

Essex Wildlife Trust

Job Description

Job title: Director of Commercial Development

Location: Abbots Hall

Reports to: Chief Executive



Role Purpose

The Director of Commercial Development is responsible for the strategic development of the Trust's income generation. The role will lead on developing and evolving existing commercial operations, while also pursuing exciting and innovative new opportunities. As a key communicator of the Trust's growth ambitions, the Director must lead with authority, credibility and integrity to achieve the Trust's Strategic Plan and vision of a Wilder Essex.

The Director of Commercial Development has overall responsibility for the strategic leadership of all transactional income and funding streams for the Trust. The remit encompasses existing income generation in our Nature Discovery Centres, our environmental consultancy activities, plus the Trust's relational income streams, incorporating fundraising, membership, legacies, major donors, and grant income.

Robust business planning will be at the heart of all income related development and the Director will be expected to embed this thinking throughout their team. The long-term financial viability of the Trust is integral to this role and therefore sound financial planning will underpin all aspects of the role.

The postholder will work to future-proof partnerships and income streams, to mitigate future funding risks – such as government policy decisions, rising inflation and cost of living, the increasing competition for funds within the charity sector and other external drivers of change.

The postholder will leverage upon the existing success at the Trust – with over 1.25 million visitors annually and a charitable membership of over 40,000 – designing and implementing a new Commercial Development Strategy, that delivers a step change in commercial planning and delivery across the Trust, both internally and externally.

Astute strategic planning will drive improving profitability and efficiency, enhancing how the Trust operates in relation to all developing income streams. Growing our funding channels is a key strategic responsibility for the post holder and they will work alongside the CEO and senior colleagues to develop and maintain those key relationships.

The Director of Commercial Development will often be required to lead on strategic relationships at a senior level, where the best interests of the Trust need to be safe guarded. This will require the ability to influence and negotiate.

This role must communicate the Trust's commercial vision and gain support from across the organisation. The postholder will be adept at clearly articulating the importance of income generation and the relationship that this has on the Trust's overall impact.

A credible voice with staff, volunteers and supporters alike is fundamental to the success of this role. Excellent people skills will also underpin success within the role. The financial future of the Trust is, after all, intimately linked to our ability to inspire people through wildlife and the natural world.

The Director will role-model the competencies and behaviours that are expected from all staff, living the values, and setting the tone for what is expected of a thriving organisation delivering high performance and high impact.

Key Tasks

Organisational Development

This role will lead on developing the strategies that underpin the financial sustainability of the Trust. The thinking, and the associated business planning, needs to be innovative, creative and robust – developed in response to a changing landscape and emerging opportunities – with the detail to withstand scrutiny and critical assessment by the Board, and be credible and inspiring to the operational delivery teams.

Relationship Management

The postholder will be skilled at stewardship, recognising this as a key element of the role and will demonstrate the critical ability to nurture new relationships that can benefit the strategic aims of the Trust. Developing potential new audiences is likely to be a key aspect of the role and emotional intelligence will be required to know when to listen and when to negotiate.

Managing the Team

This role will line manage the Head of Fundraising, the Head of Visitor Experience, and the Consultancy lead. It is imperative that the post holder understands cultural development and has proven people management skills.

Maximising Sales Potential

The Director will oversee the financial success of the Trust's subsidiary sales company (Essex Wildlife Sales). Working with the Head of Visitor Experience, it is critical to ensure that the profitability of the Nature Discovery Centres is maximised, in accordance with the objectives of the parent company, Essex Wildlife Trust (EWT). Robust and well thought through business planning will be a fundamental component of that growth.

Core Funding

This role has responsibility for identifying both core and project funds. Ensuring that relationships with funders are established, developed and maintained is key to this role – working in close collaboration with the Head of Fundraising.

Consultancy Growth

This role will lead the strategic and commercial development of the Trust's Environmental Consultancy (Essex Ecology), maximising profits and customer retention – developing a credible business plan for growth, focusing on new areas of growth, and leveraging on the brand association with Essex Wildlife Trust.

New Income Streams

Working in close collaboration with the four other Directors on SLT, the postholder will contribute to the development of ideas and opportunities, to increase and diversify ways in which the Trust generates funds to increase income, demonstrating innovation, creativity, and the ability to inspire.

Organisational Leadership

As a member of the Strategic Leadership Team, the Director of Commercial Development will contribute to the strategic direction of the organisation, feeding into the Board of Trustees. They will perform as an objective and trusted advisor to the CEO, senior colleagues and Trustees, on all commercial aspects of the Trust's work.

Visitor Experience and Engagement

Strong engagement is a fundamental aspect of both the Nature Discovery Centres and fundraising, as well as the work of Essex Ecology. The post-holder will work closely with the Director of Engagement to ensure that both income and engagement targets are met.

General

- Work effectively with colleagues across the Trust to ensure that our people live our culture and engage positively with our corporate values at all times.
- Demonstrate and develop skills, attitudes, and behaviours in line with the Trust's Leadership Competencies Framework.
- Work effectively as part of the Trust's Strategic Leadership Team (SLT) to deliver the Strategic Plan (2020-2030).
- Work closely with colleagues and counterparts across the Wildlife Trusts movement, sharing ideas and best practice, in the spirit of cooperation and continual improvement.
- Undertake any other duties assigned by the CEO that are deemed to be within the scope of the role and the contract of employment.

Person Specification

Skills, Knowledge and Experience

- Educated to degree level (or equivalent).
- Exemplary people skills with clear evidence of relationship management.
- Proven track record in developing and delivering income streams / businesses.
- Strong delivery skills – turning plans into results.
- Ability to listen to the evidence, to develop credible and robust recommendations.
- Action orientated, open minded & creative thinker.
- Ambitious to achieve targets, through innovation and creativity.
- Good financial/analytical skills.
- Strong understanding of cultural development.
- Organised – with the ability to handle multiple projects simultaneously whilst meeting deadlines.
- Excellent verbal and written communication skills, with strong attention to detail.
- Ability to communicate with, and influence, senior stakeholders.
- Can work effectively and build good working relationships with colleagues at all levels.
- Strong facilitation skills with the ability to bring individuals with different views together and facilitate an agreed approach.
- Proactive and enthusiastic, with a willingness to take accountability.
- Can work individually and in a team environment.
- Strong problem-solving skills, with the ability to find creative and innovative solutions to complex issues.

Additional Information

- The post holder will be subject to a Basic DBS check.
- The role may entail some evening and weekend working.
- The role requires an interest in working for an environmental charity that is determined to deliver a county rich in wildlife, with people connected to nature.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.
- The role is based at Abbots Hall, but requires regular travel across the county and beyond, with mileage paid for additional travel.

Signed: _____ Date: _____

Name: _____