



**London  
Wildlife  
Trust**

## Chief Operating Officer

London Wildlife Trust



# Candidate Pack

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## 01. Welcome Letter

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Welcome and thank you for your interest in London Wildlife Trust and becoming our new Chief Operating Officer.

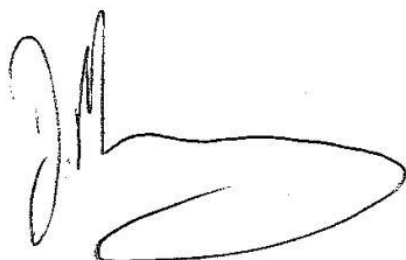
I've worked at London Wildlife Trust for 15 years now in a variety of roles, and as CEO since October 2024. I'm immensely proud of what our organisation and colleagues have achieved in that time for London's wild spaces.

Around half of Greater London is made up of green and blue spaces, including ancient woodlands, heaths and parks, ponds, rivers, and wetlands, many of which are of national and international importance. Since 1981, we have been saving and creating unique and iconic wild spaces – like Camley Natural Park and Walthamstow Wetlands, and engaging London's diverse communities through access to our nature reserves, volunteering, and outdoor learning.

Over the last 5 years, we've seen significant growth. Our annual income has risen from £4million to over £6million, and with it the scope of our organisation has also increased, particularly within our commercial arm which has a growing portfolio of cafes and a thriving events business.

A Chief Operating Officer, or similar senior role, has not existed in our organisation since 2020, so if you have a keen eye for financial detail, are an expert in finding incremental improvements and efficiencies whilst enthusing staff, and a passion for coaching and mentoring to get the best out of a team, then I'd love to hear from you.

On behalf of all of us at London Wildlife Trust, I look forward to hearing from you soon.



David Mooney  
Chief Executive Officer



## 02. Executive Summary

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With 43 years' experience caring for London's diverse wildlife, 36 free-to-enter urban nature reserves, and over 900,000 members standing together for nature, London Wildlife Trust are engaging, inspiring, and enabling people to connect with nature.

London Wildlife Trust (LWT) is the only charity that champions nature's recovery in London. LWT's new COO will play a pivotal role in helping to achieve the 2030 Strategic Plan. They will be part of the Trust's Senior Leadership Team with day-to-day overall leadership responsibility for finance, people, organisational development, impact measurement, and governance.

Following a period of significant growth, and currently embarking on a brand-new five-year Business Plan, London Wildlife Trust is at a turning point as an organisation and is seeking a dynamic and effective leader to complement and support the Chief Executive Officer (CEO) in leading the charity through a period of significant change and transformation.

The successful candidate will report directly to the CEO, and line-manage both the Head of Finance and the Head of People & Organisational Development.

Whilst we are not seeking a qualified accountant, the COO will need to be able to robustly and fluently speak to and understand financial challenges, particularly around longer-term forecasting and budgets. Supporting and guiding the formalisation of impact measurement across the organisation will also be a key aspect of the role, done in close collaboration with the wider senior management team and Director of Development.

Experience with and passion for streamlining operations, systems, and processes and continuously working to identify improvements will be essential, as will a calm and stable approach to leadership.

LWT is being assisted in this appointment by the executive search firm Society. Applications should consist of a CV and covering letter. These can be uploaded via Society's website [here](#). The deadline for receipt of applications is midday GMT on Thursday, 13 March 2025.



## 02. About London Wildlife Trust

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London Wildlife Trust (LWT) is the only charity that champions nature's recovery in the capital. As a grassroots movement, they are fully embedded in London's local communities, where they look after wild places and increase people's understanding of and connection to the natural world.

Established in 1981, the Trust manages 36 free-to-access nature reserves across London and are firmly embedded in the city's local communities. They use evidence to demonstrate what is possible; and to inspire, empower, and support communities and organisations, embracing the diversity of our society to help nature's recovery.

They look to establish a common cause and work in partnership with others to develop new and innovative ways to do what's right for nature. The Trust is one of 46 Wildlife Trusts working across the UK, with the support of over 900,000 members and 38,000 volunteers, to make our local areas wilder and make nature part of life, for everyone. Over 41% of our species have declined since the early 1970s. We urgently need to bring wildlife back, at scale and pace.

To achieve their vision of a London alive with wildlife, they are working to empower more people and organisations to stand up for nature. They support them in recovering their lost connections with the natural world and taking action for nature recovery in London.

Over the last five years, the organisation has seen significant growth in both its size, and variety and reach of its operations and fundraising. More specifically, an increase in turnover from £4 million to £6 million, a twofold increase in membership figures, and increased team size of over 120 people including contractors and freelancers. The team's work is overseen by a Board of Trustees, and LWT also have a Youth Board comprised of 12 young people, three of whom are Young Advisors attending Board meetings and acting as a conduit between the Youth Board and Board of Trustees.

To find out more about the strategic goals and priorities for the next five years, [click here](#) for the full Strategy 2030 document.

### Key Stakeholders

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[David Mooney](#)  
Chief Executive Officer



[Hannah Fox](#)  
Treasurer  
Board of Trustees



[Alisha Hobbs](#)  
Head of People and  
Organisational Development



[Lisa Payne](#)  
Head of Finance

For more information, visit <https://www.wildlondon.org.uk/meet-the-team>

### 03. Role Description

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Our Chief Operating Officer (COO) will play a pivotal role in helping to achieve our 2030 Strategic Plan. A similar role has not existed within our organisation for 5 years and during which time, our income has increased from £4.5 million to over £6 million and rising.

This role provides a fantastic opportunity for someone who enjoys making a role their own, finds great fulfilment in supporting others to achieve their best, and enjoys seeing positive changes in action. The Chief Operating Officer will be a member of the Trust's Senior Leadership Team with day-to-day overall leadership responsibility for finance, people, organisational development, impact measurement and governance.

**Role Purpose:** To maintain a growing, efficient and impactful organisation

**Role Vision:** Ensuring the delivery of the organisational strategy on time and budget, where people are working smarter not harder.

**Reports to:** Chief Executive Officer

**Responsible for:** Leading on the Trust's governance, finance and operations

**Direct reports:** Head of Finance and Head of People & Organisational Development

**Located at:** Head office (8-10 Grosvenor Gardens, Victoria) with occasional travel to LWT sites, and typically 2-3 days from home

**Oversight Committees:** Finance Committee ('FinCom'), Board of Trustees, Health and Safety Committee, LWT Board of Directors

Key responsibilities will include:

#### Strategy and Governance (30%)

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- Supporting the CEO in ensuring the Trust's governance, including planning and preparation for Board and subcommittee meetings, and broader Trustee engagement including recruitment and away days;

- supporting the CEO and ensuring that SLT maximises its impact and effectiveness as a leadership team;
- leading the development and implementation, and overseeing the Trust's 5yr business plan with the CEO and SLT and reporting progress to the Board on a quarterly basis;
- leading on risk management, business continuity, and crisis management including resilience planning and developing contingency procedures
- leading, developing, and managing the Central Services team including two direct reports: Head of Finance and Head of People & Organisational Development;
- acting as the Trust's Health and Safety (H&S) lead by taking a proactive approach to overseeing H&S work at the Trust including regular monitoring of the Trust's H&S management system.



## Finance (30%)

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- Taking overall responsibility for the annual budget and longer-term financial planning, including ongoing review of the financial information and assumptions within the 5yr Business Plan;
- driving the transformation of financial systems and processes to ensure excellence and consistency in reporting, engagement from budget holders, committees and boards, and through supportive line management of the Head of Finance;
- overseeing the governance and management of the Trust's group finances, financial systems and auditing in liaison with the Chief Executive
- preparing, attending, and contributing to Finance Committees, Board meetings, and keep regular correspondence with the Honorary Treasurer
- supporting the Director of Visitor Experience in providing quarterly reports on the financial performance of London Wildlife Limited (LWT's trading arm);
- working with the CEO and Treasurer to oversee and manage The Trust's investments and endowment, including developing and regular review of an investment policy statement.

## Impact Measurement (20%)

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- Working with Board members and SLT colleagues in the development and implementation of a robust impact measurement framework and appropriate KPIs, ensuring the Trust's activities are effectively monitored, evaluated, and reported;
- driving the development of an improved data culture across the Trust, including how data collection is resourced and implemented, and how data becomes part of everyday analysis and decision-making across the Trust's work;
- collaborating with senior leadership and programme teams to integrate impact insights into decision-making, guiding strategic planning and resource allocation to maximize outcomes;
- supporting the Director of Development in the delivery of transparent and compelling reporting of impact outcomes to trustees, funders, partners, and stakeholders, driving continuous improvement and fostering trust in the organisation's results.

## People & Organisational Development (10%)

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- Overseeing the development of the people plan to ensure alignment with organisational goals, fostering a high-performance culture that emphasizes learning and development, accountability and the active engagement of employees and volunteers;
- overseeing the annual review of the Trust's benefits and rewards programme;
- support the Head of POD to drive equality, diversity and inclusion (EDI) by promoting a workplace culture that values diverse perspectives, ensures employee safety, and fosters an inclusive, secure environment across all levels of the organisation;
- facilitating the relationship with the Head of POD and CEO, ensuring collaboration and alignment of People strategies.

## Procurement, Data, and IT (10%)

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- Working closely with the Director of Visitor Experience, overseeing the Trust premises and property portfolio such as lease agreements, insurance, security, and maintenance.
- taking a proactive approach to joined up working with neighbouring Wildlife Trusts with a focus on streamlining operations, driving efficiencies and procurement.



- leading on the development and implementation of the Trust's digital evolution to increase the digital confidence, functionality and connectivity across the organisation, identifying and delivering efficiencies for all Trust stakeholders—this will include review and implementation of an improved approach to CRM, reviewing the use and parameters of AI, and maximising the value of the wider Wildlife Trusts digital offer
- acting as LWT Data Controller to review and implement data auditing processes, policies & procedures.

### Other Areas of Responsibility

- **Promotion of the Trust:** To always work to further the aims of the Trust including promotion of Trust membership. To encourage donations and to assist in and promote related events and campaigns where appropriate.
- **Health and Safety:** All staff are legally responsible for ensuring H&S considerations are considered in all working situations. Staff are encouraged to make reports or suggestions to the Health and Safety Officer on any matters of concern.
- **Equality, Diversity, and Inclusion:** Work at all times within the Trust's EDI policy, and to contribute to any role-related objectives that form part of our overall EDI strategy.
- Adhere to the policies and plans of the Trust and be a responsible representative of the team and the Trust to external stakeholders, groups, individuals and funding bodies.

### Role Values and Behaviours

- **Instilling confidence:** congratulating and celebrating success whilst encouraging a culture of shared accountability.
- **Driving efficiency:** working collaboratively across the organisation to develop effective day-to-day systems and processes.
- **Stable presence:** calm, reassuring and systematic.
- **Mentoring:** taking a facilitation and coaching approach, providing seasoned wisdom to both the team and the CEO.
- **Strategic:** ensuring long term goals and outcomes remain in focus, working collaboratively with SLT colleagues to set

challenging yet realistic targets to mark and monitor progress.

### Terms and Conditions

- **Salary:** £80,000 per annum.
- **Hours of work:** Monday–Friday, 7 hrs/day including one hour for lunch. Working hours typically are 9.30am – 5.30pm. The post holder may on occasion be expected to work some weekends and some evenings, for which time off in lieu is given. Flexible working arrangements are welcome.
- **Holidays:** 25 days per annum pro rata plus statutory holidays.
- **Tenure:** Permanent.
- **Sick pay:** Employees are eligible for company sick pay if the correct procedures have been followed; employees may still qualify for Statutory Sick Pay.
- **Pension:** Eligible employees will be auto enrolled into the company pension scheme. Further details on auto-enrolment can be obtained [here](#). Pension contribution rates for LWT are currently at 3% employer and 5% employee. Even if not eligible, you can still join the scheme, but the Trust may not have to make any employer contributions. Further details will be provided on joining the Trust.
- **Employee Assistance Programme:** All employees have access to a free and confidential information, support and counselling service available 24 hours a day, 365 days a year.





## 04. Person Specification

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The following experience, skills, and aptitudes are those that we are seeking in candidates for this position. Candidates who do not meet the 'Essential' criteria will not be shortlisted.

### Essential Skills and Experience

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- held a Senior-level position, for at least three years in an SME organisation, with responsibility for developing, implementing, and reviewing business plans;
- demonstrable commercial acumen and strong financial forecasting skills, a proven ability to work with and interpret complex financial information and accounting processes;
- experience of overseeing the collation and analysis of data to produce internal and external evaluations and reports;
- a background in identifying and delivering improved processes and systems in finance, IT, or operations, including engaging and enthusing staff;
- proven track record in leading and managing legal and regulatory compliance, quality, resilience, processes, monitoring and evaluation;
- experience of setting and monitoring organisational budgets and income targets to enable an organisation to grow;
- strong collaboration, coaching, team leadership, and people management skills;
- possession of a strong customer service ethos with the ability to foster this in teams supporting internal clients;
- excellent verbal communication skills, able to convey information clearly and concisely both in-person and in writing;
- strong IT skills within the MS Office Suite, particularly Excel and Outlook.

### Desirable Skills and Experience

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- an interest in London's nature recovery;
- demonstrable knowledge of charity SORP accounting, VAT, and Gift Aid;
- track record of ensuring H&S compliance and best practice in a high-risk (i.e. non-office) environment;
- experience of developing an organisation to achieve an ISO quality award or similar
- commercial/retail finance experience, including EPOS.



## 05. Appointment Details and How to Apply

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London Wildlife Trust is being assisted in this appointment process by the executive search firm Society ([www.society-search.com](http://www.society-search.com)).

Applications should consist of:

1. a concise covering letter (ideally no longer than two pages), addressing the criteria in the Person Specification;
2. an up-to-date curriculum vitae;
3. names and contact details of three referees (although referees will only be approached at the final stage of the process, and only with your express permission).

General advice on how to write a [strong CV](#) and [strong covering letter](#) can be found on our website.

To upload your documents via Society's website, click [here](#).

The deadline for receipt of applications is midday GMT on Thursday, 13 March 2025.

Shortlisted candidates will be invited to interview on Friday, 21 March 2025, and the week commencing Monday, 24 March 2025.

An appointment will be made subject to receipt of satisfactory references. The appointed candidate will be offered a salary that is commensurate with their experience and the seniority of their new role.

We are committed to ensuring that anyone can access our application processes. This includes people with hearing, sight, mobility, and cognitive impairments. Should you require access to this document in an alternative format, wish to apply in a different format, or need any other reasonable adjustments made for you (including at interview), please contact us at [inclusion@society-search.com](mailto:inclusion@society-search.com). We also welcome suggestions or comments about any more general access improvements we should consider.





# Society

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Society is a global executive search firm and a certified B Corporation. 10% of our profits go to charitable causes through The Society Foundation. With colleagues in the United Kingdom, the United States, and New Zealand, we solve senior hiring challenges for responsible businesses and purpose-driven organisations around the world.

We believe that the right candidate, placed in the right organisation at the right time, can initiate a chain reaction of transformative change that will help to deliver a more inclusive and sustainable future.

Certified



Corporation