

## Director, Wildlife and Countryside Link

Starting salary	£35,215 per annum
Hours	37.5 per week
Position type	Paid
Terms	Fixed term contract (12 months maternity cover)
Location	89 Albert Embankment, Vauxhall, London, SE1 7TP
Reporting to	Chair of Link Management Committee
Responsible for	Policy and Campaigns Co-ordinators Information and Office Co-ordinator Consultants and volunteers

Wildlife and Countryside Link is the leading umbrella body for the environmental not for profit sector, with over 35 member organisations and 31 years' experience.

Link seeks a Director who is an experienced facilitator with proven knowledge of the environment sector and conservation and animal welfare policy. As a highly organised administrator with fundraising experience, you are at ease handling many tasks at the same time and delivering them to high standards including managing staff and projects, liaising with the board and members whilst implementing policy and identifying priorities for the organisation's development. Meeting our members' needs and advancing our environment and conservation aims also requires skills in strategic and forward planning and an ability to represent Link and its members to policy makers, funders and key contacts.

### Important Information

To apply for this position you must submit by email or post a completed application form and covering letter by the closing date.

The closing date for receipt of a completed application form is **12 noon on Friday 2 September 2011**.

Application forms can be downloaded from [www.wcl.org.uk](http://www.wcl.org.uk) or obtained by telephoning 020 7820 8600 or by emailing [jobs@wcl.org.uk](mailto:jobs@wcl.org.uk)

### Completed Applications

**Preferably by email:** marked for the attention of Paul de Zylva, Chair, to [jobs@wcl.org.uk](mailto:jobs@wcl.org.uk) or by **post:** marked for the attention of Paul de Zylva, Chair, c/o Director, Wildlife and Countryside Link, 89 Albert Embankment, London, SE1 7TP

Interviews will be held in London in the week commencing 12 September.

## Director - Job description

### **Introduction**

Wildlife and Countryside Link (Link) is the leading umbrella body of the environmental not-for-profit sector. Link has over 35 member organisations and 31 years' experience of bringing together experts in the environment, animal welfare and conservation fields. Main activities include the development and promotion of common policies on issues ranging from farming and rural development to the marine environment to international whaling policy.

Link currently has three full time and two part-time members of staff: the Director, three Policy and Campaigns Co-ordinator and an Information and Office Co-ordinator. The Director manages all four Co-ordinators and is responsible to the Management Committee for the day-to-day running of Link. The Management Committee, which meets four times a year, has members drawn from the Link member organisations.

Working for Link you gain a unique overview of conservation policy in the UK and come into regular contact with some of the leading figures in the field. You will have the opportunity to apply your knowledge and experience of key environmental policy issues, and to hone your leadership, strategising, team-building, negotiation, fundraising and facilitation skills.

Link needs a Director to manage the Secretariat for a period of 12 months. During that time you will be responsible for the management of Link, its staff and resources, and you will support the Management Committee in accordance with the members' aims and objectives. You will maintain an overview of all of Link's work, and promote and implement priorities for the development of the organisation. Working closely with CEOs and senior policy experts from the member organisations, you will facilitate collective policy development and advocacy of coalition messages.

*The current post holder will be on maternity leave from December and Wildlife and Countryside Link is seeking a person to cover the full period of maternity leave.*

### **Main responsibilities**

#### **1. Resource Management**

- ➔ Responsible for the recruitment, training, support, supervision and appraisal of staff and volunteers;
- ➔ Responsible to the Management Committee for the retention of staff and all staff terms and conditions of work except pay and pensions;
- ➔ Responsible for providing Link's Management Committee with appropriate support;
- ➔ Responsible for effective financial management and reporting, including leading income raising from current and new sources;
- ➔ Manage and plan the workload of the organisation on a monthly, quarterly and annual basis, providing advice and making decisions based on the capacity and strategy of the organisation;
- ➔ Provide regular reports (monthly, quarterly and annual) on the activities and achievements of the organisation;
- ➔ Fulfil the role of Company Secretary.

## 2. Organisational Development

- ➔ In conjunction with the Management Committee, manage the development of the organisation to ensure that it increases in efficiency and effectiveness and provides a valued service to all members;
- ➔ Lead the development of Link's Operational Strategy for 2013 to 2015 in line with Link's 10 year strategic goal;
- ➔ Ensure that all work carried out is undertaken professionally from both a policy and a financial perspective;
- ➔ Provide a flexible service to Link members by assessing needs and external developments and reacting appropriately;
- ➔ Oversee the development of Link's information management services including appropriate communications with members, external communications and use of IT, social media and the web.

## 3. Policy Work and Influence

- ➔ Directly co-ordinate and support a small number of Link's working groups, whilst maintaining oversight across all of Link's policy areas, working groups and task forces;
- ➔ Act as central point for strategic liaison and negotiation between Link members, central Government, its statutory agencies and other target audiences;
- ➔ Represent the Link membership in external fora and on other networks and committees.

*Please see our website for policy areas on which we are currently working. Our priorities are regularly reviewed through a democratic work process. Link and its members are currently working to a 2010-2012 Strategy, which can be viewed at <http://www.wcl.org.uk/our-work.asp>.*

### **Person specification**

Your completed application form should make **specific reference** to the essential criteria in Table 1 and the Director role descriptors in Table 2 on the following pages. If you do not provide sufficient information the interview panel will not be able to assess your application.

Link is a small flexible organisation. The duties of this post may be subject to adjustment from time to time and the post holder will be expected to carry out any other reasonable tasks requested of him/her in furtherance of Link's wider objectives.

**Table 1 – Skills, knowledge and expertise**

<b>Criterion</b>	<b>Standard</b>	<b>Essential/ Desirable</b>	<b>How identified</b>
Knowledge	Experience of national policy work in a related field and/or experience of working for a networking organisation	Essential	Application and Interview
	An understanding of the machinery of Government decision making, public policy and legislation	Desirable	Interview
	An understanding of the voluntary sector	Essential	Application and Interview
	Demonstrable understanding of a broad range of environmental and animal welfare issues in the UK	Essential	Application and Interview
Qualifications	Any Degree or HND Degree or HND in an environmental subject	Essential Desirable	Application Application
Skills	Ability to effectively manage a very responsive and demanding workload	Essential	Application and Interview
	Excellent written and verbal communication skills including experience of report writing and negotiation	Essential	Application and Interview
	Confident use of Microsoft Office (Word, Excel, Outlook and Access), Internet browsers, email clients, and Windows (XP)	Essential	Interview/Test
	Reliability and efficiency - excellent time management and an ability to prioritise	Essential	Interview
	Facilitation and diplomacy skills and an ability to problem solve	Essential	Application and Interview
Personal Attributes	Ability to work in a team and form productive, supportive and professional relationships with all colleagues and volunteers	Essential	Application and Interview
	Willingness to undertake occasional travel within the UK which may include nights away from home	Desirable	Application and Interview
	Self motivation and a commitment to environmental / nature conservation and animal welfare issues	Essential	Application and Interview
Experience	Experience of staff, financial and project management	Essential	Application and Interview
	Experience of raising funds from multiple sources, including membership subscriptions, voluntary donations, grant-making trusts, and government grants	Essential	Application and interview
	Experience working in an office environment <i>including</i> non-IT based administrative responsibilities	Essential	Application

**Table 2 – Director role descriptors**

Achieve aims and outcomes	Ensure staff, operations and projects are planned and managed in keeping with Link standards and resources, including compliance with company and charity rules, regulations and good practice.
	Support and direct staff, teams and projects, taking accountability for planning and achieving project goals.
	Set and communicate realistic and ambitious aims, managing short term aims and long term strategy, and evaluating progress.
	Devise, develop and evaluate Link’s strategy, aims, plans and goals.
	Identify and lead thinking on the challenges and next steps for Link’s aims, tactics and approaches to meet and renew Link’s strategy.
	Secure, promote and support the effective role and contribution of members, trustees, staff and relevant others in Link’s strategy formation and review.
	Responsible for fulfilment of Company Secretary duties performed by others.
	Responsible for the internal and external delivery, impact, effectiveness, communication and advocacy of Link’s vision and strategy.
Nurture and influence relationships	Responsible for quality of relationships within and between staff, teams, trustees and Link’s membership.
	Develop a select range of external contacts in support of Link’s aims including funders and advocates.
	Plan and lead advocacy of Link and its strategy to key, identified external audiences.
	Plan and actively persuade and influence funders, advocates and politically influential contacts in support of Link’s aims and strategy.
	Represent Link at senior level in a breadth of public, policy, political and media settings.
	Create strategic partnerships at senior level in support of Link’s strategy, including beyond Link’s own sector.
Support and develop others	Serve as a role model to staff and others in their advocacy of Link’s strategy and aims and their contribution to these through their work and role.
	Positively promote and support an environment in which colleagues can advance their ideas and creative abilities to contribute to Link strategy, aims and effective working.
	Support staff and suppliers to assist the fulfilment of Company Secretary duties.
	Model and uphold good practice management and working standards.
	Create and support a culture of change and improvement for all connected with Link.
	Draw on extensive management experience to advise others on internal and external activities and implications.
	Exemplify Link’s strategy by bringing it alive internally and externally.

	Lead, support and influence Link partners UK-wide and internationally, and, in return, develop, learn from and work together.
Promote ideas and innovation	Identify and weigh up external and internal factors in reaching options, proposals and conclusions.
	Identify and balance risks and opportunities in adopting new and existing approaches.
	Lead development and fulfilment of existing and new organisational strategy / advocacy plans and activities.
	Lead the development of new ways of achieving Link strategy and aims.
	Enable and challenge trustees, staff and members to consider and adopt new approaches.
	Promote Link's agenda to, and influence and negotiate with, opinion formers and political and other senior leaders across sectors to support aims.
	Identify, lead and initiate visionary change anticipating and managing implications.
Develop skills and expertise	Actively commit to learning, training and development especially strategy development and delivery, organisational management and change.
	Responsible for planning and delivering Link's advocacy plans and the role of others in this.
	Draw on best practice elsewhere and take external perspectives to improve Link operations, ways of working and approaches internally and externally.
	Use leadership skills and extensive experience to energise, challenge and refresh Link, its approach and aims.
	Draw on experience to advise staff, trustees and others on specialist issues and matters with Link-wide implications.