



## **Job Description**

- Job Title:** Business Partnerships Manager
- Location:** The Manor House, Broad Street, Great Cambourne, CB23 6DH
- Accountable to:** Head of Fundraising
- Salary:** £30,000 per annum
- Hours:** 37.5 per week
- Transport:** You will be required to provide your own car, but will be reimbursed for business-related mileage (currently 45p per mile for cars over 1000cc)

**Employment subject to:**

- 6 month probationary period;
- evidence of right to work in the UK

### **Business Partnerships Manager**

**Main purpose**

To initiate, develop and manage sustainable business relationships in order to secure long-term funding for the Wildlife Trust BCN.

<b>Main Objective</b>
<ul style="list-style-type: none"><li>• To secure income by initiating, developing and managing a programme of income generating engagement opportunities for new and existing business supporters and their employees</li></ul>
<b>Key Responsibilities</b>
<ul style="list-style-type: none"><li>• To research, identify and approach potential business members and supporters to secure income and support for Trust projects and activities, passing leads to the Director of Marketing when appropriate</li></ul>
<ul style="list-style-type: none"><li>• To further develop relationships with existing business members in order to build upon and increase their support of the Trust</li></ul>
<ul style="list-style-type: none"><li>• To manage the Trust's corporate membership scheme, ensuring member businesses are appropriately stewarded and new members attracted</li></ul>
<ul style="list-style-type: none"><li>• To monitor, review and develop membership benefits and ensure a timely and achievable programme for delivery</li></ul>
<ul style="list-style-type: none"><li>• To work with colleagues to develop compelling and commercially relevant proposals to use when approaching businesses</li></ul>

<b>Staff and volunteers</b>
<ul style="list-style-type: none"> <li>Line management of the Corporate Fundraising Officer (0.4 FTE)</li> </ul>
<b>Partnership and stakeholders</b>
<ul style="list-style-type: none"> <li>To understand the role of RSWT in relation to the Trust and liaise closely with the relevant teams</li> </ul>
<b>Communication and promotion</b>
<ul style="list-style-type: none"> <li>Work with colleagues and with all forms of media to ensure all opportunities to promote business partnerships are maximised</li> <li>Develop internal and external networking opportunities to promote business membership</li> <li>Present a positive and welcoming image of the Trust to everyone</li> </ul>
<b>Health and safety</b>
<ul style="list-style-type: none"> <li>Produce risk assessments and any additional H&amp;S requirements as required</li> </ul>
<b>Other duties</b>
<ul style="list-style-type: none"> <li>Ensure that data held about business members and supporters complies with GDPR and is relevant, up-to-date and accessible</li> <li>Contribute to general Trust working and any other duties as directed by line manager</li> <li>Undertake training as the need arises</li> <li>Go about duties in a resource-efficient way and minimise impacts to the environment</li> <li>Actively follow Trust policies including Equal Opportunities policies</li> <li>Maintain an awareness and observation of Fire and Health &amp; Safety Regulations.</li> </ul>

**Notes:**

- As duties and responsibilities change, this job description will be reviewed and amended in consultation with the post-holder.
- This job description does not constitute a 'term and condition of employment'. It is provided only as a guide to assist the employee in the performance of their job. The job description is not intended to be an inflexible or infinite list of tasks and may be varied from time to time after consultation / discussion with the post holder.
- This job description does not form part of the contract of employment.

Member recruitment provides the Trust with our largest source of regular income. Members are essential for us to deliver our vision to protect and preserve our wild spaces so that wildlife can thrive and we all have wild spaces to enjoy. Although we have a great recruitment team...we need you! Everyone working at the Trust can help. You may be the first person from the Wildlife Trust that a potential supporter speaks to. Every member of staff should take pride in the work we do and be our voice, promoting the importance of being a member of our Trust and recruiting new members wherever they can.

## Business Partnerships Manager – Person Specification

E= Essential; D=Desirable

<b>Requirements</b>		
<b><i>Experience and Qualifications</i></b>	At least one year's demonstrable experience in fundraising, marketing or a related discipline, to include income generation and relationship building	E
	Hold a current driving licence and be able to use own vehicle for work purposes on occasion	E
	Demonstrable experience in providing excellent standards of customer service and understanding the relationship of this to income	E
	Demonstrable experience of fundraising or a related discipline in the not-for-profit sector	E
	Line management experience	E
<b><i>Knowledge</i></b>	Demonstrable understanding of the ways in which businesses might engage with and support charities	E
	A sound understanding of the variety of income streams the Trust might use for fundraising	E
	A sound understanding of the need to accurately collect, process and maintain data in line with Trust policies	E
	A keen interest in and commitment to wildlife and environmental issues	D
<b><i>Skills and Abilities</i></b>	Demonstrable ability to take a creative and imaginative approach towards projects and proposals	E
	Excellent interpersonal and communication skills (oral and written) and the ability to engage supporters at all levels	E
	Excellent negotiating skills	E
	Strong administrative, organisational and budgeting skills	E
	Highly competent in the use of the Microsoft Office suite (including Teams) and social media	E
<b><i>Behaviours</i></b>	Demonstrable evidence of openness to change, flexibility and a willingness to learn new ways of doing things	E
	Demonstrable experience of identifying, understanding and giving priority to delivering the needs of the customer and taking responsibility for providing a service that meets customers' needs	E
	Demonstrable ability to work flexibly within a team environment and to work across functions to deliver successful outcomes, and in contributing to environments that demonstrate equality, foster trust, respect, and challenge	E
	Willingness to share ideas, experience, and knowledge with colleagues and others	E

## **Terms and conditions: summary for candidates**

The following terms and conditions are typically offered to The Wildlife Trust BCN staff on fixed-term or permanent contracts, and are set out here for your information only. Terms and conditions may vary according to circumstances and this summary does not form part of any subsequent employment contract.

**Probationary period:** Six months with a review at three months. During the probation period the contract may be terminated with one week's notice.

**Annual leave:** 25 days annual leave and 8 bank holidays per annum (pro rata for part time staff and those working less than a year). For those staff whose normal working days fall on the days of the week that fall between 25<sup>th</sup> December and 1<sup>st</sup> January (i.e. the three non-public holiday days) when the Trust offices are closed, three additional days of paid leave are granted. These are non-pro rata and must be taken between 25<sup>th</sup> December and 1<sup>st</sup> January.

**Pension:** Contributory pension. The Trust contributes 5% salary. The employee will be automatically enrolled after 3 months.

**Other Information:** Occasional weekend and evening working may be required, for which time off in lieu can be taken.

**Equality and Diversity** We're wild about inclusion and want our staff to be as diverse as wildlife. As an inclusive employer we recognise that our workforce needs to better reflect the communities in which we live and work. We actively encourage applications from people of all backgrounds, identities and cultures. We believe that a diverse workforce will help us create our vision of 'people close to nature, with land and seas rich in wildlife.'

As a Conservation Charity, the Trust is committed to the ethical and sustainable sourcing of all materials used by our charity, and to ensuring we support any initiatives which improve sustainability for the benefit of us all. We are also fully committed to significantly reducing our carbon emissions. We would like to be sure that all of our colleagues and team members are equally committed in their support of these values, and practice the highest standards both at work and at home.

## About The Wildlife Trust BCN

The Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire is a registered charity (and a company limited by guarantee), whose mission is to:

- conserve local wildlife, by caring for land ourselves and with others;
- inspire others to take action for wildlife; and
- inform people, by offering advice and sharing knowledge.

We are among the largest and most effective of 46 Wildlife Trusts across Britain and we are a major contributor to the nationwide work of the Royal Society of Wildlife Trusts. We currently manage over 100 nature reserves, covering almost 3,945 hectares, and two education centres. Our work also includes the acquisition and application of information about biodiversity. The Trust's turnover in 2018/19 was c £5million and its capital assets more than £20 million, of which over half (£13million) is classified as heritage assets. This Trust was the first to promote the concept of Living Landscapes: large-scale conservation schemes which aim to ensure that wildlife can thrive alongside the human population across an entire landscape. Our conservation activity is increasingly focused on these Living Landscapes, including the first to be established - the Great Fen in Huntingdonshire – as well as the Ouse Valley, the Nene Valley and the North Chilterns Chalk.

The Trust's annual report and accounts are posted on our website:  
<http://www.wildlifebcn.org/annualreview>

The work of the Trust for the period 2020 -25 is outlined in "Our Wildlife Trust: The next five years" which can be found at: <https://www.wildlifebcn.org/next-five-years>.

To achieve the targets within this plan, the Trust is managed and directed by an Executive Board.

The Trust evolved from a group of committed volunteers, and volunteering is still central to its ethos. The working culture of the Trust encourages a professional approach, with a commitment and enthusiasm for nature and its conservation. Mutual respect and teamwork are highly prized among both staff and volunteers. In all its dealings the Trust tries to be fair but firm and in all its activities it aims to be environmentally responsible. Systems, processes and bureaucracy are kept to the necessary minimum for effective performance.

The Chief Executive reports to the Trust's Council of 15 Trustees, who are elected annually from the membership (presently standing at almost 36,000). Council and its two Committees (Conservation, Education & Community; and Resources) meet quarterly. There are 100 staff members, with main offices in Bedford, Great Cambourne, and Northampton, and over 1,000 active volunteers. The Executive Board consists of the Chief Executive and the Directors. Reporting to the Executive Board is a team of senior managers.