinion formers, funders, partners and other external audiences.
- Ensure there is a dynamic strategy enacted to maintain, identify and grow membership of Yorkshire Wildlife Trust.
- Work creatively to identify income streams,

grants and partnership opportunities to support the environment across Yorkshire.

- Collaborate with peer Wildlife Trusts and The Wildlife Trust to enhance the impact and reputation of the wider movement.

3. Strong Sound and Strategic Governance to:

- Support and attend Board meetings and provide high-quality, timely reports to the Board and the relevant Committees of the Board.
- Maintain excellent working relationships with the Chair of the Board, Trustees and the wider membership.
- Develop and implement internal policies and procedure for handling risks, including a robust approach to managing risk.
- Understand and promote throughout the organisation, work programmes, projects and partnerships, and high standards of sound, strategic and sustainable governance.
- Participate in and recommend the content of Board and Trustee Work Programmes and Board development.

4. Good Operations, Delivery and Staff Engagement:

- Communicate with staff, members, Trustees, public and partners in creative ways to enhance engagement with nature.
- Deliver an impact-focused approach that ensures all staff have clarity and scope on their roles and teams, and that they remain results-oriented.
- Ensure high standards of Human Resources management including recruitment, inclusion, performance management, training, succession planning and wellbeing.
- Create learning and development opportunities for all staff, volunteers and, where appropriate, members.

Person Specification

Summary

The Chief Executive should be a strong leader with an authentic, engaging, open and inclusive approach that inspires and motivates people to engage with nature. The Chief Executive should be ambitious and dynamic, with high levels of integrity and humility. They will also be a strategic thinker, able to translate the best ideas into practice; be a strong partnership player with an approachable collaborative approach; be able to understand the complex environment in which the organisation operates and identify and grasp opportunities, and assess and mitigate risks.

Specialist Knowledge, Skills and Experience

The leader we are looking for will have a demonstrable and proven track record in:*

- A senior leadership role, preferably at Chief Executive level (D) or management of a large departmental function (E)
- Developing high-impact strategic plans and delivering measurable results (E)
- Managing income generation and effective resource management (E)
- Prior experience of successfully managing significant and strategic change (E)

Further Qualities

- A natural communicator who has the skills to influence, inspire and enthuse a broad range of staff, members and stakeholders (E)
- Ability to develop trusted relationships and partnerships with a range of stakeholders from the business sector, government and other environmental Non-Governmental Organisations (E)
- Sound knowledge and understanding of environmental issues (D)
- Good working knowledge of charitable governance (D)
- Keen intellect and strong analytical skills (E)
- Financial acuity to understand complex income, cost centre and wider expenditure streams (E)
- Expertise in achieving performance excellence (D)

Personal Qualities (linked to the Summary of this section)

- Commitment to the highest levels of integrity, honesty and good governance (E)
- Ability to anticipate the future, combined with a strong and genuine interest in Yorkshire, its wildlife and its people (E)
- Engaging communication style with a public presence and an ability to work with, and inspire, staff, volunteers, members and Trustees at all levels (E)
- Self-motivated with a consultative, transparent and collaborative leadership style (E)
- Ability to identify, resolve and handle conflict when it arises (D)
- Experience of media exposure and representation (D)
- Capacity and ability to sustain a demanding executive post, involving a significant workload with frequent travel and overnight absence (E)

Qualifications

- Degree in a relevant discipline or evidence of equivalent capability (E)
- Leadership qualification or structured leadership development (D)

Key Terms

The role is based at Yorkshire Wildlife Trust Head Office, 1 St George's Place, York, YO24 1GN and will involve travel throughout the region and beyond. Salary: The package will include a competitive salary up to £80,000 per annum, depending on experience.

Pension

You will be eligible to auto-enrol into the Trust's Group Flexible Retirement Plan (up to 12% employer pension contribution).

Holiday entitlement

25 days Holiday + 3 days Christmas allowance.

*(E: Essential criteria. D: Desirable criteria)

How to Apply

Applications should be made through the Networkx portal with a supporting statement explaining why you match the job specification, together with a full Curriculum Vitae.

For all enquiries, or to arrange an informal conversation with the Chair, Mike Cooke, or members of the Executive Team, please contact Tracey Davison-Franks on 01904 659570 or hr@ywt.org.uk.

Closing date

9am, Tuesday 30th April, 2019.

Interviews will be held on Friday 17th May, 2019, with shortlisted candidates invited and encouraged to attend a networking buffet on the evening of Thursday 16th May 2019.

Thanks for your interest in Yorkshire Wildlife Trust.



ywt.org.uk

Love Yorkshire, Love Wildlife

Yorkshire Wildlife Trust is registered in England no. 409650 and is a registered charity no. 210807