

Appointment of  
**DIRECTOR OF  
WETLAND  
CONSERVATION**





# DIRECTOR OF WETLAND CONSERVATION

## Introduction from the Chief Executive

### **The world is waking up to the power of nature rich wetlands.**

Our natural world is in trouble. But, at WWT, we know there is a wondrous solution. You will find it wherever water meets land. In this incredible space lies a solution to a climate in crisis and biodiversity being in freefall. Not only do 40% of the world's wildlife depend on wetlands, but our lives do too.

But we are losing wetlands at a staggering rate. These wildlife-teeming, flood-buffering, water-purifying, mood-lifting, carbon-sinking habitats need our help.

That is why, here at WWT, we are on a mission to restore wetlands and empower everyone to do the same. Taking direct action to bring wetlands back to life and inspiring and empowering everyone to do just the same.

This is your chance to capture that societal awakening and turn it into tangible action for our world.

To realise this vision, I am looking for a Director of Wetland Conservation who can grow our impact, inspire our people, collaborate with partners and work with communities to deliver wetland restoration at a scale not seen before. I am looking for a great communicator and collaborator, someone who is able to prioritise for impact, provide assurance on risk and quality whilst creating innovation for change, and someone with a strong business head to improve our effectiveness and be bold in partnerships, resourcing and funding for this work.

If you are such a leader please consider joining us and developing the next stage of our work to restore wetlands at scale and pace, always in partnership and always grounded in science. We look forward to hearing from you!



Sarah Fowler,  
**Chief Executive**







# THE ROLE

This is a pivotal time for WWT as we implement our strategy – **Wetlands are the Way 2030**.

We're on a mission to restore wetlands and unlock their power, guided by three ambitions:

- **To restore and create bigger, better wetlands.**
- **To inspire more people to value, act for and benefit from wetlands.**
- **To be a thriving, sustainable and effective organisation.**

As a member of WWT's Executive Leadership Team you will be responsible for our work in the UK to set us on the trajectory to restore over 100,000 hectares of wetlands by 2050. And, globally as one of the international organisation partners to the Ramsar Convention on Wetlands, you will work to speed up and strengthen nature's revival, helping communities protect and restore one million hectares of wetland habitats again by 2050.

In an increasingly fast paced world, where collaboration, scale, agility and data matters, your top three areas of focus will be:

- **Networks that grow the movement of action for wetlands**  
A key part of our strategy, we need to develop a plan of action that builds on our existing engagement and enables us to build partnership at scale, with WWT as the wetland

partner of choice and globally as a Ramar lead on CEPA (communication, capacity building, education, participation and awareness).

- **Restoration expertise that delivers at scale**  
Building our pipeline of wetland restoration action and of wetland specialist talent to support our 10 wetland reserves and delivers our restoration and species recovery targets at our sites, in the areas around our sites and across the UK on saltmarsh, urban and treatment wetlands.
- **Cutting edge and practical science**  
To speak from a place of understanding about where to and how best to restore wetlands, that creates the compelling answer to 'why wetlands?'. Applying our science into tangible improvements, action and metrics to measure and amplify the impact of our work.

Reporting to the Chief Executive and part of the Executive Leadership Team, you will lead a team of wetland and species experts and an ambitious directorate, with c.70 FTE, 4 direct reports (Head of International Wetlands, Head of UK Wetlands, Head of Wetland Evidence and Head of Wetland Services) and an expenditure budget of c. £5 million.



# THE ROLE WITHIN WWT

Our 10 wetland sites are at the core of WWT, we lead the way in wetland restoration and inspiration by doing it in place, with living wetland ecosystems designed to be the best places for, and to experience, wetland wildlife. When visitors leave, they leave having supported our work and with a little more wetland understanding and magic in their hearts. This work is overseen by our Director of Operations.

We know that to achieve our mission we need to scale beyond our places. And that is where your role comes in; using our evidence and data to support our sites and to identify and realise opportunities beyond site boundaries to work with landowners and partners to integrate and connect to the wider waterscape. And we know there's a global need to restore wetlands, recover wetland species, and unlock their superpowers. We can't, and shouldn't, do it all on our own.

Restoring and protecting wetlands takes a global community across the public, private and third sector and you'll also be leading a number of focussed cross-organisational projects to restore wetlands, recover species and build a network of wetland managers.

We know that to do more, we need to change the system, for wetlands to be seen as a solution to the world right now. We need to inspire a movement of people to support our work and generate the income we need, to make the impact we want. This work is overseen by the Director of Fundraising, Marketing and Communications.

And as an organisation we need people and the enabling systems to help us to thrive. This is the work overseen by the Director of Finance and Support Services.





# RESPONSIBILITIES OF THE POST

1. Lead and inspire the Wetland Conservation Directorate by providing a strategic, high performing, efficient, collaborative and supportive approach to integrated wetland restoration and conservation across WWT.
2. Lead and develop our cutting edge and practical science so we speak from a place of understanding about where to and how best to restore wetlands, that creates the compelling answer to 'why wetlands?' and that measures the impact of our work.
3. Build our restoration expertise to deliver at scale through a pipeline of wetland restoration action and of wetland specialist talent to support our 10 wetland reserves, deliver our restoration and species recovery targets in the areas around our sites and across the UK on saltmarsh, urban and treatment wetlands.
4. Build and support our wetland restoration and specialist networks and partnerships to grow the movement of action for wetlands through a plan of action that builds on our existing engagement and enables us to build partnership at scale, with WWT as the wetland partner of choice and globally as a Ramar lead on CEPA (communication, capacity building, education, participation and awareness).
5. Support programmes and plans led by others related to visitor experience and engagement, conservation at our sites, political advocacy and wider communications. Ensuring that information on conservation topics is provided as and when appropriate to develop greater communication and connection across WWT to our supporters and audiences, enable experiences of nature connectedness for visitors to our nature reserves and increase WWT's ability to speak up for wetlands.
6. Ensure effective project assurance and management of agreed budgets in line with WWT procedures and working with other directorates as required, securing funding for WWT's Wetland Conservation-led work in conjunction with the Fundraising, Marketing and Communications directorate.
7. Work with the Chief Executive and the wider Executive Leadership Team to build effective relationships with government, NGOs and other partners in the UK and internationally.
8. Participate as a member of the Executive Leadership Team and governance committees to ensure strategic business planning, prioritisation of competing demands for resources, monitoring and action to maximise opportunity or to address concerns.
9. Lead, support and motivate team heads to build and deliver best practice, continuously improving their ability to enable and drive performance at pace and with agility, enabling every team member's contribution to be maximised.
10. Report to the Chief Executive on the performance and key activities managed by the directorate and contribute to the quarterly report to the Council.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.





# PERSON SPECIFICATION

## 1. Experience

### Essential:

- A track record of securing the change that is needed to ensure prioritisation and alignment of resources and activity to implement a strategy: particularly in delivering with impact across science, nature recovery action and capacity building.
- A track record of embedding a high-performance ethos across multiple programmes and achieving transformational returns in conservation and nature recovery working with pace, agility with a clear eye on financial and risk management.
- Experience of UK and/or international nature conservation/recovery action.
- Track record of developing truly collaborative and strategic partnerships across the public voluntary and private sector in a commercially minded way, to bring in funding for natural capital and blue infrastructure programmes: as comfortable working with industry leaders as with community groups and members.

### Desirable:

- Experience of leading data strategies to inform action and impact.
- Experience of working on international projects in partnership with governments, NGOs and other organisations.
- Experience of political advocacy, campaign promotion, general communication and public relations.

## 2. Knowledge

- Knowledge of UK and/or international nature conservation/recovery issues, and the role of wetlands as a nature-based solution.
- Fully understands the dynamics and legal requirements of charity governance that are required to work effectively with a board of trustees.
- Fluent in dealing with and understanding financial management, business planning and budgeting.

## 3. Skills and personal qualities

- Innovative and adaptive with the ability to respond to opportunities, challenges and changes, with a creativity to generate solutions and maximise opportunities as they arise.
- Exceptional partnership builder and communicator, able to win hearts and minds to drive partnerships to action.
- Ability to gather, analyse and apply information and research from the conservation / environmental sector.
- Strong business acumen: focused on income and impact, improving effectiveness and prioritising resource to those with greatest impact.
- Skilled leader of people: experienced in developing, coaching and inspiring teams, building a collaborative spirit and spotting and making best use of talent.
- Team player with a strong track record of building supportive relationships and team working across an organisation, providing direction, building consensus and being an active advocate for the whole charity and strategy.
- Resilience in order to overcome barriers and objections, recover from setbacks and identify the lessons learnt.
- A commitment to the vision, values and work of WWT.



## 4. Managerial and Supervisory

- Experience of managing and motivating senior employees.
- Experience of driving and addressing performance across multiple teams.
- Ability to demonstrate authentic leadership of a team, valuing and developing team members.

## 5. Responsibility

- Ability to deliver strategic plans engaging a team of people to deliver these plans.
- Ability to make decisions related to WWT wide activity and to prioritise according to the needs of the business as a whole.
- Ability to lead by example displaying the highest levels of personal integrity and commitment, promoting a positive environment based on WWT's values and leadership culture.

## 6. Qualifications

- Educational qualification in a relevant subject

### Terms and Conditions

The role is full time and permanent and will pay £93,487.

The role is hybrid but presence in our head office in Slimbridge, Gloucestershire 1 – 2 days a week is required and some travel may be necessary therefore a current driving licence is essential as is willingness to travel to other WWT Wetland Centres and internationally.

This position will from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.







## Why you'll love working at WWT

- Wake up every day knowing your work is helping to restore wetlands, and our world.
- Be surrounded and inspired by our team of passionate, dedicated people.
- 33 days annual leave (which goes up to 38 days after 5 years of service) – this includes bank holidays and you have flexibility to take those days whenever you want.
- Free entry to all our wetland centres, including your family.
- Free car parking and secure bike storage areas.
- Colleague discount on shopping and memberships.
- Cycle to work scheme.
- Contributory pension scheme.
- Life Assurance of three times your salary, for peace of mind for your loved ones.
- Independent personal, workplace and financial advice from Health Hero.
- WWT is an equal opportunities employer and all applications will be considered solely on merit.



# HOW TO APPLY

Applications should be sent by email to Sam Stephens at [sam.stephens@macaulaysearch.com](mailto:sam.stephens@macaulaysearch.com)

**The closing date for applications is 19th August.**

Your application should comprise:

- a CV including a full employment history showing responsibilities held and relevant achievements;
- a covering note of not more than one and a half pages summarising your motivation and reasons for being interested in this position.

## The process

Macaulay Search has been engaged as adviser on this appointment. A selection of candidates will be invited to interview by **Teams on 2 or 3 September** with a second round of in person interviews scheduled for **Slimbridge on 22 September**. You can expect to hear from Macaulay Search by 27 August if you have been invited for interview.







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