



Suffolk
Wildlife Trust

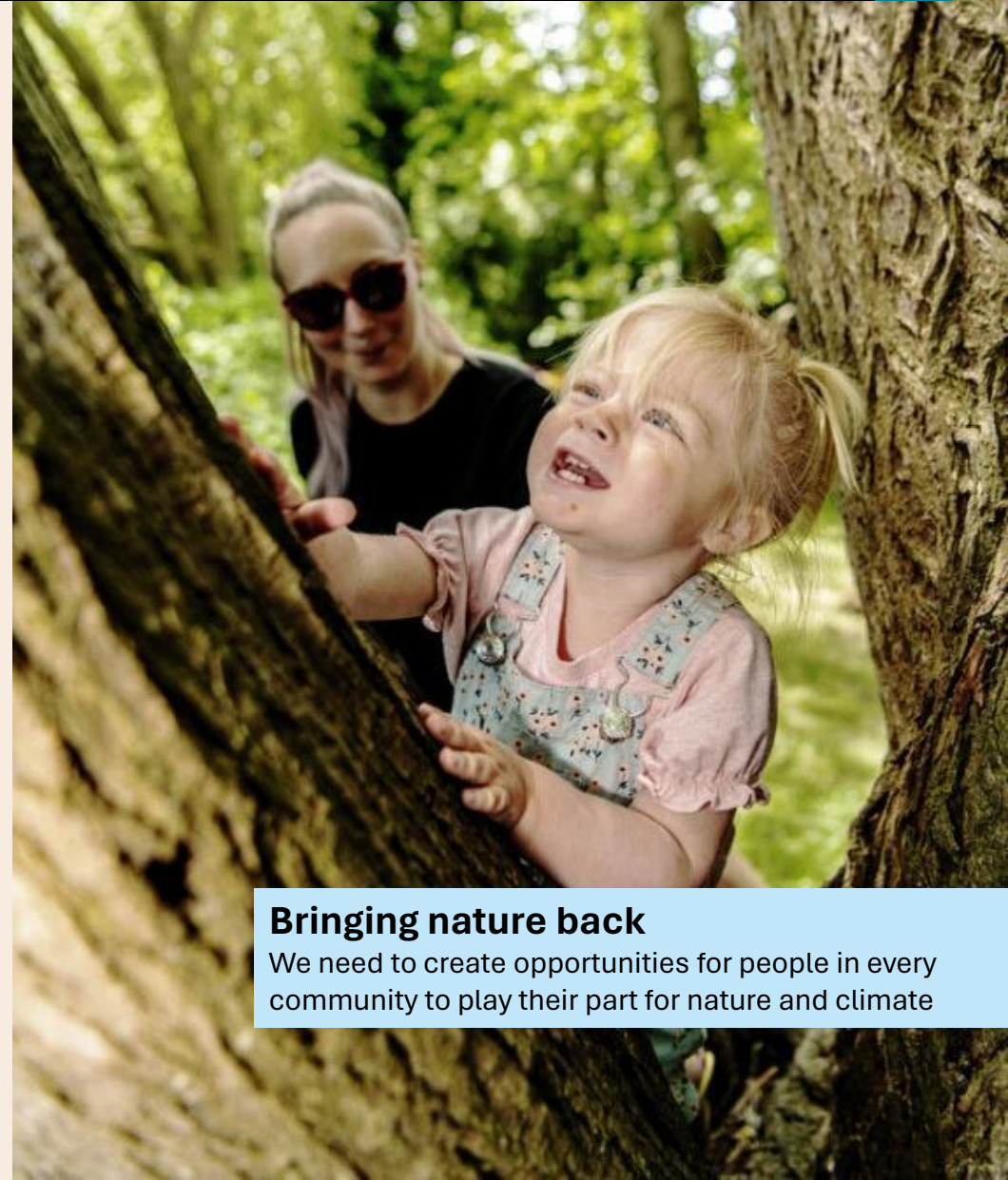
West Suffolk Engagement Manager Recruitment Pack



Lackford Lakes

The visitor centre at Lackford Lakes is the Trust's 'gateway to nature' in West Suffolk

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Bringing nature back

We need to create opportunities for people in every community to play their part for nature and climate

The opportunity

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We are in no doubt that to achieve our ambition to bring nature back, we need nature to be part of everyday life and decision-making for everyone.

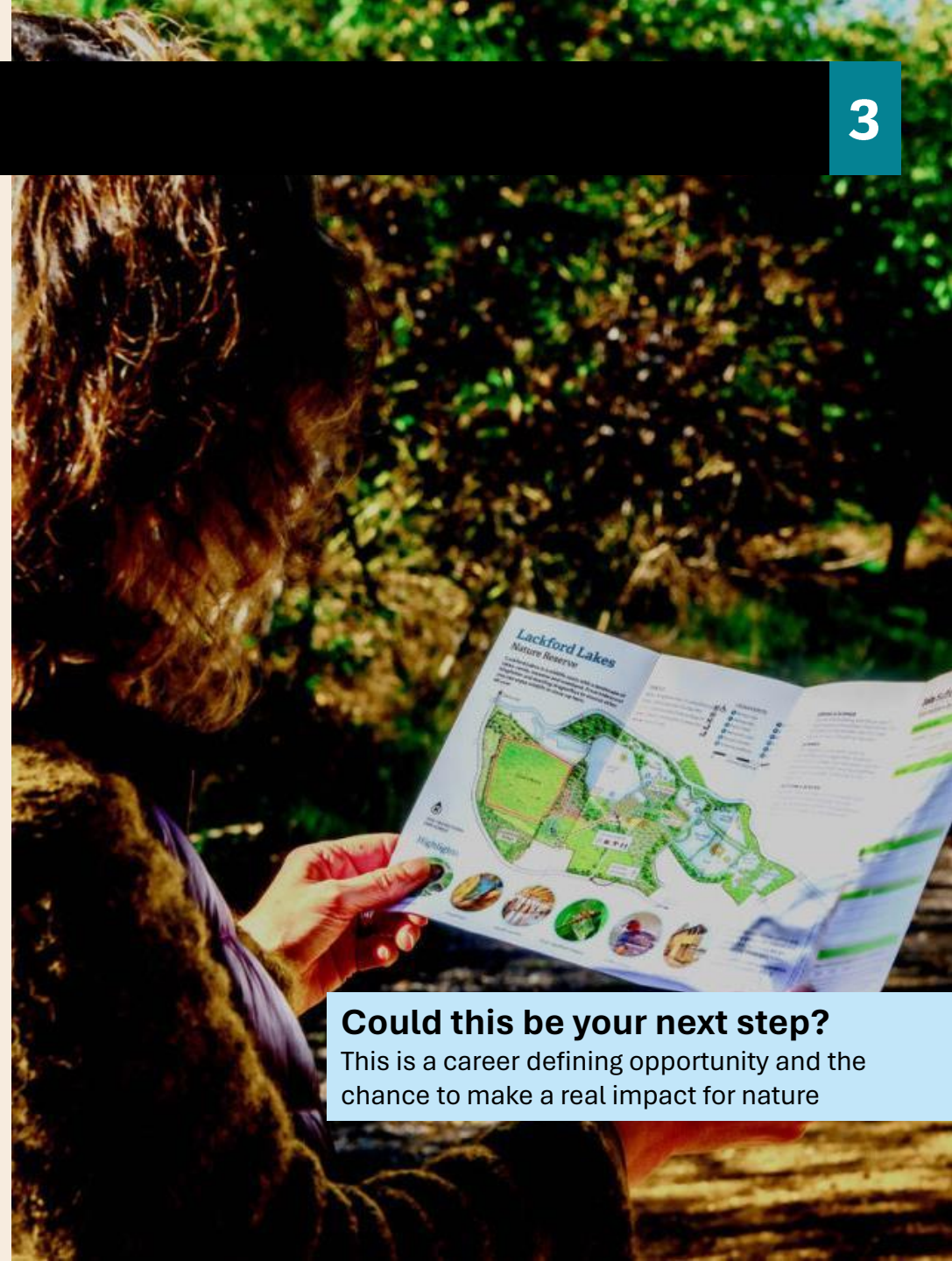
This is your challenge - and opportunity!

We will be the enablers of change, creating opportunities for everyone to connect to nature and play their part in nature's recovery as part of a countywide movement for nature - Team Wilder.

Based at Lackford Lakes visitor centre, this role is central to achieving this in West Suffolk, with a focus on creating exceptional opportunities and nurturing local partnerships to enable more and a wider range of people to experience, learn about and take action for nature.

You will lead the centre team and champion the development of new community-based activity alongside opportunities on other West Suffolk reserves.

This is a leadership role, working with the Head of Engagement to drive the development and delivery of our engagement strategy across west Suffolk.



Could this be your next step?

This is a career defining opportunity and the chance to make a real impact for nature

Suffolk Wildlife Trust is the county's nature charity – protecting and restoring Suffolk's wildlife.

Since the Trust was founded in 1961, we have been leading conservation efforts in Suffolk and have safeguarded some of the county's most important wildlife areas as nature reserves.

As a grass-roots organisation, we aim to deliver our vision to '**Bring nature back**' by inspiring people and empowering communities to care and to act for nature – as well as managing our 51 nature reserves and advocating for wildlife.

We are championing two collective targets in Suffolk that everyone in society can help to achieve:

- To protect and restore 30% of Suffolk's land and sea for nature recovery
- To inspire and support 1 in 4 people in Suffolk to take action for nature and climate



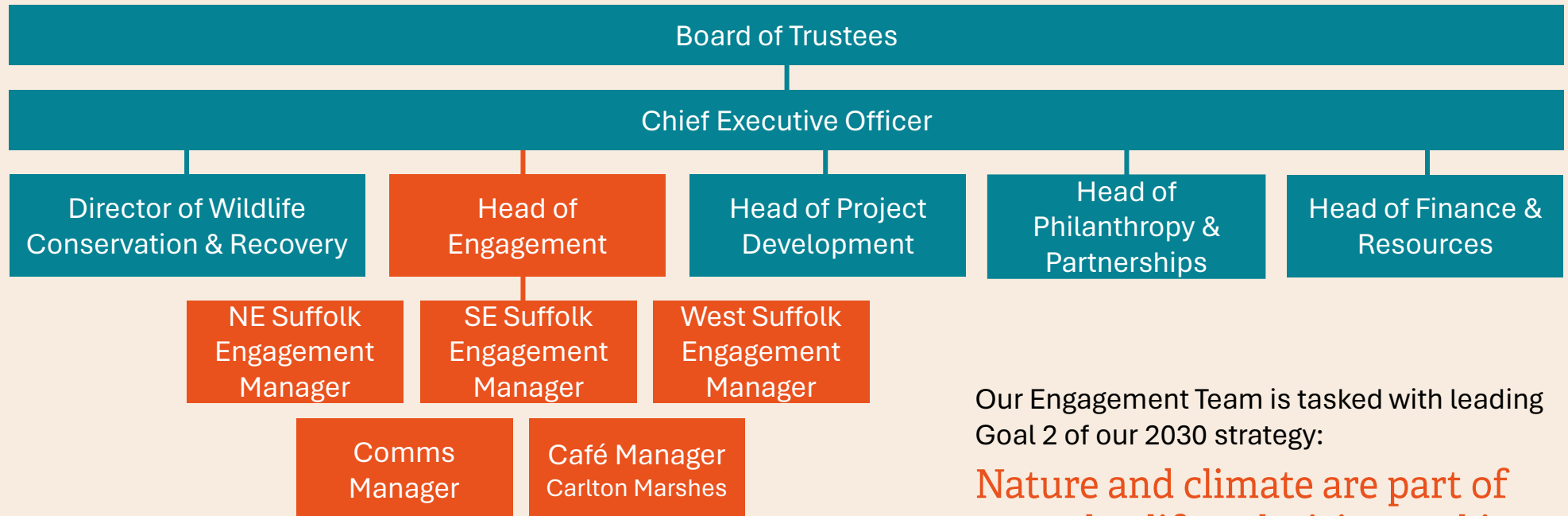
Our ambition – and your challenge

To inspire and support 1 in 4 people in Suffolk to take action for nature and climate

Suffolk Wildlife Trust is an organisation that makes a difference.

We are a registered charity with a Board of Trustees, 100 members of staff, 1,300 volunteers and 28,000 members. The Trust is part of The Wildlife Trusts – a UK federation of 46 local Wildlife Trusts that together has a powerful collective voice with over 850,000 members and caring for more than 2,300 nature reserves.

We have five departments across the charity, each with a senior leader or ‘Head of’ and a team of Managers who bring operational leadership to their area of activity.



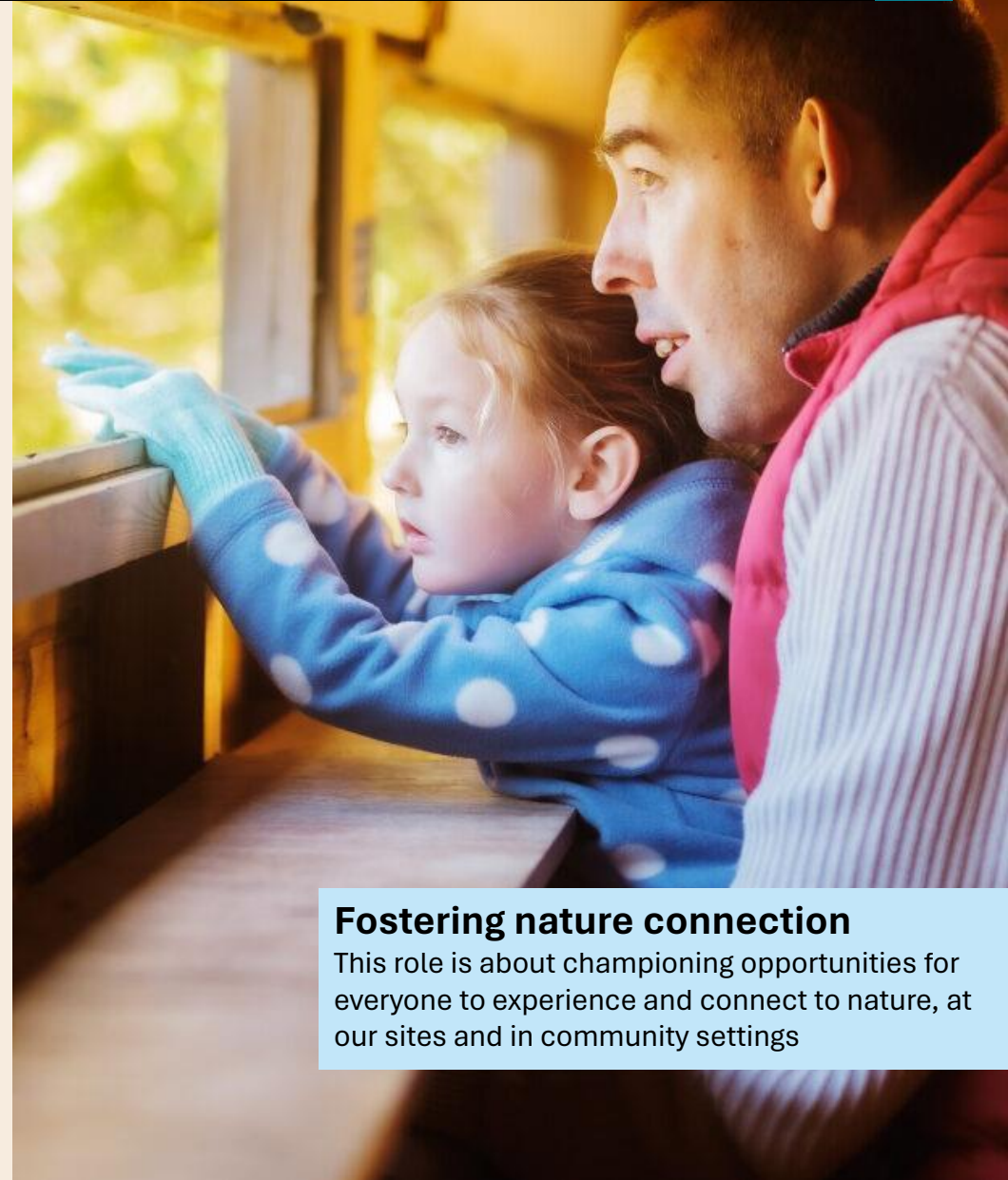
Our Engagement Team is tasked with leading Goal 2 of our 2030 strategy:

Nature and climate are part of everyday life & decision making

Every staff role has three key areas of focus to support our mission to bring nature back:

1. CONNECTING PEOPLE TO NATURE

- Bring leadership to our engagement activities across West Suffolk, fostering a culture of entrepreneurial ambition, experimentation and early adoption of new ideas to deliver our 2030 strategy at Lackford Lakes and other reserves, and in community settings.
- Embrace an audience-led approach to developing relevant, meaningful, accessible and fun opportunities to experience and learn about nature.
- Explore ways to reach beyond our existing audiences to enable opportunities for new audiences, including under-represented groups.
- Grow participation in our activities through a proactive comms and events programme, including leading the Trust's presence at major events in West Suffolk.



Fostering nature connection

This role is about championing opportunities for everyone to experience and connect to nature, at our sites and in community settings

2. INSPIRING MEANINGFUL ACTION

- Bring leadership to our strategic focus on enabling the journey from nature connection to nature action.
- Develop our Wilder Schools model, fostering more impactful relationships with schools and enabling meaningful action for nature and climate in and beyond school grounds.
- Embrace a community organising approach to inspire, empower and enable people, including young people, to be leaders for nature and climate and to take meaningful action for nature and climate where they live, learn, work or play through the opportunities we enable.
- Work with the Networks Coordinator to build and support a community of learners and to promote and celebrate action for nature and climate through the Wilder Schools network and local, regional and national networks and platforms.
- Work with the Communications Manager to embed a culture of storytelling to capture and tell stories that demonstrate and celebrate our impact and act as a catalyst for action for nature and climate.



Building training networks

With a 'train the trainer' approach, we want to create sustainable community nature networks

3. GROWING IMPACT AND INCOME

- As part of the Engagement Leadership Team, develop KPIs and an evaluation cycle to capture impact and set priorities for future engagement.
- Embed quantitative and qualitative evaluation and reporting into the West Suffolk engagement team routines and culture.
- Supported by the Head of Engagement and Head of Finance & Resources, set and manage annual budgets and implement a business planning approach for the West Suffolk engagement team, to secure sustainable income and impact.
- Bring leadership to the operation of Lackford Lakes visitor centre, including the catering and retail activity, to maximise profit and impact.
- Foster a membership culture that empowers staff and volunteers at Lackford Lakes and beyond.
- Foster local partnerships and funding networks to support for our engagement activity in the west.
- Bring leadership to implementation of Health & Safety, Safeguarding, wellbeing and food safety policies and best practice across the West Suffolk engagement team.



Creating impact

The visitor centre at Lackford Lakes is a hub to welcome new audiences and welcome back old friends

HOW WE WORK

Our culture matters to us and enables us to achieve more for wildlife.

Your role description explains the core purpose of your role. What is equally important is how you do it:

Suffolk Wildlife Trust is a gutsy organisation that seeks to learn from experience and embraces new ideas.

We are driven by our shared passion for nature and support each other to be the best we can.

We constantly strive to communicate and collaborate brilliantly, representing the Trust in a friendly, professional and well-informed manner.

YOUR TEAM

You will bring leadership and management support to:

- Bradfield Woods Engagement Officer (1FTE)
- Lackford Lakes Visitor Engagement Officer (1FTE)
- Lackford Lakes Visitor Experience Officer (1FTE)
- Lackford Lakes Visitor Experience Officer (0.8 FTE)
- Wilder Communities Adviser (0.8 FTE)



Our culture fosters leadership

We strive to empower our teams with a 'freedom within a framework' approach

The skills we need you to bring

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A personal commitment to Suffolk Wildlife Trust's mission to bring nature back	✓
Track record of operational leadership and team development, ideally with some centre-based experience	✓
Track record of creating impactful engagement activities and plans – and delivering them	✓
Track record of forging productive, collaborative relationships with a wide range of partners	✓
Financially savvy, with budgeting, programme planning and ROI analysis part of your day to day	✓
Proven experience of identifying and realising additional funding streams and of reporting to funders	✓
Impact driven, with a proven commitment to evaluation and impact monitoring	✓
Track record of driving implementation of Health & Safety, Safeguarding, wellbeing and food safety policy and best practice	✓
Organised and efficient, with finely honed juggling skills!	✓
A confident communicator, with a flair for inspiring involvement and creating compelling stories of impact	✓
A supportive and approachable colleague with a high degree of personal integrity	✓
Personal resilience to operate under pressure within the urgency the nature and climate crisis demands	✓

And in return...

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This role is based at Lackford Lakes near Bury St Edmunds. Regular travel around west Suffolk and beyond will be integral to the delivery of this role and a full driving licence is an essential requirement.

This is a permanent full-time role (37.5 hours per week) which will involve working regular weekends and evenings as standard to fulfil the role.

Salary £35,875 - £38,375 pa dependent on experience

- 9% pension contribution with no mandatory employee contribution
- 33 days annual leave including bank holidays, increasing to 38 over your first five years
- Bonus day off for your birthday
- Dedicated 24-hour Employee Assistance Programme for you and your household
- Free life insurance to give you a little reassurance
- Free online access to a private GP for you and your household
- Discounts in high street retail outlets
- 10% staff discount in our cafes and shops
- Joining a passionate organisation dedicated to improving our natural world
- Working across some of the most beautiful locations in the county



If you're excited by the opportunity, tell us why we need you on our team.

To apply, please **complete the application form with a covering letter** (maximum three sides A4) addressing the following four points:

1. **Why you?** Tell us about the personal qualities and leadership experience you would bring to the role.
2. **Where should we focus our efforts?** In your opinion, what are the major opportunities presented by this role? What are the challenges?
3. **What makes you proud?** Tell us about three career highlights and your role in them.
4. **Why Suffolk Wildlife Trust?** Why would we be your chosen career move?

This is a senior role, reporting to the Head of Engagement, Sara Holman. If you would like an informal chat with her about the role, please email Sara directly on:

sara.holman@suffolkwildlifetrust.org



How to apply

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CLOSING DATE FOR APPLICATIONS:

Monday 6 May 2024

SEND YOUR APPLICATION TO:

recruitment@suffolkwildlifetrust.org

Please use the subject line 'Application for W Suffolk Engagement Manager'

INTERVIEWS WILL BE ON:

Week commencing Monday 13 May 2024

Please indicate your availability with your application.

Thank you for your interest in bringing your talents and skills to Suffolk Wildlife Trust – we look forward to meeting you.





**Suffolk
Wildlife Trust**



**Together, we can create a
wilder Suffolk for everyone**

Registered charity no. 262777

