



Recruitment Pack  
Finance Director

# Introduction

## Welcome from the Chief Executive

Thank you for your interest in the role of Finance Director at Earth Trust.

This is an opportunity to play a key role in a charity that is showing how nature and people can thrive together in the real world.

We protect, restore, and enhance the natural environment, provide access to the countryside, show how nature friendly farming can drive nature's recovery, and inspire people to care for the environment.

As Finance Director, you will join at a pivotal moment. Alongside our established charitable work, we are delivering the Gateway to Nature programme — a major investment that will transform access, enhance the visitor experience and support growth in sustainable earned income. You will be instrumental in ensuring that this change is underpinned by strong, clear and commercially sound financial thinking.

As a member of the Executive Leadership Team, you will help set organisational direction, shaping and challenging decisions with clear financial insight and a strong focus on value, sustainability and impact. You will work closely with me, senior colleagues and Trustees to ensure that ambition is translated into financially sound, deliverable plans.

We are looking for a finance leader who works in partnership with colleagues across the organisation: someone who is as comfortable enabling and supporting as they are challenging. You will help colleagues to understand their finances, develop strong business cases and make confident decisions, while also holding teams to account for delivery, performance and financial discipline.

This role will suit someone who is motivated by purpose as well as performance, and who wants to apply their financial expertise in a way that delivers environmental and organisational impact.

If this is the kind of challenge you're looking for, we look forward to hearing from you.

With very best wishes,



A handwritten signature in blue ink, reading 'Ian Barrett'.

**Ian Barrett**  
Chief Executive

# Role Description

## Context

Earth Trust operates a mixed income model, including fundraising, grants, trading activity and partnerships, and is managing increasing organisational and financial complexity alongside growth and ambition. Income grew from £1.4m in 2024 to £2.6m in 2025 and is forecast to reach £3.2m in 2028.

The Finance Director role exists to ensure this complexity and growth is well managed, financially coherent and aligned with the organisation's agreed priorities.

## Purpose

The purpose of the Finance Director is to ensure that Earth Trust's agreed strategy and priorities are delivered in a financially sustainable, disciplined and well-governed way.

Working closely with the Chief Executive, the Finance Director translates strategic priorities into robust financial plans, budgets, forecasts and performance expectations, and ensures that Directors are held to account for financial delivery against agreed plans.

The role provides clear, aligned financial insight to the Executive Leadership Team and Trustees, reinforcing the organisation's direction and supporting effective governance, assurance and long-term stewardship of resources.

## Reports to

Chief Executive

## Direct reports

Finance Team

## Key Relationships

- Director of Operations
- Director of Development
- Director of Land Management

Status	Permanent
Hours	Full Time
Location	Earth Trust Centre
Salary	£70-75K

# Key Responsibilities

## Strategic Leadership & Business Partnering

- Develop and deliver a multi-year financial strategy aligned to organisational priorities, translating this into actionable plans and tools.
- Provide clear financial insight, advice and challenge to the CEO, SLT and Board to support high-quality decision-making.
- Act as a trusted partner to senior leaders, building financial understanding, accountability and performance across the organisation.

## Planning, Reporting & Performance

- Lead budgeting, forecasting and long-term financial planning, aligning resources to strategic priorities.
- Oversee production of high-quality management accounts, cashflow forecasts and statutory reporting, ensuring accuracy and insight.
- Support development of business cases and financial models, enabling robust investment and resource allocation decisions.

## Governance, Risk & Compliance

- Ensure strong financial governance, internal controls and compliance across all statutory, regulatory and tax obligations.
- Lead audit, and oversee financial risks, reserves, investments and associated reporting to Trustees.
- Provide financial oversight of major capital projects, ensuring effective controls, tax treatment and risk management.

## Commercial & Organisational Leadership

- Monitor and drive financial performance of trading subsidiaries and commercial activities, providing appropriate challenge, insight and financial oversight.
- Lead and develop the finance team, embedding a culture of financial ownership, continuous improvement and values-led decision-making.



# Person specification

## Essential

- Significant senior level financial leadership experience in a charity or similarly complex organisation.
- Strong understanding of charity finance, governance, risk and regulatory compliance.
- Proven ability to develop and deliver financial strategy aligned to organisational objectives.
- Experience of leading budgeting, forecasting, statutory accounts and audit processes.
- Ability to communicate complex financial information clearly to non finance audiences.
- Collaborative, values led leadership style.
- Demonstrated experience of working closely with non-finance leaders to improve financial understanding, performance and confidence.
- Professionally qualified accountant (e.g. ACA, ACCA or CIMA), with the ability to apply financial insight to support organisational decision-making

## Desirable

- Thorough knowledge of charity accounting and reporting
- Experience of mixed income models, including trading and grant funding.
- Experience supporting major projects or capital programmes.
- Experience of working closely with Boards of Trustees.
- Experience overseeing trading subsidiaries or commercial operations within a charitable or purpose-driven context.
- Experience of tax matters relating to capital projects, property or construction activity.
- Detailed knowledge of Xero accounting software



## About us

Earth Trust is a charity dedicated to inspiring people to engage with nature, understand their environment and take action to care for it. For over forty years, we have demonstrated how people and nature can thrive together in real, working landscapes — not only in nature reserves, but in the places where people live, learn and grow food.

Based at **Wittenham Clumps** in Oxfordshire, the largest freely accessible green space in the county, Earth Trust manages farmland, woodland, meadows and wetlands alongside a portfolio of community reserves. We welcome thousands of visitors each year through family visits, schools programmes, volunteering, events and partnerships alongside hundreds of thousands visiting our landscapes.

Our work combines public engagement, learning and nature-friendly farming, alongside commercial activity that supports our charitable mission. The Gateway to Nature programme is a core part of this, strengthening access, visitor facilities and long-term financial sustainability.

### Ways of Working

Earth Trust is a collaborative organisation.

We expect senior leaders to build strong working relationships, take shared responsibility for delivery and performance, and support each other to succeed.



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## Equality, Diversity & Inclusion

Earth Trust strives to be a diverse and inclusive place where we can all be ourselves and we are committed to equality of opportunity for all staff.

Individuals are encouraged to apply regardless of age, disability, gender, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief.

## Benefits

Alongside a competitive salary, there is flexible working whenever possible, 25 days holiday per annum increasing with length of service, volunteering opportunities and 7.72% employer pension scheme contribution on successful completion of probation.

## Questions

For an informal conversation about the role or clarification questions, please contact Marianne Hewett, Executive Assistant [marianne.hewett@earthtrust.org.uk](mailto:marianne.hewett@earthtrust.org.uk). We are happy to discuss reasonable adjustments at any stage of the recruitment process.

## To apply for the role

Please send a CV and covering letter explaining why you are suitable and what attracts you to this role to [recruitment@earthtrust.org.uk](mailto:recruitment@earthtrust.org.uk)

### **Closing Date for application**

Sunday 21st June

### **Interviews**

Interviews are planned for Monday 29<sup>th</sup> June and/or Tuesday 30<sup>th</sup>. If you are unable to make these dates, please let us know and we will make alternative arrangements.

## Contact Us



[www.earthtrust.org.uk](http://www.earthtrust.org.uk)  
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