

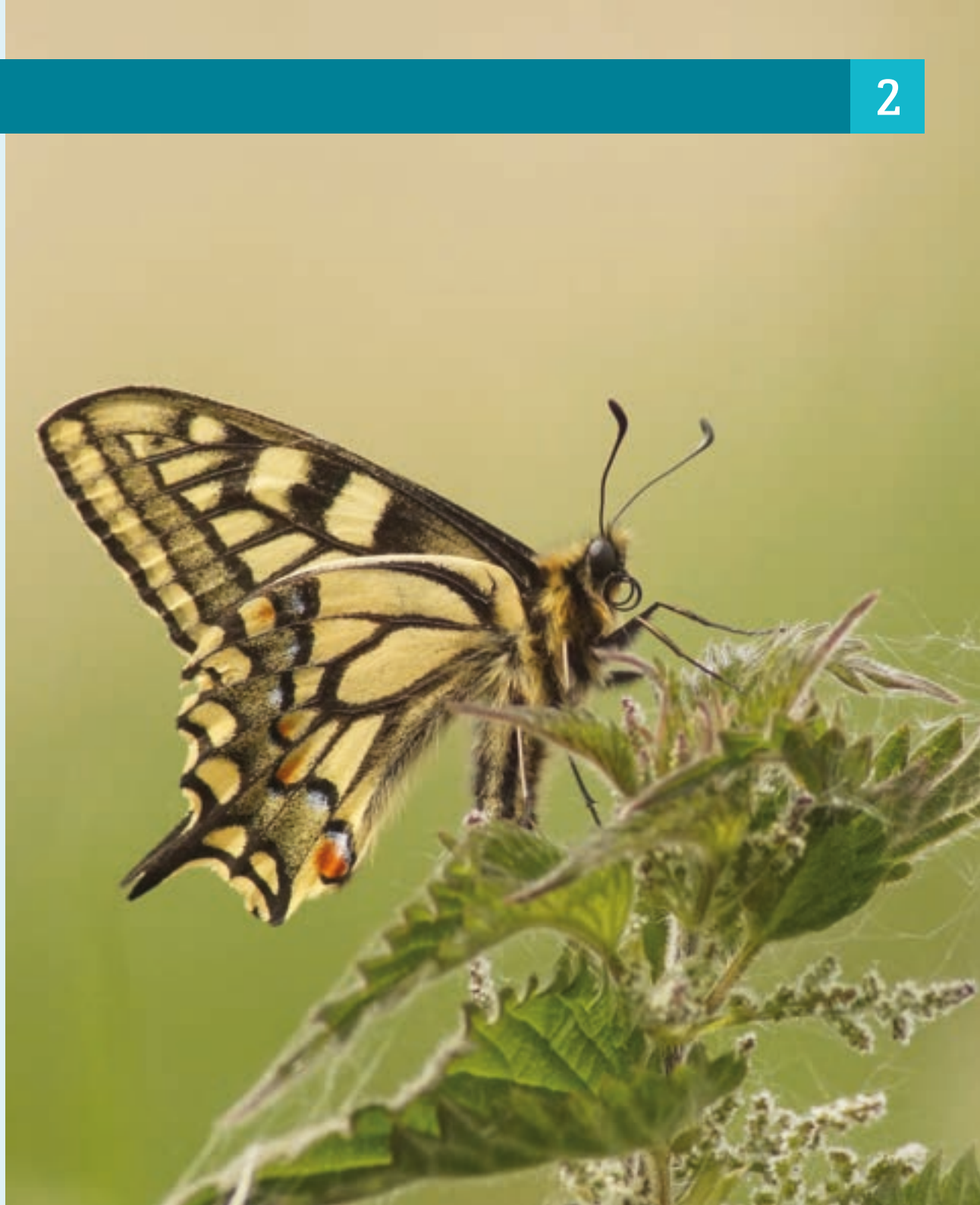
# Norfolk Wildlife Trust

## Recruitment Booklet

# Strategy, Impact and Projects Manager



Welcome	3
About Norfolk Wildlife Trust	4
Our values	6
The opportunity	7
Job description	8
Person specification	10
More information	11
Terms and how to apply	12





**Thank you for your interest in applying for the Strategy, Impact and Projects Manager role.**



Norfolk Wildlife Trust has an unrivalled reputation as the first, oldest and among the largest of the 46 Wildlife Trusts. Since 1926 we have saved and stood up for wildlife and wild places. We have inspired people about the importance of nature in its own right and for the benefits it can bring to the wellbeing of people and communities. And our ambitions continue: to demonstrate best practice on our nature reserves; to work with landowners and other stakeholders to provide healthy ecosystems across a connected landscape; to bring people even closer to nature; to empower staff and volunteers to develop their skills; and to share in The Wildlife Trusts' national mission to make a positive conservation and environmental impact.

We are living through a climate and ecological emergency. In our response to this, we are in a unique position to use our outstanding conservation work and 95 years of heritage to create a Wilder Norfolk. We are seeking an outstanding and dynamic Strategy, Impact and Projects Manager to be at the forefront of supporting us deliver our ambition. Is this you?

You will bring a passion for our cause and demonstrable expertise in projects and/or planning and impact processes. You will bring a strategic approach in order to develop and plan new approaches with innovation and creativity and the grit to see them through.

I wish you every success with your application.

Eliot Lyne, Chief Executive of Norfolk Wildlife Trust





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 passionate belief is that the wildlife of Norfolk deserves a healthy landscape in which to thrive and that people deserve the same.

- We own and manage more than 60 nature reserves and protected sites covering an area of 2,400 hectares and are working on a landscape scale to rebuild and re-connect fragmented ecological areas.
- We are supported by more than 35,000 members, about a third of which are outside Norfolk. Of all the Wildlife Trusts, we have the fourth largest membership.
- We manage the Norfolk County Wildlife Sites systems, where more than 1,300 sites covering 15,000 hectares.
- We have more than 100 businesses enrolled in our Investors in Wildlife scheme.
- Committed volunteers support every aspect of our work, from wildlife surveying to administration.
- We have five visitor centres and a thriving education centre offering events, workshops and exhibitions.
- More than 7,000 students annually take part in education activities in schools and on nature reserves.
- We are active participants in the mission of The Wildlife Trusts to secure 30 per cent of our land and sea for nature's recovery by 2030.

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## Norfolk Wildlife Trust seeks a sustainable Living Landscape for wildlife and people

- where the future of wildlife is protected and enhanced through sympathetic management
- where people are connected with, inspired by, value and care for Norfolk's wildlife and wild spaces



The aims established for Norfolk Wildlife Trust in 1926 continue to underpin our work today.

We intend to increase our positive impact even more as we focus on expanding nature reserves, restoring habitats across the landscape and connecting people to wildlife and wild places for their own wellbeing and for the benefit of nature.

We celebrated our 95th anniversary last year with engagement projects, media partnerships, ambitious land acquisitions and conservation plans. Now we are planning a new strategy and you will have an opportunity to help shape aspects of this and then deliver it.

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## Our Charitable Objects:

- to advance the conservation of wildlife and wild places in Norfolk for the public benefit.
- to advance the education of the public in the principles and practices of sustainable development.





- Our conservation and land management decision making is based on sound scientific evidence, research and consultation with appropriate experts.
- We will stand up for wildlife where we believe it is threatened and seek positive outcomes for its protection and enhancement.
- We believe that a landscape-scale 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 for a Living Landscape.
- We will apply an environmental and socially responsible stance to financial decisions involving investments, sponsorship and procurement of goods and services.
- We value our staff and volunteers and will employ good practice standards in all aspects of recruitment, induction, development performance management, health, safety and welfare of staff and volunteers.





Norfolk Wildlife Trust is in a strong position and is held in high regard for our people, influence and conservation assets and expertise.

Our financial resources are robust. Our Annual Report and Financial Statement can be found on our website:  
**[www.norfolkwildlifetrust.org.uk/annualreport](http://www.norfolkwildlifetrust.org.uk/annualreport)**

We have a loyal base of members and corporate sponsors, high profile supporters, a dedicated body of volunteers and are supported by a strong Council of Trustees.

The Trust is powered by highly skilled and motivated personnel. We have 115 staff, to which we add the contribution of casual staff throughout the summer months.

We are seeking an outstanding and dynamic Strategy, Impact and Projects Manager. Leading the creation and delivery of new business planning, impact reporting and project delivery processes, you will be at the forefront of supporting the Trust deliver our exciting new strategy.

Excellent co-ordination and delivery skills are essential to enable you to inspire, support and empower the organisation to create greater impact. Experience and understanding of simple but effective project methodologies is essential, preferably with business planning and impact experience too.

If you recognise yourself in the job description and person specification, we very much look forward to hearing from you. A short informal conversation to discuss the role can be arranged with our Chief Executive, by e-mailing [elouiseb@norfolkwildlifetrust.org.uk](mailto:elouiseb@norfolkwildlifetrust.org.uk).



**Job title:** Strategy, Impact and Projects Manager

**Role purpose:** To provide organisational oversight and co-ordination of strategy delivery, business planning, impact and effective project delivery to ensure that the Trust is able to deliver its strategic objectives. This will involve initial creation and subsequent delivery of these processes.

**Reporting to:** Chief Executive

**Line management of the following roles:**

- Project Managers x2 initially (budget secured by roles to be specified and recruited), but depending on organisational need

**Other Working Relationships:**

*Within the organisation*

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

*Outside the organisation*

Other Trusts & related organisations and funders.

## Main accountabilities

### Strategy Delivery

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1. Oversee and monitor delivery of our business plans and strategies, reporting to SMT and Board as appropriate;
2. Oversee regular business planning processes, strategy refresh processes and other activity to ensure that we maintain both agility and strategic focus;
3. Deliver processes for knowledge sharing across teams around strategy delivery;
4. Deliver effective cross organisational communication on strategy and impact delivery;

### Impact

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5. Develop and deliver an impact framework, and support the PR and Communications Manager in the production of the Annual Impact Report and other appropriate impact reports;
6. Deliver appropriate training and development for managers to support the creation of a culture of delivering greater impact;

### Project Management and Delivery

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7. Develop a simple but effective end-to-end project and programme management framework for the Trust and roll out to all staff as appropriate, including training and development;
8. Coordinate the delivery of the project portfolio, ensuring that effective delivery practice, governance and reporting is in place;
9. Work with other staff to encourage and facilitate project development in line with the strategy;
10. Coordinate the delivery of specific large projects as project manager;





## Experience

### Essential

- Considerable professional experience in project or programme management.
- Excellent interpersonal skills, specifically in co-ordination and working across teams to deliver cross-organisational outcomes.
- Proven experience and ability in managing teams and individuals.
- A high degree of competence in the use of IT systems, particularly word processing, spreadsheets (experience as a user is an advantage but training can be given), and information management.
- Good numeracy and budgeting experience in the compilation and coordination of complex budgets
- Good written and oral presentation skills and experience.
- Strong organisational and administrative skills.
- A strong commitment to nature conservation and the work of Norfolk Wildlife Trust.
- Current driving licence

### Desirable

- Sound understanding and technical knowledge of wildlife conservation and land management issues and methods as they apply to wildlife habitats.
- Strategy development, business planning and impact framework development and implementation experience
- Charity sector experience





## Limits of Authority

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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

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Attached with contract.

## Risk Assessment

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Provided with employment contract. Reviewed annually as part of Annual Appraisal.



## Terms

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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 circa £37,500 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

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Applications should be made through the Networx portal and include a CV and a supporting statement, detailing how you meet the person specification.

Closing date for applications is midday on the 20 June 2022  
First interviews will be held on 30 June/1 July (likely to be via Zoom)  
Second interviews will be held on 7 July/8 July (face to face)

Feedback will be available for candidates from the interview stage.

Thank you very much for your interest in Norfolk Wildlife Trust and the role of Strategy, Impact and Projects Manager.

Images: Carol Adams, David Tipling, Richard Osbourne, Matthew Roberts, Elizabeth Dack, Terry Whittaker/2020VISION, Frederic Landes, Ian Saggars, Norfolk Coast Partnership, Eleanor Church, Ross Hoddinott/2020VISION

