

Appointment of

**DIRECTOR
OF FUNDRAISING,
MARKETING AND
COMMUNICATIONS**



WWT

For wetlands. For life.

DIRECTOR OF FUNDRAISING, MARKETING AND COMMUNICATIONS

Initially 18 month contract. Salary £90,743.

Location: WWT Slimbridge, Gloucestershire.

The world is waking up to the power of nature rich wetlands.

In this incredible space where water and land meet lies a solution to a climate in crisis and biodiversity being in freefall. Not only do 40% of the world's wildlife depend on wetlands, but our lives do too. This is why here, at WWT, we are on a mission to restore wetlands and unlock their power. Taking direct action to bring wetlands back to life and inspiring and empowering everyone to do just the same.

This is your chance to capture that societal awakening and turn it into tangible change in our world. This is also a pivotal time for WWT as we implement our next strategy – Wetlands are the Way 2030.

We're on a mission to restore wetlands and unlock their power, guided by three ambitions:

- **To restore and create bigger, better wetlands.**
- **To inspire more people to value, act for and benefit from wetlands.**
- **To be a thriving, sustainable and effective organisation.**

As a member of WWT's senior leadership team you will have the chance to shape the plans that will deliver our strategy. The strategy demands change and fluid thinking from all of us, but one thing that will never change is who we are – a beacon of optimism for wetlands and our world. The strategy requires us to be more joined up, more focussed on the main things that deliver with impact, and to diversify and increase our income. We are bringing our ambitions to life through our new brand and a new, bolder voice that will change the way people think about wetlands and who we are.



THE ROLE

We are looking for someone who can identify and develop the next stage of our work to inspire, engage and activate people to support our mission and the ambitions in Wetlands are the Way. In an increasingly digital world, your top three areas of focus will be:

Developing our voice:

Building on our new brand we will develop a more confident voice that makes the case for wetlands in a bolder, fresher way and inspires more people to take action in a way that's right for them.

Income:

You will lead the development and delivery of our income strategy, working with colleagues across WWT to develop new supporters, deepen our relationships and deliver our income targets.

Building a movement:

A key part of our new strategy, we need to develop a plan of action that builds on our existing engagement and enables us to inspire and motivate people at scale across the UK.

You will lead a high performing, innovative and ambitious directorate, a team of 65 FTE and an expenditure budget of £4.5 million that brings in an income of c. £15m per year. The role has 5 full time direct reports: Head of Supporter Engagement; Head of Philanthropy and Partnerships; Head of Brand and Marketing; Head of Communications and Campaigns; Head of Digital Communications & Data Analytics.

The team is ready for the next stage in its development to help deliver the ambition in Wetlands are the Way 2030. The Fundraising, Marketing and Communications Directorate is the champion for our new brand and our work to develop a more confident voice that makes the case for wetlands in a bolder, fresher way and inspires more people to take action in a way that's right for them.

The Directorate leads our work to inspire 400,000 people to take action for wetlands by 2030 where they live, work or study and to see 250,000 people donating to support our work. You will also help to ensure we are a thriving, sustainable and effective organisation, so we are in the best place possible to realise our vision for a world where healthy wetland nature thrives and enriches lives.

The role is being offered on an 18 month fixed term basis because we want to maintain the critical momentum the strategy launch has generated and as we develop our delivery plan the balance between delivery of communications and marketing, and of fundraising and engagement may change. At the moment the emphasis is on raising profile and marketing our existing offer, as we develop plans for broader income generation and building a movement the accent could shift. We are open to it becoming a permanent appointment.

ABOUT YOU

We are looking for someone with the following skills, experience and knowledge:

- **Has a track record seeing and securing the change that is needed to implement a new strategy:** particularly in delivering with impact across brand awareness, communications and supporter proposition.
- **Is an exceptional communicator:** able to win hearts and minds to drive engagement and supporter action and can turn science and data from our wetland specialists into stories in a compelling, inspiring and thought provoking way.
- **Has a track record of achieving transformational returns in fund-raising growth:** through marketing and fund-raising campaigns, with strong understanding of customer insight and engagement journeys.
- **Has a track record of developing truly collaborative and strategic partnerships:** as comfortable working with industry leaders as with community groups and members.
- **Is commercially minded and have strong business acumen:** focusing on income and impact, developing new income opportunities, improving effectiveness and prioritising resource to those with great impact.
- **Is a skilled leader of people:** experienced in developing, coaching and inspiring your teams, building a collaborative spirit and spotting and making best use of talent.
- **Is a team player:** outcome driven and with a strong track record of building supportive relationships and team working across an organisation, providing direction, building consensus and being an active advocate for the whole charity and strategy.
- **Has considerable experience of senior leadership** in a similar multi-stakeholder organisation in a matrix management environment.





ABOUT US

We're WWT, and we're on a mission to restore the super-powered ecosystems we call wetlands.

There's never been a more important moment for our work, and we've got some phenomenal people on the case.

Whether they're taking a new visitor under their wing, or conducting ground-breaking research further afield, our team are second to none. And there's nothing we love more than watching them soar.

Whatever you do here, you'll be helping to restore wetlands and unlock their power. So, the only question left is, what role will you play?

More information can be found on our website. I hope you find this vision and the role compelling. If you want to make a difference to the planet through your marketing, commercial and communications expertise we would love to hear from you.



Useful information

Regular working (2–3 days a week) from our central offices at Slimbridge Wetland Centre is expected, in exceptional circumstances the base location for this role is negotiable. You will be able to work in a hybrid way between home and your base location.

A current driving licence is essential as is a willingness to travel regularly to our sites across the UK. Some international travel is expected, as is staying away from home as and when required.

Why you'll love working at WWT

- Wake up every day knowing your work is helping to restore wetlands, and our world.
- Be surrounded and inspired by our team of passionate, dedicated people.
- 33 days annual leave (which goes up to 38 days after 5 years of service) – this includes bank holidays and you have flexibility to take those days whenever you want.
- Free entry to all our wetland centres, including your family.
- Free car parking and secure bike storage areas.
- Colleague discount on shopping and memberships.
- Cycle to work scheme.
- Contributory pension scheme.
- Life Assurance of three times your salary, for peace of mind for your loved ones.
- Independent personal, workplace and financial advice from Care first.

WWT is an equal opportunities employer and all applications will be considered solely on merit.



HOW TO APPLY

Applications should be sent by email to Sam Stephens at sam.stephens@macaulaysearch.com

The closing date for applications is 2nd May.

Your application should comprise:

- a CV including a full employment history showing responsibilities held and relevant achievements;
- a covering note of not more than one and a half pages summarising your motivation and reasons for being interested in this position.

The process

Macaulay Search has been engaged as adviser on this appointment.

A selection of candidates will be invited to an online interview on 16 May 2024 with a second round of interviews in Slimbridge scheduled for 23 May 2024. You can expect to hear from Macaulay Search by 10 May 2024 if you have been invited for interview.

