



The
Wildlife
Trusts

Data Insights Manager

RECRUITMENT PACK

Salary: up to £38,000

**Location: Fully remote with occasional travel to Newark
and the rest of the UK**

Full time: 35 hours per week

Permanent contract



About Us

The Wildlife Trusts are a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. We have more than 944,000 members, over 38,000 volunteers, 3,600 staff and 600 trustees. There are 46 individual Wildlife Trusts, each of which is a place-based independent charity with its own legal identity, formed by groups of people getting together and working with others to make a positive difference to wildlife and future generations, starting where they live and work.

Every Wildlife Trust is part of The Wildlife Trusts federation and a corporate member of the Royal Society of Wildlife Trusts, a registered charity in its own right founded in 1912 and one of the founding members of IUCN – the International Union for the Conservation of Nature. Taken together this federation of 47 charities is known as The Wildlife Trusts.

The next few years will be critical in determining what kind of world we all live in. We need to urgently reverse the loss of wildlife and put nature into recovery at scale if we are to prevent climate and ecological disaster. We recognise that this will require big, bold changes in the way The Wildlife Trusts work, not least in how we mobilise others and support them to organise within their own communities.

About You

We are seeking a knowledgeable and enthusiastic data insights manager to help us make the most of our existing data across The Wildlife Trusts, alongside developing new innovations to improve understanding of our supporters, our contribution to nature's recovery and the values that the public place on nature.

We are looking for a skilled data specialist to help us to draw together and take forward our data insights work across The Wildlife Trusts. Working directly to the Director for Climate Change and Evidence, the postholder will lead on and manage our existing large-scale data insights projects, including the Great Big Nature Survey (the largest UK-wide survey of nature values); oversee our analysis of internal data collected across the federation of Wildlife Trusts; and undertake data analysis of our external impact, from brand awareness to our major public engagement programmes such as 30 Days' Wild. In addition, the postholder will lead a new programme of work on how to better understand our impact, and support the coordination of data activities across relevant teams within the Royal Society of Wildlife Trusts.

The Wildlife Trusts value passion, respect, trust, integrity, pragmatic activism and strength in diversity. Whilst we are passionate in promoting our aims, we are not judgmental and are inclusive. We particularly encourage applications from people who are underrepresented within our sector, including people from minority backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.



About You

The Royal Society of Wildlife Trusts is committed to safeguarding and promoting the welfare of children and adults at risk. For applicable roles, applicants must be willing to undergo checks with past employers and Disclosure and Barring Service checks at the eligible level.

The Wildlife Trusts take our Safeguarding responsibilities extremely seriously. Please click [here](#) to read our commitment statement.

As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

RSWT are committed to increasing the diversity of its staff through its Levelling the Field recruitment pledge and will put any ethnic minority applicants that meet all the essential criteria for the post through to the next stage of recruitment.

Please do not use artificial intelligence tools to assist you to complete the application form. We may not accept applications that have been completed utilising AI tools. If you would usually use tools such as these to assist you in filling in a form, please contact tash.stewart@iris.co.uk to discuss this further and understand other options.

Job Description – Overall Purpose

- Lead the delivery and further development of the Great Big Nature Survey (GBNS).
- Lead on survey development and deployment to allow The Wildlife Trusts to understand our external impact.
- Develop a new programme of work to enhance our measurement of the impact measures within our 2030 Strategy.
- Line manage our data insights officer, including overseeing their work to collect and analyse data from within The Wildlife Trusts on a range of themes, such as membership, funding and EDI.
- Support the coordination of data activities across relevant teams, including support for annual surveys and responding to reactive requests for data support from other teams in RSWT or local Trusts
- Lead on developing our external profile on data insights and managing relationships with key stakeholders.

Job Description – Main Responsibilities

- **Lead the delivery and further development of the Great Big Nature Survey (GBNS):**
 - Lead on data collection and analysis of trends on nature values, through deployment and further development of our live survey as well as assessing the results from a nationally representative panel.
 - Support Trusts by providing regionally-specific data and help in understanding the results.
 - Work with external academic partners to further develop the functionality and insights that can be obtained through GBNS.
- **Lead on survey development and deployment to allow The Wildlife Trusts to understand our external impact over time:**
 - Manage input into existing contracts to assess brand awareness.
 - Lead on our annual assessment of take up of the 30 Days' Wild campaign through a bespoke dashboard.
 - Manage a contract to assess public awareness and support for a range of nature-related themes such as climate action.



Job Description – Main Responsibilities

- **Develop a new programme of work to enhance our measurement of the impact measures within our 2030 Strategy:**
 - Working closely with the Director for Evidence and Data Insights Officer, develop an annual process of collecting, analysing and publishing progress towards The Wildlife Trusts' Impact Measures.
 - Begin a new project to ascertain how best we can measure our impact on biodiversity in the UK, working closely with the Director for Nature Recovery
- **Line manage our data insights officer, including oversight of their work to collect and analyse data from within The Wildlife Trusts on a range of themes, such as membership, funding and EDI:**
 - Day to day management, work programme development and objective setting alongside career development and support.
 - Oversee the production of surveys to gather data from The Wildlife Trusts on a range of issues including membership, funding and EDI, including increasing the automation of data collection and analysis through greater use of coding.
- **Support the coordination of data activities across relevant teams within the Royal Society of Wildlife Trusts or local Trusts:**
 - Work closely with our Head of Digital Transformation and Head of Science and Research as well as wider colleagues to ensure that RSWT is maximising efficiencies and collaborating well on data, including through the implementation of our Data, Research and Evidence Framework and our Data Lake platform.
 - Respond to reactive requests for short-term data projects and data support from colleagues in our policy and public affairs, campaigns and communities, and marketing teams, as well as local Trusts.

Job Description – Main Responsibilities

- **Lead on developing our external profile on data insights and managing relationships with key stakeholders:**
 - Manage existing relationships with data insights staff in other organisations with shared interests, such as Natural England.
 - Further develop partnerships with academic colleagues on nature values research.
- For the organisation to work effectively you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.
- **All staff are ambassadors for the organisation both internally and externally and are always expected to act in a professional manner. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.**

Person Specification

Essential

- Personal qualities:
 - Ability to form and develop good working relationships with colleagues
 - Highly organised with excellent attention to detail
 - Working to tight deadlines in a, sometimes, pressured environment
- Key Competencies:
 - Experience in survey development and analysis
 - Managing projects, including through others e.g. consultants and agencies
 - Experience in project design
 - Ability to critique, digest and summarise research and evidence quickly
- Knowledge and skills:
 - Competent programmer in R and/or Python
 - Excellent written and verbal communication skills, especially in making technical presentations to diverse audiences and producing concise, accurate and well-structured written reports
 - Ability to manage, clean, visualise, and model complex datasets

Desirable

- Personal qualities
 - Excellent interpersonal skills – tact, diplomacy and ability to influence a wide range of people
- Key Competencies:
 - Line management
- Experience:
 - Working across the boundaries of the physical and social sciences
 - Research, policy or advocacy experience on nature or climate
- Knowledge and Skills:
 - Background in a relevant scientific discipline – for example data science, psychology, anthropology, environmental science, zoology, plant science
 - Knowledge of how people engage with and value nature



Additional benefits of working for The Wildlife Trusts

- Private medical insurance
- Electric vehicle salary sacrifice scheme
- 26 days holiday per year plus 8 bank holidays
- 4 Concessionary Days
- Non-contributory Life Assurance Scheme
- Generous pension contribution
- Charity worker discount
- Employee Assistance Programme

Closing date for applications: 1st June 2025

First interview: 17th June 2025

Second interview: 27th June 2025

