

## 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**

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CEO JD

- 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.

**See over for Person Specification**

**Chief Executive Officer  
PERSON SPECIFICATION**

	Essential	Desirable
<b>Personal Qualities</b>		
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	✓	
<b>Key competencies</b>		
Strong understanding of environmental issues	✓	
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 understanding of environmental issues	✓	
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.	✓	
<b>Experience</b>		
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.	✓	
Understanding of equity, diversity and inclusion and of Welsh culture and language		✓
Working with committees or boards		✓



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	✓	
<b>Knowledge and skills</b>		
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	✓	
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		✓