



**Hampshire &  
Isle of Wight**  
Wildlife Trust

# Recruitment Pack Policy & Advocacy Officer



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Wildlife Trust

# Welcome

Thank you for showing an interest in working at Hampshire & Isle of Wight Wildlife Trust. This job information pack will give you a flavour of our amazing charity and the vital work we do for wildlife and people across our two counties.

We are all passionate about nature and love what we do! So what do we offer to our employees?

Well, most importantly you get to work in one of the most magnificent parts of the UK. Here in Hampshire, we have globally important wetlands around the coastline of the Solent and medieval heathland landscapes in the New Forest. Our thriving cities and suburbs are surrounded by exceptional places for wildlife including gin-clear chalk rivers, flower-rich grasslands and ancient woodlands. And our jewel in the crown is the Isle of Wight where you can walk all day across downland turf and along spectacular cliffs. That's our working environment and you could share it with us!

We offer an extraordinary place to work – our team are a passionate, friendly and dedicated bunch of true advocates for the natural world. We are an ambitious lot, and our exciting vision for the future drives us all forward, creating a buzzing energetic vibe in the office and beyond.

As you read through this pack, and perhaps explore our website too, I hope you will be inspired by all that the Trust has to offer and will be excited by the opportunity to show us what you can bring to our team. We look forward to meeting you!



Debbie Tann  
Chief Executive





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# About us

- We are part of The Wildlife Trusts – a federation of 46 local independent charities working across the UK to create a wilder future. Nationally we have 900,000 members and a turnover of £200m.
- HIWWT was formed in 1960. Over 60+ years we have grown to become one of the largest and most successful nature conservation charities in the region.
- Today we employ 130 staff. We're supported by nearly 28,000 members and 1,200 volunteers.
- Our annual turnover is around £8 million.
- We look after more than 60 wonderful nature reserves and other land for wildlife, totalling 5,000 hectares.
- We have two farms supporting our 230 cattle and 280 sheep that graze our nature reserves, and we run three education centres.
- Over 400,000 people visit our reserves and centres and around 40,000 people take part in activities with us each year.
- Our consultancy Arcadian provides ecological expertise as part of our nature-based solutions work.
- At the end of 2019 we launched a new, exciting and ambitious strategy – Wilder 2030 – which set out our plans for the decade 2020-2030 as we respond to the climate and ecological crises. Our work has never been more important.





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# Our area

Hampshire is one of the most biodiverse counties in England. From the coastal marshes of the Solent, to globally rare chalk streams such as the rivers Test and Itchen, the chalk downlands of the South Downs and the heathlands and ancient woodlands of the New Forest – this is a special place. The Isle of Wight, at only 23 miles wide, is a microcosm of south-east England with exceptional biodiversity. The chalk grasslands, maritime cliffs and slopes, and the estuaries are important on a national and international scale. The mild climate provide a foothold for rare species such as the Glanville fritillary and its Island situation and relative isolation helps species like red squirrels, dormice, bats and water voles, that are rare elsewhere, to thrive.

Dolphins, cuttlefish and seahorses can all be found in the seas off the Hampshire and Isle of Wight coast. The Solent is one of the busiest seaways in the world, yet still supports marine habitats and species of national and international importance. Our rich and productive shores and mudflats support thousands of migratory and breeding birds and our seagrass beds provide food, shelter and nursery grounds for sea bass and spider crabs.

Although our conservation work has protected many incredible wildlife gems and restored habitats more widely, it still covers only a small percentage of the landscape. Economic development, intensive land use, pollution and climate change are all threatening nature across both counties. Organic waste and excess nitrates from fertilisers overwhelm natural systems and drive down biodiversity. Our seas remain under tremendous pressure from over-exploitation, disturbance and pollution. And, as with life on land, our seas and coast are at critical threat from the effects of global warming and sea level rise.





Our wonderful





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# Our strategy

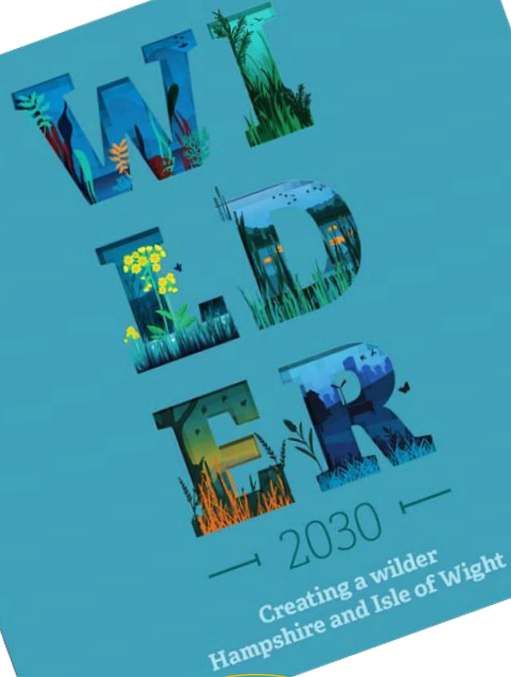
Our ten year vision and strategy Wilder 2030 was launched in October 2019. The plan is our response to the nature emergency – recognising that the twin threats of climate breakdown and ecological collapse are the most important issues of our time. Our strategy recognises that the Trust has a vital role to play in making a substantial local contribution to tackling this global challenge.

Our work over the past 60 years has protected some of the most important places for nature. But now our work must step up a gear. As well as protecting the fragments of wildlife rich habitat that we have left, we need to start restoring ecosystems as scale. Wilder 2030 sets out our ambitious strategy to put nature into recovery.

The decade 2020-30 is critical and must be a significant turning point. We must get many **more people on nature's side** and create much **more space for wildlife to thrive**. The science suggests that we need 1 in 4 people to take action for nature, and that we need at least 30% of our land and sea to be made much wilder. The pressures on nature must also be reduced everywhere else so that the wider environment is less hostile for wildlife and resources are used more sustainably.

We know that investing in nature-based solutions makes economic sense and that nature's recovery can help tackle the climate crisis. We know that missing species must be returned to heal broken ecosystems. We know that nature's recovery is essential for people's health and wellbeing and for a better society. As the leading local champion for wildlife in our two counties, the Trust can deliver all this and more, either directly or through partnerships or by inspiring action in others.

Our strategy positions the Trust as both a campaigner for, and deliver of our mission. Through our two flagship programmes – **Team Wilder** and **Wilder Land & Sea** – we will restore and rewild the landscape and build a movement for change to tip the balance in favour of nature.



**More people on  
nature's side:  
Team Wilder**

**More space for  
wildlife to thrive:  
Wilder Land & Sea**



# Our three headline goals

1

## Nature in recovery '30 by 30'

Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.

Wilder Land & Sea

2

## 1 in 4 people taking action

A growing movement of people are taking meaningful action for nature and climate, resulting in better decision making for the environment and a society where nature matters.

Team Wilder

3

## Nature as a solution

Nature is playing a central and valued role in helping to address local and global problems, like climate change, pollution, flooding, food security and public health.

Wilder Land & Sea



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# Wilder Land & Sea

- Our Wilder Land and Sea programme is all about making more space for wildlife by creating a network for nature – spaces where wildlife can thrive, from our own estate to large rewilding projects to small urban gardens and everything in between. Our strategic goal is to achieve 30% of land and sea for nature’s recovery.
- For decades the core of our work has been our nature reserves, and these continue to be at the heart of the nature recovery network that we need. Our work is also focused on expanding and connecting these sites to create a larger functioning network for nature that helps wildlife to recover from past declines. One of our targets is to acquire at least 1,000 hectares of new land for nature by 2030.
- Working with farmers and landowners, partner organisations and businesses, we provide advice and professional services, as well as delivery of partnership projects. Through this we aim to support another 5,000 hectares of land to come forward for nature recovery.
- Our missing species programme aims to improve ecological functioning, bringing more diversity and abundance to depleted lands. We are excited to be spearheading rewilding projects and the return of the beaver to the Isle of Wight.
- Nature-based solutions are another key delivery mechanism for our mission, as we recognise that investing in the carbon sequestration potential of marine and terrestrial habitats will have a huge role to play in a greener economy. Reducing pollution is another function that natural solutions can deliver, and we are pioneering new approaches such as nitrate credits and biodiversity net gain to ensure that new developments deliver benefits for wildlife.
- Alongside delivery, our advocacy and engagement programme works to challenge, inspire and support others to contribute towards our 30% goal, helping wildlife everywhere. We also campaign for better legislation and policy to create the drivers and incentives for the change we want to see.







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# Team Wilder

- Education and engagement is core to our charitable purpose, and we have provided high quality opportunities for children and adults to learn about nature for many decades. In our strategy, we set out how our engagement work needs to broaden as we step up in response to the nature crisis. We know that there has been a huge surge in interest in the natural world, and concern about the climate emergency and ecological crisis is growing.
- To succeed in our mission we need many people on nature's side – both supporting the Trust and taking action themselves. We are doing more to connect people with nature and encourage 1 in 4 people to take action for wildlife as well as changing their behaviours to reduce their pressure on the environment.
- Alongside embedding the five pathways to nature connection into our educational experiences and visitor engagement on reserves, we're also building programmes which draw on principles from the psychology of behaviour change, community empowerment, and movement building.
- There's a role in Team Wilder to suit everyone, whether they're members and supporters, children and young people, individuals, farmers, business leaders, politicians, partners, visitors or the wider public.
- We provide opportunities and support for people wanting to step forward, whether to champion Team Wilder or to lead, create or campaign for change in their own community.
- We provide toolkits and training, tailored programmes for schools, and engaging campaigns and events to connect people with their local wildlife.
- The programme is underpinned by continuous evaluation and design with our audiences that builds a programme that's right for all – and helps grow our membership to build more support for the Trust and for nature.





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## About the role and what we are looking for



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## Job Outline

# Policy & Advocacy Officer

We are looking for a highly motivated person with a passion and energy for politics to join our team and help us develop compelling policy solutions and advocacy campaigns to engage, inspire and influence decision makers in the run-up to the 2024 General Election and beyond to ensure nature's recovery is kept at the heart of the public and political conversation.

You will play a key role in securing nature's recovery across the two counties and beyond. Our recent campaign, such as our joint Tipner West Campaign with the RSPB successfully mobilised over 30,000 people to take action to oppose a development on legally protected habitats. We are soon launching an advocacy campaign to get legal protections in local and national policy for all our iconic chalk streams.

This is an exciting time for nature policy locally and nationally and you will be working to shape policy and how it is delivered on the ground, for example working on the Local Nature Recovery Strategies and driving councils to integrate the Strategy into their plans, policies and delivery.

You will also empower our supporters to take action for nature through our advocacy campaigns and our 'Wilder Campaign Leaders' programme which supports budding campaigners locally.

This role sits within the Advocacy & Engagement team and will work with colleagues from across the Trust and beyond, to develop and deliver compelling policy asks to influence our MPs and councillors, and support the development of the Trust's advocacy campaigns to establish the Trust as leading experts and to drive individuals and policy makers to take action for nature.



Salary: £26,500 - £28,000  
depending on skills and experience



Responsible for: This role has no  
direct line management  
responsibilities



Reporting to: Policy & Advocacy  
Manager



Term: Permanent



Hours: 35 hours per week



Base Location: Beechcroft/Hybrid



# Key responsibilities

## Policy and Advocacy Development

- Working closely with the Policy & Advocacy Manager and Director of Advocacy & Engagement to develop and deliver the advocacy strategy and compelling campaign strategies.
- Working with the Policy & Advocacy Manager to develop compelling policy asks and advocacy positions based on the analysis of evidence.
- Develop advocacy and influencing plans for diverse audiences, including political audiences, supporters and the wider public using audience mapping, insight and understanding.
- Conducting research and building the Trust's evidence to support the creation of policy positions and asks, and wider advocacy campaigning.
- Identify issues affecting Trust's advocacy and emerging opportunities for promoting the Trust's policy asks to decision makers.
- Work across other teams to identify opportunities to develop targeted advocacy to support the Trust's wider goals.
- Liaise with and collaborate with other Wildlife Trusts and other organisations as appropriate to help build effective partnerships or coalitions to influence decisions.

## Advocacy and Campaigns Delivery

- Produce high quality written materials for the Trust's advocacy and campaigns including reports, consultation responses, briefings, press releases, web content and opinion pieces.
- Develop effective campaigns materials and communication content, working with communications colleagues to deliver this.
- Working with the team to identify and respond to key local and national consultations, including planning applications.
- Working closely with the Engagement Officer to further develop a group of local 'Wilder Campaign Leaders' through training and support.
- Ensure staff teams are kept informed of policy and campaigns developments.
- Help to monitor and respond to local and national consultations and opportunities to position the Trust and influence the external environment.
- Plan and organise engagement events, including Parliamentary events, with relevant colleagues and partner organisations/external speakers where appropriate.



# Key responsibilities contd.

## Public Affairs and Influencing

- Manage and coordinate relationships with local political stakeholders, including MPs, councillors, peers, council officers and other relevant political stakeholders.
- Organise visits/face to face engagement opportunities to influence relevant political stakeholders.
- Provide timely and engaging briefings for MPs and others on key policy issues.

## General

- Participate in team/department and staff meetings, maintain excellent communication with other staff across the Trust and embody a positive culture of sharing and learning.
- Promote the Trust wherever possible, in particular recruiting new members and acting as an ambassador for our vision, values and aims.
- Abide by all Trust procedures, policies and legal obligations.
- Undertake additional duties commensurate with the post as may reasonably be requested from time to time.



# Person specification

## EXPERIENCE

### Essential:

- A proven track record of engaging and influencing a range of external audiences.
- Sound experience of undertaking research to support policy analysis and advocacy campaigns.

### Desirable:

- Demonstratable experience of working with political stakeholders, such as councillors and MPs.
- Established experience related to local planning policy and planning applications.
- Good or some experience of managing volunteers and supporting communities to take action.
- Basic experience of using digital and creative tools for campaigns.

## KNOWLEDGE

### Essential:

- A good understanding of influencing and campaigning methods.
- A good understanding of political processes and routes to influencing local and national policy.
- Some basic knowledge of the Wildlife Trust movement's aims and goals.

### Desirable:

- Good knowledge of current UK political environment and/or current relevant policy e.g., environmental, planning, farming or water.
- Sound knowledge of the planning system and application process.
- A good understanding of current environmental and conservation issues locally and nationally.

## QUALIFICATIONS AND SKILLS

### Essential:

- A strong ability to analyse information and identify policy and campaign opportunities, messages and actions.
- Excellent written and verbal communications skills.
- Strong organisational and time management skills.
- Good attention to detail.
- Right to work in the UK.

### Desirable:

- An established proficiency with social media and digital communication tools.

## PERSONAL QUALITIES

### Essential:

- Adaptability within a fast-moving field.
- Ability to work under pressure and to deadlines.
- Creative thinker.
- Ability to work as part of a team.
- Approachable and friendly manner.

### Desirable:

- Passion for the environment and wildlife conservation.



# How to apply

Please visit  
<https://www.hiwwt.org.uk/jobs>, click  
on the vacancy you wish to apply for  
and then click 'apply'

In the 'supporting information'  
section you'll need to demonstrate,  
with detailed examples, how you  
meet the job requirements.

We shortlist candidates against  
the job requirements and person  
specification.

Only those successfully  
shortlisted for interview will be  
contacted.

If you don't hear from us then  
assume you have not been  
shortlisted.

Our interview process normally  
consists of formal questions, a  
presentation or task, and a chance  
for an informal chat.

We sometimes invite people back  
for second interviews.

If you require any reasonable  
adjustments, please let us know.



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# What we offer and more about us







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# What we offer

## Pay

Whether you are Reserves Officer shaping habitats for wildlife or a Finance Officer crunching the numbers, you are vital to the achievement of our vision for a wilder future. We want to make sure that you stay with us and feel valued, recognised and rewarded. So we benchmark our salaries against similar organisations to make sure we offer a competitive salary for all. We are also a living wage employer.

## Pension

Securing your future is as important to us as securing the future for wildlife. All our employees are auto-enrolled into our pension scheme. Those on permanent contracts, or fixed term contracts for over 2 years, receive 6% contribution from the Trust with an employee contribution of 2%. Those on temporary or shorter termed contracts are auto-enrolled onto our NEST pension scheme, receiving a 3% contribution from the Trust and paying 5% themselves.

## Holidays

Whether you want to hibernate or travel south for the winter, you will receive a generous 25 days holiday plus 8 bank holidays each year (pro-rated for part time staff). Your holiday entitlement will increase with your length of service to a maximum of 30 days per year.

## Flexible Working

As we work to tip the balance in favour of nature, we are keen to ensure that our employees have a healthy work life balance too. We are always ready to talk to staff about ways we may be able to support this. We have a number of staff who work part time, from home or with flexible working patterns.

## Health and Wellbeing

Like nature, should you need support to recover, we offer enhanced sick pay above your statutory entitlement. All employees have 24-hour access to our Employee Assistance Programme. This is a confidential portal which offers expert advice and guidance, including counselling, that covers a wide range of issues that could be affecting your home or work life, health and general wellbeing.

## Life Assurance

Although we hope that it won't be needed, we offer a generous life assurance scheme - 3 x basic salary - upon successful completion of your probationary period.

## Learning and development

We ensure that wildlife has a habitat to thrive in and we do the same for our staff. We commit to ensuring that our employees have the skills, knowledge and experience they need in order to excel at their role. We recognise talent and actively support professional training and career development.

## Team building and social activities

Although we like to work hard, we also like to have fun. We encourage and organise a range of activities to give staff plenty of opportunities to build good relationships across and within teams. Through regular staff meetings and get-togethers, fundraising events, quizzes, social nights and trips out to see wildlife on our reserves, it's important to love where you work and so we encourage everyone to take part and feel part of the amazing family that is the Trust!



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# Our people

Our people are a passionate and talented bunch with an array of brag-worthy accolades and achievements. For example:

Our Ecology team are nationally renowned for their expertise in various species including Dr Ben Rushbrook, Principal Ecologist, who is an expert on chalk stream biodiversity, especially the native crayfish and southern damselfly.

Dawn Preston, Education Officer, is one of only 14 people in the UK who is endorsed and accredited by the FSA as a Forest School Trainer.

Martin De Retuerto, Director of Nature Recovery, Hampshire, and his team won the much-coveted Orvis Conservation Awards for the transformative river restoration work completed at Winnall Moors.

Our New Forest Non-Native Plants Project, delivered by Catherine Chatters and Jo Gore for the past decade, has been recognised by Government as one of the most successful projects of its type and is a real exemplar both nationally and internationally.

Our Senior Marine Specialist, Dr Tim Ferrero is a leading expert on marine ecology with more than 65 published papers to his name in peer reviewed scientific journals.

Our Solent Reserves Assistant Ben Pickup ran the London Marathon in aid of the Trust in 2022, raising funds and awareness and achieving a great time too – that's dedication!

And that's just a few of the brilliant professionals who make the achievement of our mission possible and the Trust such a great place to work.





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# Equality, diversity and inclusion

## Our vision

The Wildlife Trusts believe that everyone should have the opportunity to experience the joy of wildlife in their daily lives, and we are committed to putting equality, diversity and inclusion at the heart of our organisation and our growing movement for nature.

Our vision of a wilder future for all goes hand in hand with the creation of an inclusive and diverse organisation that reflects the communities that we serve. The differences of thought, skills, ideas and experience brought by a diverse team of staff and volunteers is invaluable in tackling the future challenges faced by nature and wildlife.

However, we recognise that our workforce needs to better reflect the communities in which we live and work, and we are currently not doing as well as we would like to attract diversity within our workforce. Nature conservation is currently one of the least diverse professions in the UK and we must do far better to encourage and inspire people of all backgrounds to join our team.

## Where we are now

Today our gender and age diversity is good within the Trust and we have a healthy inflow of young people coming into the organisation. Women are well represented and we have a good spread of different ages within the staff. Based on our gender pay gap calculations, on average (median) men and women are paid equally at the Trust and our mean calculations report that on

average women get paid slightly more than men.

We do, however, recognise that there is much work to be done on improving representation in other areas, particularly with regards to disability and ethnic and racial diversity across our volunteer base, staff body and board of trustees. We are not as diverse as we want to be, or that nature needs us to be.

We have successfully delivered paid traineeships and apprenticeships over a number of years, as a means to access employment in the sector. We are now working on a equality, diversity and inclusion strategy to take a more proactive approach to the issue.

## Our commitments

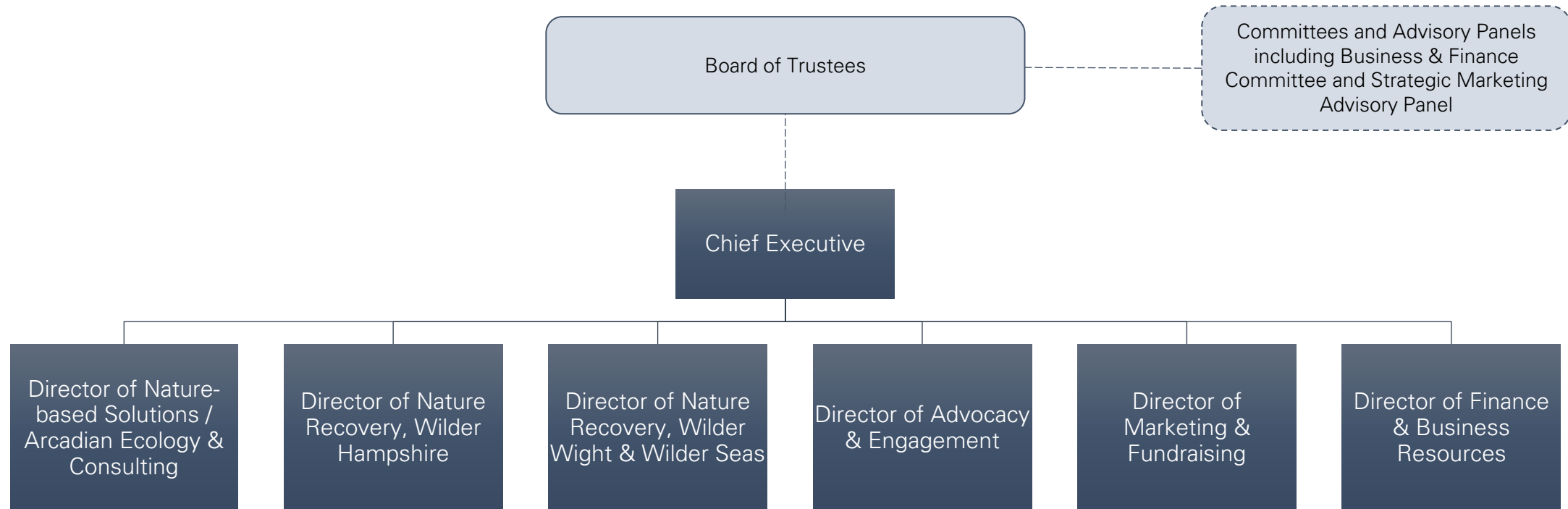
We are committed to ensuring we reflect and represent all parts of society by improving access to jobs and training opportunities for groups currently under represented in our sector.

We are committed to ensuring a working environment in which all individuals are free from discrimination and in which opportunities are equal to all.

We encourage applications from all sections of the community, particularly those underrepresented within our sector, including people from black, Asian, minority Ethnic backgrounds and people with disabilities.

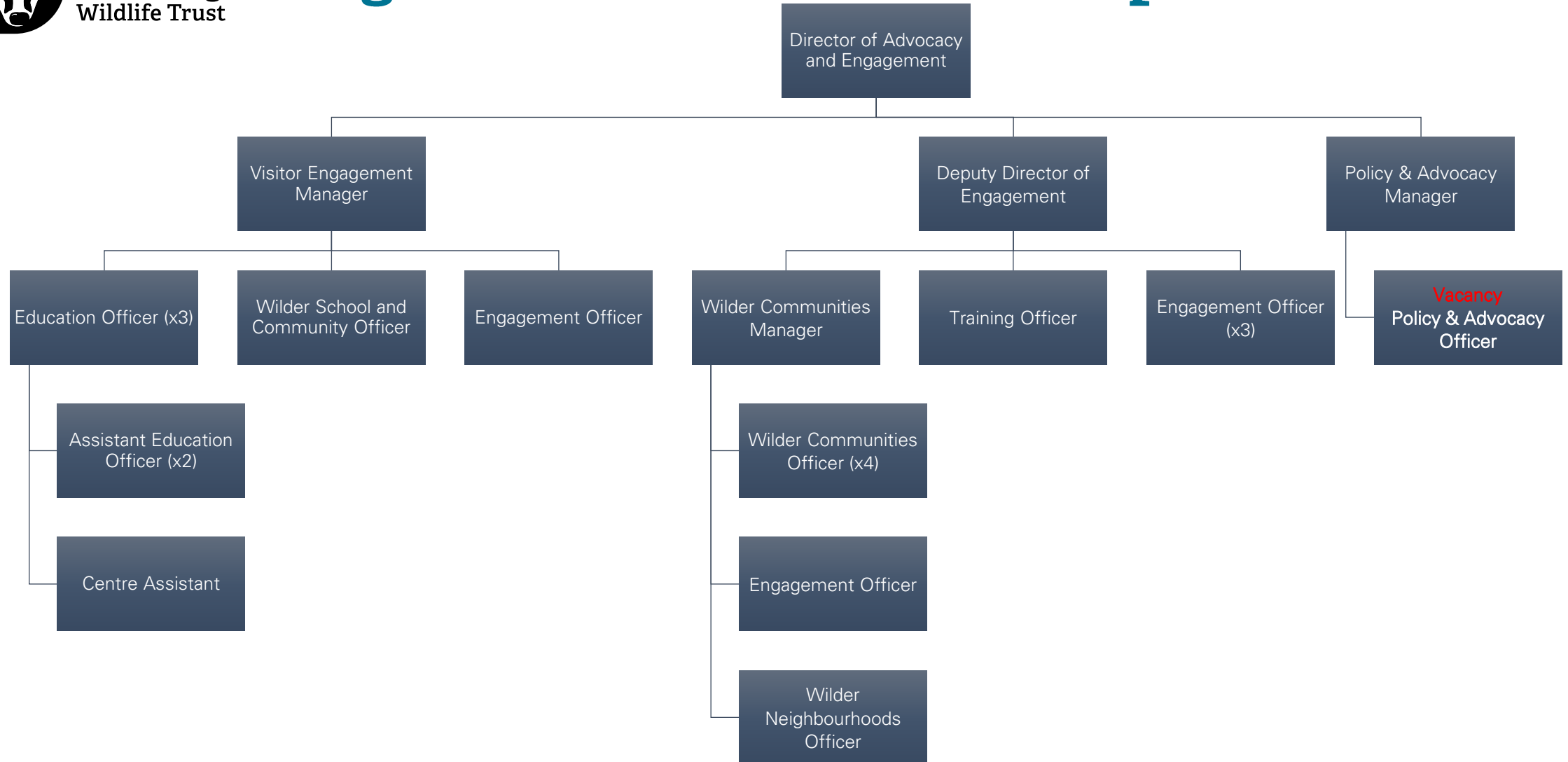
We are committed to creating a movement that recognises and truly values individual differences and identities.

# Organisational structure – Governance and Executive





# Organisational structure – Department





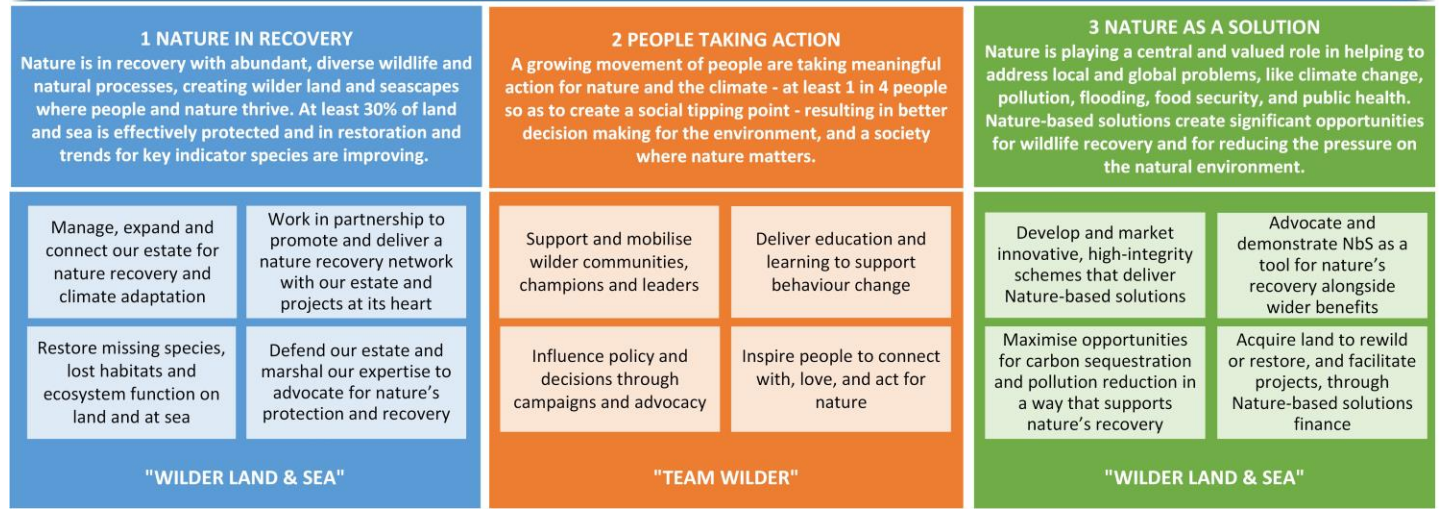
**Hampshire & Isle of Wight Wildlife Trust**

# Strategy map – our goals in more detail

## HIGH LEVEL GOALS & OBJECTIVES:

**OUR VISION** is for a Wilder Hampshire and Isle of Wight by 2030 - where nature is recovering, wildlife is returning, damaged ecosystems are being restored, and everyone benefits from a healthier, more resilient, natural environment.

### STRATEGIC GOALS & OBJECTIVES



**OUR MISSION** is to get more people on nature's side and create more space for wildlife to thrive

### SUPPORTING GOALS & OBJECTIVES

## SUPPORTING GOALS & OBJECTIVES:





# Charity information

## Structure

Hampshire and Isle of Wight Wildlife Trust is a registered charity (No. 201081) and a company limited by guarantee in England and Wales (No. 676313). VAT registration number 238466579.

The charity was founded and incorporated as a company limited by guarantee on 28 November 1960, as Hampshire and Isle of Wight Naturalists' Trust Limited. On 4 June 1991 the charity changed its name to Hampshire and Isle of Wight Wildlife Trust Limited, later simplifying it to Hampshire and Isle of Wight Wildlife Trust on 19 December 2006.

The charity has two subsidiary trading companies. Their work is overseen by a board of Directors which is accountable to Council. Day-to-day management of the Trust's two subsidiary companies is delegated to the Chief Executive.

- Arcadian Ecology and Consulting Limited Established in 2016; Company No. 10033962. The consultancy delivers a range of chargeable services including ecological surveys and the provision of land management advice. As a subsidiary of the Trust, Arcadian abides by the Trust's policies and procedures and staff are subject to the same terms and conditions of employment.
- HIWWT Trading Limited Established in 2013; Company No. 08478757. Currently dormant, the company provides the Trust with a vehicle for the potential development of trading activities in the future, such as retail sales.

Hampshire and Isle of Wight Wildlife Trust is a member of the Royal Society of Wildlife Trusts (registered charity number 207238) along with 45 other Wildlife Trust members throughout the UK which are collectively known as The Wildlife Trusts.

## Charitable Purposes

Hampshire and Isle of Wight Wildlife Trust has two main charitable purposes in accordance with the Charities Act 2011 and as set out in our Articles of Association:

1. For the benefit of the public, to advance, promote and further the conservation, maintenance and protection of the environment.
2. To advance the education of the public in the principles and practice of sustainable development and biodiversity conservation.

In support of these purposes, the Trust promotes research in all branches of nature study and the publishing of the useful results thereof.

## Public Benefit

Section 17 of the Charities Act 2011 sets out the requirement for all charities to deliver public benefit. The Trust's public benefit is enshrined in its charitable objectives and activities, providing multiple benefits for the public which are wide-ranging and long-lasting.

Our nature reserves are used extensively by the public for quiet recreation; many have access on clearly marked paths along with information and interpretation for visitors. The land we manage provides a range of other public benefits such as flood risk management, carbon storage, pollination, pollution control and aesthetic beauty. Government and businesses are now recognising the essential role that nature plays in supporting the economy, not least through the provision of these public goods and services.

Through providing advice and assistance to farmers and landowners, the Trust helps to support the rural economy and wider landscapes valued by the public. We deliver an extensive education and engagement programme, inspiring thousands of people of all ages, from schools, colleges, adult groups and the wider public, to enjoy contact with the natural world and benefit from its positive effect on health and wellbeing.

Evidence and advice provided by the Trust to local government, private companies, landowners and communities helps to ensure that decisions on policies relating to land management, development, and public health take full account of the public benefit of wildlife and a healthy environment.

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