

## JOB DESCRIPTION

**Title:** Chief Executive Officer      **Salary:** up to £60k pa + pension + non-salary benefits

**Location:** London      **Hours:** Full time

**Terms:** Permanent      **Reports to:** Chair of Trustees

**Responsible for:** Head of Policy and Advocacy; Head of Communications

Wildlife and Countryside Link's vision is *'together to secure and shape a healthy, enhanced and accessible natural world'*. With the current state of nature, and the rapid timescales needed for change to avoid environmental catastrophes, this is a challenge of an unprecedented level.

As Chief Executive of Wildlife and Countryside Link, you will play a pivotal role that is vital in ensuring that we have a powerful joint voice which is seen, heard, and heeded, by the Government and businesses alike. Leading the largest wildlife and environment coalition in England, delivering trust, confidence and effective collaboration amongst NGOs, is essential to enable us to speak up on behalf of nature. Your work to inspire, lead, and support a talented team of five, is also integral in helping our 52 member organisations to successfully conserve, enhance and access our landscapes, animals, plants, habitats, rivers and seas.

### MAIN PURPOSE OF ROLE:

- Providing strong and effective leadership to the Wildlife and Countryside Link coalition
- Shaping Link's strategic direction in collaboration with its member organisations
- Overseeing operational delivery of Link's strategic plan and securing a sustainable future
- Representing Link externally to achieve political influence and policy change

### KEY ACCOUNTABILITIES:

#### Leadership

- Be an inspirational leader, with vision and drive, to foster a culture of shared ambition, effective delivery and collaboration across the Link team, Link's members and the wider sector
- Deepen Link's engagement with its members and ensure Link continues to provide added value, including effective collaborative working with CEOs and senior management teams across our member organisations
- Maintain and enhance the powerful, coherent voice created with our members
- Establish and grow Link's relationship with other environment, animal welfare and sustainability coalitions

### Strategy

- Work with the Trustees in setting Link's overall strategic direction
- Lead the development of Link's strategic plan with focus on growing Link's influence, impact and capacity, whilst maintaining Link's core values of supporting and empowering its members
- Oversee the prioritisation of policy, advocacy, campaign and communication activity to maximise effectiveness
- Manage the evaluation of Link's work to measure progress towards delivering Link's strategic objectives, in collaboration with Link's staff team, members and working groups

### Operations

- Work with Link's Trustees to ensure that the organisation operates in accordance with its charitable purpose and legal responsibilities, with effective systems of governance and risk management
  - Be accountable for the ongoing planning, delivery and reporting on policy, advocacy, communications and campaigns work
  - Develop and implement Link's fundraising strategy, a key part of which is to establish and build relationships with existing and new funders, to ensure Link's financial stability and sustainability
- Line manage Link's Head of Policy and Advocacy and Link's Head of Communications and ensure a high-performing, highly skilled and happy staff team

### Political influence

- Represent Link and its members externally at the highest level, increasing our collective influence, profile and reputation, particularly across Whitehall, by developing and maintaining strong relationships with influencers, decision makers, funders, media and corporate interests
- Lead Link and its members' relationships with sister Links in the devolved countries to identify further opportunities for collaborative working and to encourage collaboration with colleagues at all levels of the organisations

### **ADDITIONAL RESPONSIBILITIES:**

- Assisting Trustees in organisation-wide activities related to the role
- Prepare and contribute to ad hoc analysis and reports, and respond to enquiries within remit
- Board level presentation as required
- Oversee the planning and delivery of Link's AGM and other events to support the organisation

**Person Specification: Chief Executive Officer**

Category	Essential	Desirable	Assessed by
Qualifications/academic achievements required	<ul style="list-style-type: none"> <li>• To no less than degree level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Additional relevant professional qualifications (eg technical and/or leadership/management)</li> <li>• Evidence of CPD</li> </ul>	Application /certificates
Experience - type and depth of experience required to do the job	<ul style="list-style-type: none"> <li>• A successful track record of leadership and management in a comparable senior position, with responsibilities including strategy and policy development and delivery, consensus building and income generation and management</li> <li>• An understanding of the strategic context of EU and government policy and practice, political institutions and the process of government relating to the environment</li> <li>• Significant experience of project management</li> <li>• Significant experience of stakeholder engagement</li> <li>• Significant experience of managing budgets at a senior level</li> <li>• Demonstrable experience of preparing compelling funding applications, securing significant funds and managing projects</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of the key policy issues/areas which Link addresses</li> </ul>	Application, interview, references

<p>Special aptitudes required</p>	<ul style="list-style-type: none"> <li>• Proven track record of leading multi-disciplinary teams, inspiring confidence and trust, and creating, building and sustaining teams to achieve outstanding results</li> <li>• A strong background in strategy development and delivery, campaign and project planning and management</li> <li>• A highly competent, persuasive and diplomatic networker with excellent interpersonal skills, with an ability to inspire confidence and trust, build effective relationships with a wide range of partners and individuals, and inspire others to do the same</li> <li>• A highly effective communicator, with excellent verbal and written skills, who can represent Link effectively at all levels</li> <li>• An ability to make strategic connections, horizon scan for risks and opportunities, and to explore innovative ways of working</li> <li>• Ability to plan and manage a complex organisational workload to meet agreed targets, including managing resources, budgets, staff and systems,</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of producing high quality printed and digital campaign communication materials</li> <li>• A strong track record in delivering influential, high impact campaigns and effecting tangible change</li> <li>• Proven competence with traditional and digital communication techniques and technology</li> <li>• An-in depth understanding of policy making, politics and the environment in which Link operates</li> <li>• Experience of public affairs and managing political relationships</li> </ul>	<p>Application, interview, references</p>
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	<p>and report on performance and outcomes</p> <ul style="list-style-type: none"> <li>• Demonstrable ability to facilitate meetings, negotiate and understand group dynamics</li> <li>• Confident use of Microsoft and other software including Microsoft Word, Excel, Outlook, and Internet browsers</li> </ul>		
Personal disposition	<ul style="list-style-type: none"> <li>• Supportive of Link's vision, values, strategy and culture, ensuring professional quality outputs</li> <li>• An understanding of, and a commitment to, the natural environment</li> <li>• Committed to cooperative working, leading by example and supporting and motivating other staff</li> <li>• Considerate and respectful of others</li> <li>• Enjoy working independently, within a small team</li> <li>• Credible and persuasive advocate and ambassador</li> <li>• Drive and enthusiasm</li> <li>• High standards of integrity and confidentiality</li> <li>• Innovative and resourceful, with an ability to introduce broader ideas and new thinking</li> <li>• Resilient under pressure</li> <li>• Committed to continuous improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Established credentials in the UK NGO environment sector and with many of Link's stakeholders</li> </ul>	Application, interview, references

	<ul style="list-style-type: none"> <li>• A “hands on” individual also able to operate at a strategic level</li> </ul>		
Circumstances	<ul style="list-style-type: none"> <li>• Ability to work outside of normal office hours</li> <li>• Ability to travel throughout the UK, especially England, as required</li> <li>• Access to a form of transport which ensures the duties are fulfilled</li> </ul>	<ul style="list-style-type: none"> <li>• Geographically within reasonable distance of central London</li> </ul>	Interview