



Job title	Accreditation Manager
Reports to	Chief Operating Officer
Department	Accreditation
Hours	37.5 hours per week
Contract	Permanent
Salary	£58,000p.a.
Location	Wigan or Home Based with extensive travel throughout the UK and occasional international travel.

Purpose of the job

To develop and implement the strategy for the management and successful delivery of the Accreditation programme: Green Flag Award, Green Key, Blue Flag and Seaside Awards. Ensuring the programmes meet their aims of providing places which are accessible to all, contribute to wellbeing and encouraging organisations and people to live more sustainably. The post holder will be responsible for ensuring a suite of programmes which inspire participation, attract revenue and achieve measurable and lasting impact.

Principal accountabilities

1. Develop and implement a coherent strategy and business plans for the accreditation programmes that integrates across Keep Britain Tidy.
2. To develop and closely manage annual income and expenditure within agreed budgets, supported by flexible contingency plans.
3. Drive growth in all programmes through promotion to existing markets and development of new markets within in each category to increase applications year on year.
4. Work closely with the marketing department to ensure a coherent marketing strategy is developed for each programme to raise awareness with the public, site managers and senior representatives of organisations.
5. Develop and nurture strategic partnerships that can build resilient awards programmes, through shared resources, skills, community & professional outreach and risk management
6. To be the primary contact for the Ministry of Housing Communities and Local Government (MHCLG) for the Green Flag Award contract, providing advice and guidance on request and to be a member of any advisory groups requested e.g. Parks Working Group

7. Maintain partnerships with key strategic organisations e.g. Local authorities, Universities, NHS, Historic England, Natural England, National Lottery Heritage Fund, Regional Parks Forums, RHS, Environment Agency, Hospitality UK etc.
8. Management of the Green Key Manager and Beach and Marina Awards Manager and management of Green Flag Award staff
9. Oversee effective recruitment, training and support for volunteer judges, assessors and auditors to ensure capacity meets the needs of customers and quality is maintained
10. To define and oversee delivery of business plans that define activities, funding, resources and partnering opportunities.
11. To implement a flexible resourcing plan, minimising fixed costs and optimizing use of the administration team across all programmes
12. Oversee development of the existing programmes in England and delivery of the Green Flag Award in the UK and internationally with partner organisation through sub-contracts.
13. Oversight of the systems and processes needed to successfully deliver accreditation programmes.
14. To develop a monitoring and evaluation framework and produce periodic reports that fully demonstrates the impact of the awards programme to internal and external partners.
15. Promote the programmes through media activity, public speaking at national and local event and conferences
16. Maintain the ISO 9001 standard for Green Flag Award with the aim of expansion to the whole accreditation department.
17. Maintain an up-to-date risk register for each of the Accreditation programmes
18. Responsible for the Health and Safety of yourself and to cooperate under the Health and Safety at Work Act (1974) to ensure safe working practices are maintained.
19. Responsible for reporting any data protection incidents or near misses using the appropriate reporting mechanisms to the Data Protection Officer and your Line Manager.
20. Undertake other related tasks as maybe determined from time to time.

Budget responsibility and decision making

- Responsible for budget setting and income and expenditure for all programmes
- Staffing resources and allocation of resource
- Close monitoring of Green Flag Award designated funding

- Day to day management decisions and long-term strategy for programme growth
- Conflict resolution between the scheme decisions and applicants and the public

Supervision of employees - complexity of 'leadership', number of direct reports, reporting level

- Overall management of Green Flag Award with three direct reports
- Management of Green Key Manager
- Management of Beach and Marina Awards Manager
- Reporting to Chief Operating Officer
- Providing regular reports to Contract Manager and Assistant Director of MHCLG

Contact with others - level of customer contact internal/external

High level of contact with senior representatives of external customers both nationally and internationally, including government, sub- contractors, local authorities, universities, major hotel chains, strategic organisations e.g. National Lottery Heritage Fund and other associated management organisations.

Major challenges of the job

- Developing and delivering growth in each programme. Securing income and new business generation – vital to the ongoing viability of the programme.
- Maintaining relationships with diverse organisations at all levels
- Developing Green Flag Award Internationally and achieving a self-financing model

Person specification

Experience, Knowledge and Skills	Essential	Desirable	Method of Assessment
Relevant knowledge, experience or qualification within the parks and green spaces sector	✓		Application and interview
Good leadership skills with an ability to make an immediate and positive impression with customers and stakeholders	✓		Application and interview
Excellent people management skills with the ability to get the best out of people, utilise their skills and manage any conflict	✓		Application and interview
Excellent and proven programme management skills underpinned by core project management experience	✓		Application and interview
Experience of working with senior representatives of organisations	✓		Application and Interview
Understanding of the coastal areas, inland waterways and the hospitality sectors		✓	Application and interview
Experience in developing and managing commercial and partner funding relationships	✓		Application and interview
Excellent client relationship management skills	✓		Application

			and interview
Skilled in the development of budgets and management of income / expenditure	✓		Application and interview
A first class communicator skilled in written and verbal presentation and excellent interpersonal skills	✓		Application and interview
Excellent problem solving skills, with the ability to develop options and analyse and implement the best solutions.	✓		Application and interview
Ability to conduct media interviews	✓		Application and Interview
Strong IT skills and knowledge of the Microsoft Office suite including Microsoft 365, One Drive, and SharePoint), experience of CRM, web based systems and databases	✓		Application
A genuine commitment to the principles and goals of Keep Britain Tidy, passionate about the environment and keen to make a difference	✓		Application and interview
Broader understanding of the work of other NGO's voluntary organisations and place awards programmes		✓	Application and interview
Good working knowledge of sustainable development principles in action		✓	Application and interview
Other requirements			
The right to work in the UK with immediate effect	✓		Application
An ability and willingness to work evenings and weekends as required and to spend periods of time away from home as required both internationally and across the UK	✓		Application
A full clean UK driving licence with business insurance	✓		Application

Date of writing: August 2026