



Ymddiriedolaeth Natur
Gogledd Cymru
North Wales
Wildlife Trust

Chief Executive Officer

Recruitment pack
September 2025

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Welcome from the Chair

Thank you for your interest in the Chief Executive Officer role at North Wales Wildlife Trust.

This is a significant moment for our organisation—one of both continuity and renewal. As Chair, I'm fortunate to work with an exceptional team of staff, trustees, volunteers, members, and partners who are united by a shared commitment to the future of nature and place in North Wales. Together, we are proud of the progress the Trust has made in recent years—progress made possible thanks to the outstanding leadership of our outgoing CEO, Frances Cattanach.

Frances has guided the Trust with wisdom, clarity, and deep integrity. Under her tenure, we have strengthened our finances, deepened our community relationships, expanded our conservation impact, and clarified our organisational purpose. She leaves the Trust in a strong and positive position—respected locally and nationally, and ready to take thoughtful, ambitious steps into its next chapter.

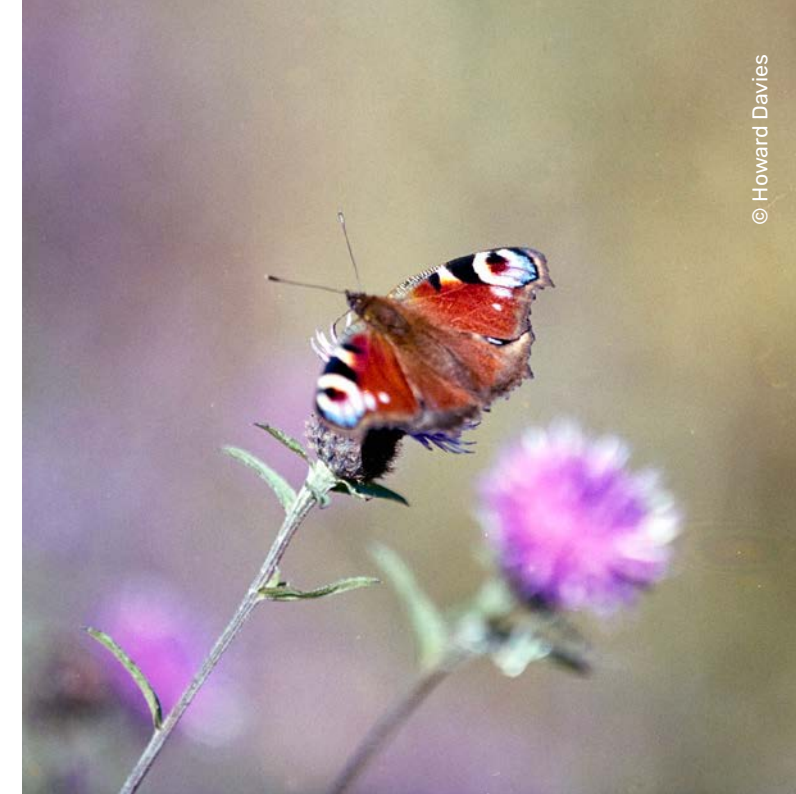
We are now seeking a leader who can build on that foundation with confidence and care. Someone who brings both strategic rigour and relational depth—able to lead a complex organisation through change, while staying grounded in the values of collaboration, integrity, and long-term stewardship.

This role also sits within a wider movement. North Wales Wildlife Trust works closely with the other four Wildlife Trusts in Wales, as well as with the Royal Society of Wildlife Trusts (RSWT), as part of a growing, UK-wide commitment to nature recovery. Strong partnerships, shared learning, and joined-up leadership across the movement will be vital in the years ahead.

We hope this pack gives you a strong sense of who we are and what matters to us. If it resonates, we warmly encourage you to explore the role further and consider applying.

With best wishes,
Howard Davies, *Chair*,
North Wales Wildlife Trust





The ideal candidate

We are looking for someone who can bring both vision and discipline to the role. The right person will hold the big picture for the Trust while staying grounded in the practical realities of delivery. They will be a leader who can set direction with confidence, but also one who listens, connects and builds trust across many different communities and partners.

They will understand the need for strong financial and commercial acumen and will be confident in overseeing budgets, building income streams and developing new opportunities for growth. Just

as importantly, they will have a deep commitment to the environment and an empathy for the distinctive culture and communities of North Wales, including the bilingual context in which we work.

This person will be resilient and adaptable, able to navigate uncertainty and seize opportunities, while keeping a clear focus on long-term impact. They will have credibility in ecology, conservation or a closely allied field, and be comfortable representing the Trust at the highest levels in public, policy and partnership arenas.

They will be relational in their approach, bringing care, humility and

empathy to their leadership, but they will also be ready to challenge assumptions, drive innovation and inspire change. They will be inclusive and collaborative, encouraging leadership at all levels and fostering a positive, values-led organisational culture.

In terms of personal qualities, we would expect to see someone who can combine vision with pragmatism, who can balance inspiration with discipline, and who can hold both the detail and the wider system view. They will have emotional intelligence, strong communication skills and the ability to bring people with them.

The ideal candidate would be able to operate at both the visionary and the practical ends of a spectrum. They would be energised by people and partnerships but also able to work with focus and discipline. They would be confident in leading externally and inspiring others, while also being reflective, thoughtful and grounded. Above all, they would come across as authentic, values-led and able to adapt to the different demands of the role.



Chief Executive Officer: An invitation to lead with purpose

The North Wales Wildlife Trust is seeking an exceptional leader to take up the role of Chief Executive Officer (CEO)—a role that blends strategic business acumen with a deep commitment to ecological integrity, community engagement, and long-term sustainability.

This is a pivotal moment for both the Trust and the region. As environmental and social systems shift, the need for grounded, responsive leadership has never been greater. We are looking for a CEO who can

bring financial and operational clarity while also nurturing the relationships, partnerships, and culture that underpin lasting impact. The successful candidate will be a confident and experienced organisational leader—capable of managing complexity, overseeing multi-stranded programmes, and ensuring sound governance, compliance, and performance. But we are not looking for a conventional manager. This role calls for someone who understands that effective leadership is relational: built on trust, curiosity, humility, and an ability to listen—both to people and to place.



Our organisation and the role

North Wales Wildlife Trust is a well-established charity with a strong reputation, managing over 30 nature reserves and delivering high-impact programmes across conservation, education, citizen science, and climate resilience.

We are deeply embedded in the communities and landscapes of North Wales. We work bilingually (in Welsh and English), and we engage closely with schools, local authorities, farmers, national parks, universities, funders, and volunteers. We are a trusted partner in national and regional policy dialogues, and we are increasingly contributing to emerging models of regenerative governance, nature finance, and place-based planning.



As CEO, you will provide strategic direction and executive leadership across all areas of the Trust's work, including:

- Shaping and delivering our long-term organisational strategy in line with our mission and values.
- Leading a talented senior team and supporting a committed, skilled staff group.
- Ensuring robust financial management and oversight, with a clear view of risk, opportunity, and sustainability.
- Building and maintaining high-trust relationships across partners, funders, regulators, and communities.
- Supporting a strong and healthy organisational culture, aligned with our values of care, inclusion, and collaboration.
- Representing the Trust at regional and national levels, with clarity and credibility.



What we're looking for

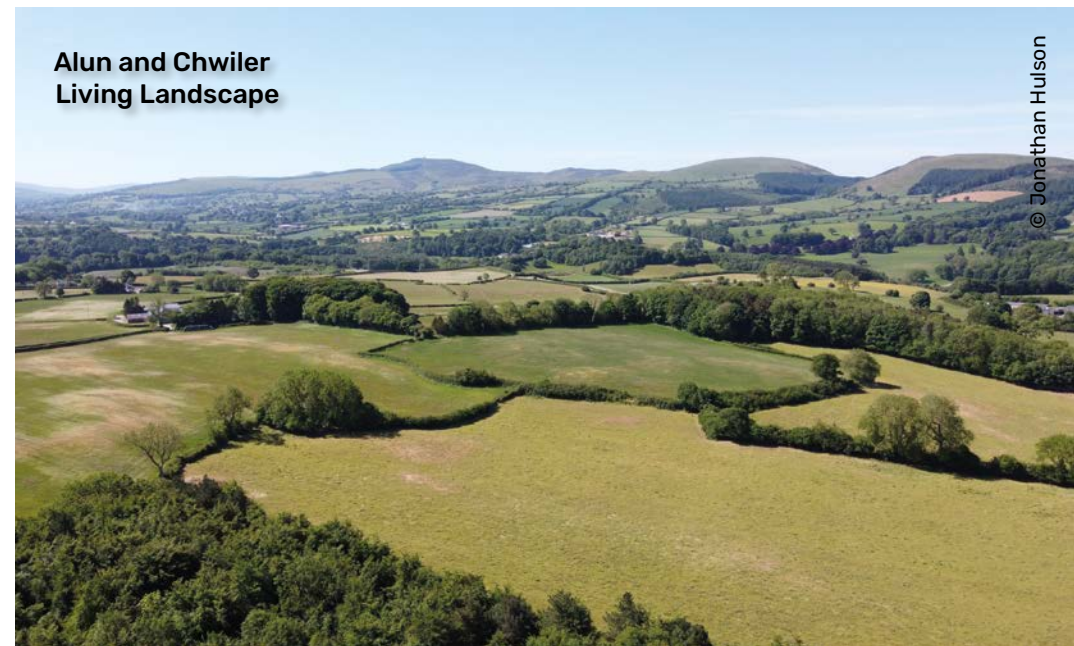
We are seeking a CEO who can:

- Operate confidently at a senior level, with a proven track record of organisational leadership, financial stewardship, and performance oversight.
- Bring a strategic mindset and a systems-level view, balancing day-to-day delivery with long-term thinking.
- Build bridges across sectors and perspectives, holding space for complexity without defaulting to control.
- Communicate with clarity and empathy—internally and externally, in Welsh and/or English.
- Understand and value the lived experiences of communities, cultures, and landscapes in North Wales.

Above all, we are looking for someone who can lead with integrity and imagination—supporting the Trust to evolve in response to urgent environmental challenges, while remaining deeply grounded in place, people, and purpose.



Alun and Chwiler
Living Landscape



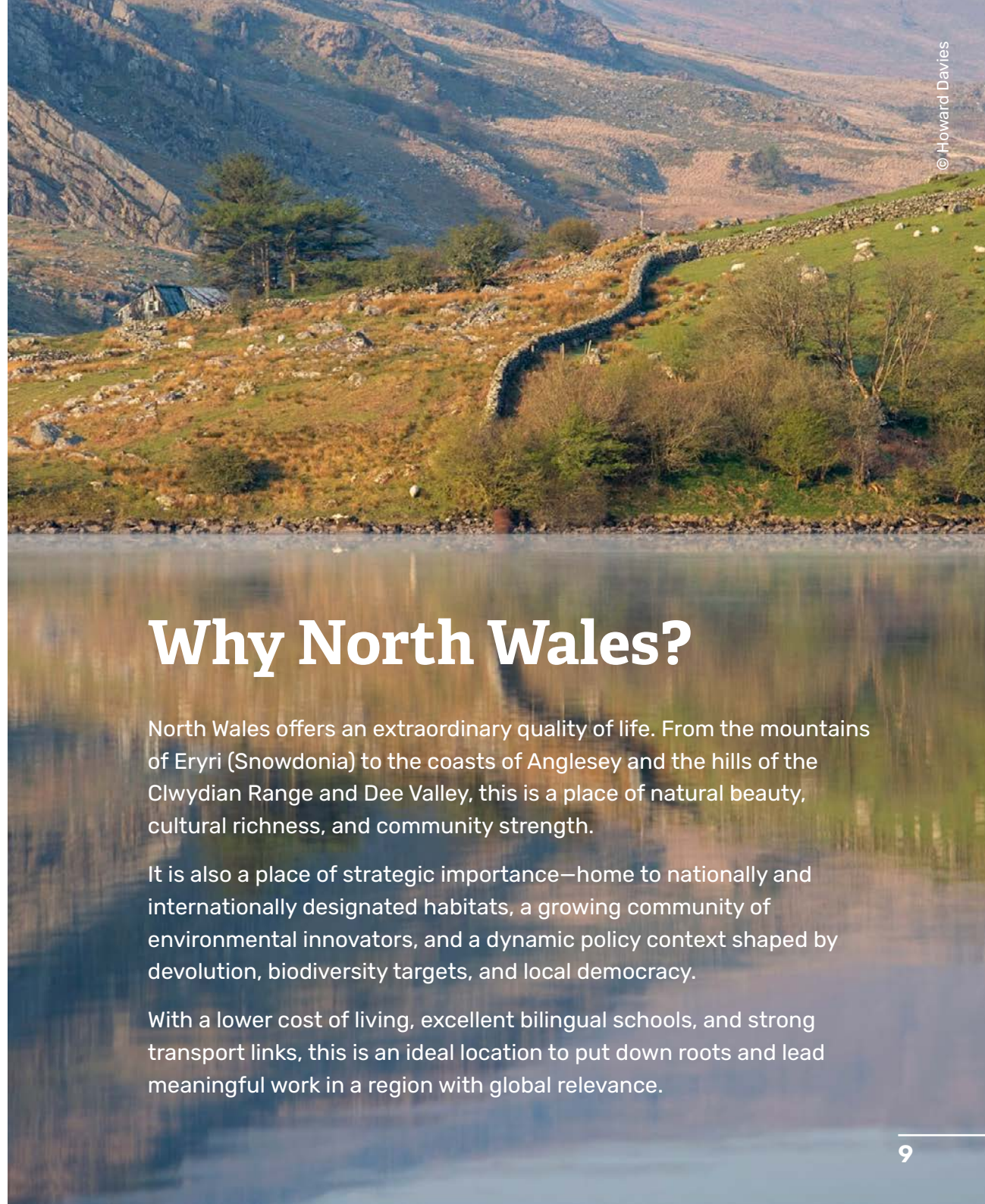
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Why North Wales?

North Wales offers an extraordinary quality of life. From the mountains of Eryri (Snowdonia) to the coasts of Anglesey and the hills of the Clwydian Range and Dee Valley, this is a place of natural beauty, cultural richness, and community strength.

It is also a place of strategic importance—home to nationally and internationally designated habitats, a growing community of environmental innovators, and a dynamic policy context shaped by devolution, biodiversity targets, and local democracy.

With a lower cost of living, excellent bilingual schools, and strong transport links, this is an ideal location to put down roots and lead meaningful work in a region with global relevance.

Chief Executive Officer

Job description

Location: Hybrid: working from home (after settling in period) in North Wales in combination with office facilities available in Bangor or Aberduna + regular travel to off-site meetings will be required.

Responsible to: Chair of the Trust

OVERALL PURPOSE OF THE JOB

To provide strategic and operational leadership that ensures the North Wales Wildlife Trust fulfils its charitable objectives and delivers its mission effectively and sustainably while continuing to grow. This includes shaping and implementing the strategic plan, managing people and resources, maintaining financial health, and building strong relationships with its membership, other stakeholders, funders, and the wider community.

The CEO is ultimately responsible for the governance, fundraising, public trust and social impact of the North Wales Wildlife Trust.

An important part of this role is to ensure North Wales Wildlife Trust plays its part as an active member of the federation of Wildlife Trusts to help secure wins for wildlife beyond our border.

MAIN RESPONSIBILITIES

A Strategic Leadership

- Develop and implement the charity's long-term vision and strategic plan, ensuring that the charity's activities align with its mission and values.
- Identify opportunities for growth, partnerships and innovation.
- Be the outward-looking face of the North Wales Wildlife Trust
- Grow the charity, including subsidiaries, to support the attainment of strategic goals going forward (including possible review of current structure to attain growth and strategic targets
- Develop an inspirational leadership narrative that articulates the board's vision and values in practice and shapes the Trust's ongoing development
- Build an open, transparent and effective relationship with the governing board and its committees
- Ensure that the Trust is seen as a good employer people would like to work for and is staffed by talented and skilled individuals at all levels
- Enable improvement and disciplined innovation as an organisational habit through feedback and a positive listening culture
- Secure organisational sustainability and compliance

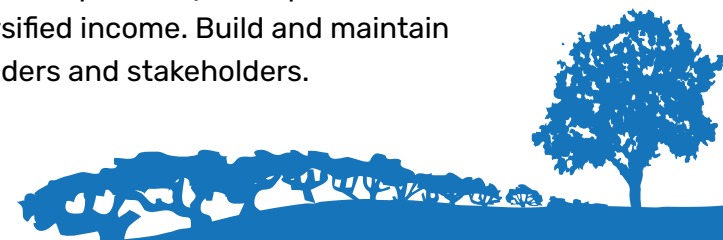


- Build external relationships: fostering social and professional capital
- Lead and role model the desired organisational culture by ensuring good practice, embracing change and nurturing a happy working environment
- Be a strong, positive influence on the leadership of Wildlife Trusts Wales and RSWT

B Operations

- Lead the development, implementation, monitoring, and regular review of the organisation's strategic plan, ensuring alignment with its mission, vision, and long-term objectives
- Oversee day-to-day operations and delivery of agreed programmes.
- Review progress on, and regularly update the agreed Strategic Plan
- Oversee preparation of an annual budget for approval by the Board of Trustees and operate within it
- Monitor and report on key indicators of the Trust's impact and financial health
- Identify and maintain awareness of risks and changes in the external environment that affect the organisation (Health & Safety, Financial Compliance, Employment Law, etc.) and develop strategies to comply and mitigate against.

- Recruit/Line Manage/Develop the Management Team
- Ensure leadership succession planning and resilience are embedded across the management structure.
- Lead, support and develop staff and volunteers.
- Champion equity, diversity and inclusion across all areas of the Trust's work
- Ensure the Trust fulfils its legal, statutory and regulatory responsibilities
- Ensure the Trust's staff and volunteers are focused on achieving its mission and aims
- Be a figurehead for the Trust's members, ensuring they are fully informed of Trust activities and facilitate continued growth in the number of members
- Ensure mechanisms for listening to the views of beneficiaries on the Trust's performance
- Drive the Trust's business development and ensure the Trust wins relevant contracts
- Develop and manage any subsidiary companies
- Fundraising: support major fundraising efforts (grants, donors, events, legacies, corporate partners) to help to ensure a sustainable and diversified income. Build and maintain relationships with funders and stakeholders.



C Governance

- Work closely with the Board of Trustees to ensure good governance.
- Support the Chair in maintaining a high-performing Board by contributing to trustee recruitment, induction, and development
- Ensure the Board is provided with timely, accurate, and relevant information to support effective governance, strategic decision-making, and oversight
- Participate in trustee and sub-committee meetings
- Engage as a member of the Trustee Board and supply the board with regular reports on performance, risks and key decisions.
- Ensure compliance with charity laws and regulations, including data protection and safeguarding.

D External

- Be the face of the Trust to the Membership, contributing regularly to communications and member events.
- Build relationships with politicians, partners, the media and government officials in order to advance the Trust's aims
- Actively contribute to sector-wide initiatives and thought leadership that advance conservation policy and practice
- Represent the Trust at external events and publicity opportunities
- Represent the Trust to external audiences: the media, donors and beneficiaries and give interviews.

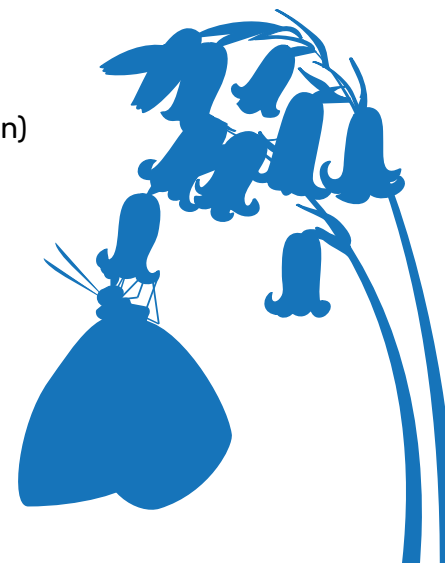
- Advocate for the cause of the Trust and build public awareness and stakeholder engagement.

For the Trust to work effectively you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.

All staff are ambassadors for the Trust both internally and externally and are expected to always act in a professional manner. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.

QUALIFICATIONS

An undergraduate degree (or degree-equivalent qualification) is expected.





Minera Quarry Nature Reserve,
Wrexham

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Guy Edwardes/2020VISION

Chief Executive Officer Person specification

	Essential	Desirable
Personal qualities		
Visionary leadership - able to articulate a compelling future for the Trust.	✓	
Emotional intelligence - Self-awareness, empathy, and the ability to manage interpersonal dynamics effectively.	✓	
Clarity, openness, and the ability to engage others at all levels.	✓	
Resilience - The capacity to remain focused and adaptable under pressure or during uncertainty.	✓	
Personable and a good communicator	✓	
Team player	✓	
Actively challenges the status quo to find new ways of doing things, looking for good practice	✓	
Influencer	✓	
Problem solver	✓	
Quick learner	✓	
Key competencies		
Strong understanding of environmental issues	✓	

	Essential	Desirable
Commercial and business strategy skills appropriate to a charity operating in a complex funding landscape	✓	
Innovator		✓
Drives change	✓	
Strategic thinking - Skill in analysing complex situations and making high-level decisions that align with long-term goals	✓	
Strong experience of stakeholder engagement management, including resolving complex issues effectively and efficiently	✓	
Project management	✓	
Ability to absorb complex information quickly, and to communicate it to a non-expert audience in a concise and engaging way	✓	
Empowerment - Encouraging leadership at all levels and building a culture of trust and performance	✓	
Experience		
Senior management or organisational leadership	✓	
Proven ability to generate and manage diverse income streams, including through partnerships, grants, trading, or other business-related activities. Experience of leading or managing within a financially accountable organisation, whether in the charitable, public, or private sector.	✓	
Working with committees or boards		✓

	Essential	Desirable
Understanding of equity, diversity and inclusion and of Welsh culture and language		✓
Experience of managing a business or enterprise (including within the third sector)		✓
Experience in or knowledge of fund raising and green finance markets		✓
Experience of planning and managing campaigns		✓
Commercial strategy/business experience	✓	
Working in a federation, complex matrix organisation		✓
Convening wide range of stakeholders and partners to achieve programme aims	✓	
Building and managing relationships	✓	
Knowledge and skills		
Demonstrate an empathy with the Welsh Language and Culture	✓	
Legislation and policy agenda in Wales/UK/Europe/International	✓	
Advocacy – to help promote the Trust’s aims	✓	
Interpersonal skills, including negotiation	✓	
Financial acumen	✓	
A broad overview of key aspects of ecology, conservation, agriculture, fishing, climate change and other environmental pressures	✓	

	Essential	Desirable
A broad overview of key aspects of ecology, conservation, agriculture, fishing, climate change and other environmental pressures	✓	
Habitat restoration with multi-functional benefits; ecological connectivity & resilience		✓
Estate management and entrepreneurship		✓
Legal/contract experience and skill		✓
Working knowledge of Health & Safety and its application in this role		✓
Strong IT skills, digital and data skills	✓	
Good understanding of Safeguarding in the work context		✓
Solid knowledge and good practice of EDI regulations		✓
Research ability		✓
Good public speaker/presentational skills	✓	
Business Case preparation, socialisation and development		✓
Fluent Welsh speaker		✓

North Wales Wildlife Trust CEO package

SEPTEMBER 2025

Salary: £70-75K

Discretionary relocation package up to £10k reimbursement against receipts for moving expenses.

Discretionary bonus scheme of up to 10% of salary per annum, based on achieving agreed long-term performance targets:

1. Optimise our contribution to 30x30
2. Grow Unrestricted Income
3. Expand Supporter and Membership Base
4. Develop New Income Streams

32 days of holiday per year, including statutory Bank Holidays, which increase by one day for each fully completed year of service up to a maximum of 38 days.

Employer pension scheme contribution of 6%, subject to 6% employee contribution.

Life assurance scheme of two times salary.



Next steps

We encourage candidates from a range of backgrounds to consider this role. What matters most is not just your credentials, but your alignment with our mission, your readiness to lead relationally, and your ability to combine strategic discipline with adaptive, values-led leadership.

Selection process

- The deadline for applications is 30th September 2025.
- Recruitment Days will take place on 5th and 7th November 2025 at our office in Bangor.
- Feedback will only be available for candidates from the interview stage.

Questions

If you have any questions about the recruitment process or to arrange an informal conversation about the role, please contact Susanne Devine (HR Manager) on 07956 860 922 or email Susanne.Devine@northwaleswildlifetrust.org.uk



Coed Crafnant Nature Reserve,
Gwynedd

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