



Commercial Director

**Recruitment pack
November 2025**



**Ymddiriedolaeth Natur
Gogledd Cymru
North Wales
Wildlife Trust**

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Welcome from the Chair

Thank you for your interest in the Commercial Director role at Enfys Ecology.

Enfys Ecology is entering a new and significant phase of its growth and development – one of continuity, renewal and establishing new business opportunities. As Chair, it remains a privilege to be part of a Board of Directors that works with an exceptional team of staff who are united by a shared commitment to the future of nature in North Wales, underpinned by consistently high professional standards and expertise.

We are proud of the progress we've achieved to date – progress made possible, in no small part, through the outstanding leadership of our founder and current Ecology Director, Rhian Hughes, whose wisdom, integrity and professionalism provided the cornerstone from which Enfys has grown. The Board is delighted that Rhian will continue to fulfil her key role within the business and enable further expansion, working alongside another's commercial leadership.

This role sits within a wider context. Just as our parent charity, North Wales Wildlife Trust, works closely with the UK-wide Wildlife Trusts network; so Enfys Ecology sits proudly amongst The Wildlife Trusts Consultancies. Furthermore, given our clients' potential to contribute to North Wales Wildlife Trust's Strategy 2030, the postholder will also lead on the charity's relationships with businesses and play a key role in embedding joint working practices. Ultimately, strong partnerships, shared learning, and joined-up leadership across the two organisations and the wider movement will be vital in the years ahead.

We are now seeking a strongly motivated and dynamic leader for our team who can build on our existing, firm foundations with confidence and care: an individual who brings outstanding knowledge of the sector, combined with commercial acumen, strategic purpose and social intelligence to nurturing the values-led behaviours shared between North Wales Wildlife Trust and Enfys Ecology.

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,

Roger Thomas, *Chair*,
Enfys Ecology





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The ideal candidate ...

- will have a background in commercial consultancy and business development, preferably within the ecological and/or land management sectors
- will have a commercially-minded yet mission-driven approach, grounded by experience in managing excellent, long term client and stakeholder relationships and developing new ones
- will be capable of shaping transitions and change, adapting to and driving the development of new products and services in an evolving and highly competitive marketplace
- will be entirely comfortable with the need to achieve income generation-related targets and supporting others to do the same
- will hold participative and engaging leadership qualities, balancing risk with opportunity, consulting, engaging with or empowering others to make the call
- will use excellent interpersonal skills and emotional intelligence to grow positive, constructive and supportive relationships with colleagues, Board members and clients alike

To succeed and be happy in your role, you will be completely comfortable both managing the usual accounting, budgeting process and management processes of an SME and making strategic decisions at Board level.

This is a new role which will evolve under your leadership – you should be excited by the flexibility and requirement to innovate.

Our organisation

Enfys Ecology provides a wide range of ecological and habitat management services across North Wales, and reaching into Cheshire, Shropshire and Wirral. We have a reputation for always delivering a top-quality, cost-effective service based on unparalleled local knowledge and expertise.

Our broad spectrum of clients include local authorities, utilities companies, government bodies, large-scale industrial developers, homebuilders, architects, consultants and private homeowners, each bringing their own suite of demands, constraints and opportunities. Sustaining and growing strong, positive relationships within these sectors has enabled the business to ride through the challenges of recent years and to be well-placed to grow with confidence over the years ahead.

Our dedicated team is made up of eight permanent ecologists, as well as seasonal ecologists during the summer months; whilst we also employ two land management specialists with a vast array of experience. Both teams are supported by a committed team of sub-contractors which have grown with us over the years. Staff members hold Construction Skills Certification Scheme (CSCS) cards where

appropriate and are Chartered or supported to gain full professional membership of the Chartered Institute of Ecology and Environmental Management (CIEEM) or other relevant professional body.

Established in 2010, as a wholly-owned subsidiary of North Wales Wildlife Trust, our profits go towards their mission to bring wildlife back, empower people to take action for nature and create a society where nature matters.

Enfys Ecology holds a number of accreditations, including ISO 9001, ISO 14001 and SafeContractor, demonstrating our commitment to quality, sustainability and high standards of health and safety.

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 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.

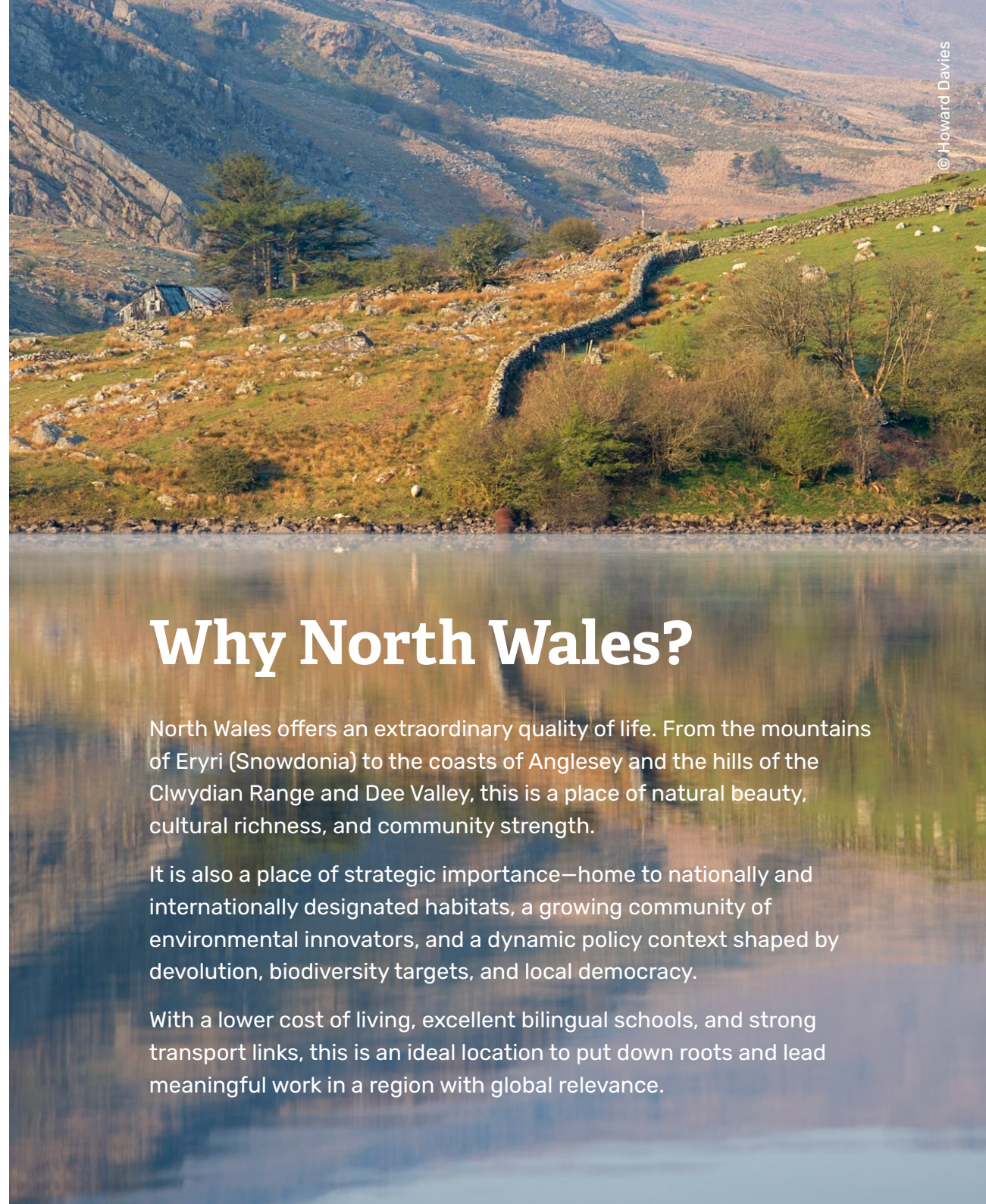




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Why North Wales?

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.

Commerical Director Job description

Location: Hybrid working, with office facilities available in Bangor and near Mold

Responsible to:

Board of Directors, Enfys Ecology Ltd
(for Enfys Ecology)

Head of Strategy & Operations, North Wales Wildlife Trust
(for North Wales Wildlife Trust and formal line management purposes)

OVERALL PURPOSE OF THE JOB

- Overall responsibility for commercial management, developing and implementing revenue growth strategies and generally improving the market presence and profitability of North Wales Wildlife Trust's subsidiary company, Enfys Ecology Ltd. The post-holder will be an executive director of the company and a full member of its Board of Directors.
- Overall responsibility for North Wales Wildlife Trust's relationships with businesses, focussing on their potential to contribute unrestricted income to underpin our organisational Strategy 2030: Bringing Nature Back.

MAIN RESPONSIBILITIES

Business development: Enfys Ecology

- Overall responsibility for the strategic growth of the business as an ecology consultancy and supplier of habitat management services
- Working with the Board of Directors to set appropriate annual targets for income generation and other KPIs as required
- Overseeing proposals, tenders and underpinning costs for the business's key income streams (currently ecological consultancy and habitat/land management work), including acting as lead writer on the most significant bids
- Scoping opportunities to expand the business's core offerings and meet new markets, potentially including fields such as supporting farmers within Wales's new Sustainable Farming Scheme and/or new land and water management schemes and programmes
- Leading on general relationship development with key potential, new and existing clients

Business management: Enfys Ecology

- Overall responsibility for the smooth day-to-day running of the business
- Ensuring regular Board meetings are held and decisions enacted, including operational update reports
- Developing annual plans and budgets for Board approval and monitoring in-year progress against them
- Ensuring that existing accreditations (Safecontractor, ISO 9001 and

14001) are maintained

- Overseeing the delivery of the company's project portfolio; working alongside the Ecology Director to ensure that projects are delivered to a high technical standard and meet client expectations
- Managing and mentoring lead staff members for the business's existing offerings (i.e. ecological consultancy and habitat/land management work) and the company's small administrative (non-fee-earning) staff team
- Ensuring that all appropriate HR procedures are followed for new and existing staff, including annual appraisals, recruitment and training

Corporate fundraising and relationship management: North Wales Wildlife Trust

- Planning, coordinating and implementing all activities relating to relationships between businesses and North Wales Wildlife Trust; including acting as the main point of contact for all incoming inquiries from potential and existing business supporters
- Identifying and initiating contact with businesses who have not previously supported North Wales Wildlife Trust, with the aim of generating income through (e.g.) services provided by Enfys Ecology; staff-led fundraising; participation in North Wales Wildlife Trust events and campaigns; corporate sponsorship; and cause-related marketing
- Managing relationships with existing business supporters, including 'owning' and updating North Wales Wildlife Trust's existing corporate membership scheme, to ensure that supporters

receive high-quality support – increasing the likelihood of supporter retention or repeat/increased support

- Ensuring that all relationships with businesses are assessed using a due diligence framework, with appropriate decision-making and risk-management tools in place
- Keeping abreast of corporate fundraising-related developments in the charity sector and Wildlife Trust movement, including through the use of peer networks, trade bodies and press

Joint working: Enfys Ecology and North Wales Wildlife Trust

- Developing opportunities for businesses primarily engaged with North Wales Wildlife Trust to commission services from Enfys Ecology; and businesses primarily engaged with Enfys Ecology to sponsor projects and programmes delivered by North Wales Wildlife Trust
- Seeking opportunities to integrate systems, standards and projects between the two organisations, whenever possible and desirable
- Liaising with relevant staff at other Wildlife Trusts/Wildlife Trust Consultancies to help identify cross-working opportunities where relevant

For the organisation to work effectively you may be required to assist with other areas of work. You should therefore 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.



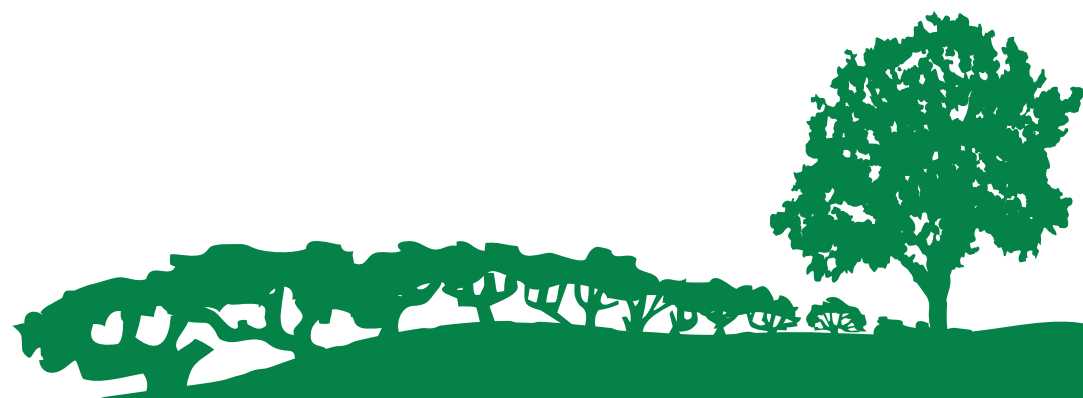
Commercial Director Person specification

	Essential	Desirable
Personal qualities		
Self-aware team player: understanding own qualities and weaknesses and recognising when and how to engage, listen to and act on others' contributions or changing circumstances	✓	
Actively challenges the status quo to improve and extend services and products, looking for good practice and effective business development	✓	
Problem-solver	✓	
Ability to influence, authentically and transparently, with emotional intelligence and trust	✓	
Commitment to nature conservation, the work and objectives of the Wildlife Trust movement and the role a successful ecological consultancy can play in delivering positive outcomes for nature	✓	
Key competencies		
Financially literate	✓	
Outcome-focussed	✓	
An excellent decision-maker with a strong understanding of business direction and managing accountabilities	✓	

	Essential	Desirable
Confident at engaging with stakeholders/clients, including resolving complex issues effectively and efficiently	✓	
Self-directing; constantly showing ambition and initiative	✓	
Ability to absorb complex information quickly, and to communicate it to others in a concise and engaging way	✓	
Proven ability to lead, motivate and guide a team through to successful outcomes	✓	
Ability to identify and realise new business opportunities, including preparing business case documents	✓	
Ability to communicate effectively, both verbally and in writing	✓	
Fully IT literate, ideally including relevant specialist software packages and use of Artificial Intelligence	✓	
Experience of ...		
Commercial consultancy and business development activities leading to successful outcomes	✓	
Managing excellent, long term client and stakeholder relationships <i>and</i> developing new ones in relevant sectors	✓	
Working at Board level in strategic management (operations, marketing and business planning)	✓	

	Essential	Desirable
Managing and building capacity and capabilities of small specialist teams and commissioning sub-contracts	✓	
Managing the usual accounting, budgeting process and management processes of an SME, including accreditation (ideally ISO 9001/14001), invoicing, cost control, and related matters	✓	
Working with a parent charity and managing associated relationships/practices		✓
Working for a charity in a corporate fundraising or sales/business development role, including soliciting donations/sponsorships		✓
Knowledge and skills		
Degree/Master's Degree in ecology or related subject (e.g. farming, environmental and land management)		✓
Professional or accredited academic qualification in environmental, business and/or contract management		✓
Membership of appropriate professional bodies		✓
Foundational/working knowledge of subject matters relevant to Enfys Ecology and North Wales Wildlife Trust, including some/all of environmental impact assessment and wider environmental regulatory processes, ecological and habitat management, protected species survey and mitigation techniques	✓	

	Essential	Desirable
Broad knowledge of the changing nature of environmental and land management, including farming and post-Brexit environmental opportunities and existing and potential funding schemes relating to these areas for Wales and the UK	✓	
Good working knowledge of legislation relevant to the business, including at least some of that related to Health & Safety requirements, contract law, planning, species licencing and protected sites	✓	
Full UK driving licence	✓	
Ability to speak, read, understand and write in Welsh		✓





Enfys Ecology Commercial Director package

Salary: up to £60K/year, depending on experience and performance

Discretionary relocation package up to £6K reimbursement against receipts for moving expenses.

Access to Enfys Ecology's non-contractual performance-related bonus system

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

- Application deadline: 10 November 2025
- First round interviews (online):
25 November 2025
- Second round interviews (in person, in Bangor):
16 December 2025
- Feedback will only be available for candidates who are called to interview

Questions

If you have any questions about the recruitment process or to arrange an informal conversation about the role, please contact Graeme Cotterill (Head of Strategy & Operations, North Wales Wildlife Trust) on graeme.cotterill@northwaleswildlifetrust.org.uk





 [enfysecology.co.uk](https://www.enfysecology.co.uk)

Enfys Ecology is a company registered in England & Wales (2535184)
and a wholly-owned subsidiary of North Wales Wildlife Trust



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