



**Yorkshire**  
Wildlife Trust

# Visitor Destination Development Manager Job Description



[ywt.org.uk](http://ywt.org.uk)



## About us

Yorkshire Wildlife Trust is one of the region's largest environmental charities; our mission is to **drive nature's recovery in Yorkshire** across our land and at sea. We are one of 46 regional Wildlife Trusts working for nature and collectively forming the Wildlife Trusts, one of the largest collective national movements for wildlife in Europe.

Our vision is for **wildlife and people thrive together across Yorkshire's communities, land, rivers and sea**. We work holistically in nature, thinking globally, planning at regional and landscape scale, while delivering our work in partnership with local communities, caring for local wildlife together. Our dedicated team of staff (c.190) and volunteers (c.1000) work together, on behalf of all our members (c.41,000), in every corner of Yorkshire to make this vision a reality.

Since forming in 1946 with our first reserve at Askham Bog, we now steward 115 nature reserves, which cover more than 3000 hectares of land and include some of our most precious wildlife. We also work extensively with other land managers, communities and businesses, to inspire, advise and deliver restoration work, supporting others too play their part in nature's recovery.

We are passionate advocates for Yorkshire's incredible wildlife and wild places. Join us and help create a diverse and inclusive team, committed to driving change for Yorkshire's wildlife, communities and a positive future.

## Tenacious by nature: creating a green print for Yorkshire Wildlife Trust's Flagship Reserves

Marking our 80<sup>th</sup> anniversary, 2026 is a pivotal year for Yorkshire Wildlife Trust. Building on the insights of our *State of Yorkshire's Nature Report (2024)*, the bold ambition of our *Bringing Yorkshire's Nature Back Blueprint (2025)*, and the direction of our new *Charitable Strategy (2025-2030)*, we embark on this milestone year with renewed hope, determination and purpose.

At the heart of this ambition are our four Flagship Nature Reserves and their Nature Discovery Centres, which have enormous potential to become leading beacons of nature recovery, community connection and financial resilience. Through a National Heritage Lottery funded project, we will create a 'green print' for the management and development of these assets that sets out how we can build a culture of organisational tenacity through clear governance, shared ownership, and a focus on long-term financial sustainability. This will enable the transformation of priority Flagship Nature Reserves into commercially viable, community-aligned destinations that balance income generation with accessibility, inclusion and high-quality engagement – as well as ensuring these sites actively contribute to driving nature's recovery in Yorkshire and community wellbeing.





# Visitor Destination Development Manager

## Job Description

**Responsible to:** Head of Visitor Services

**Responsible for:** Project consultants and external facilitator

**Location/based at:** York, Doncaster (Potteric Carr), Huddersfield (Stirley), or Kilnsea (Spurn)

**Date last updated:** 2 March 2026

## Main Purpose of the Role

- To project manage the end-to-end delivery of the *Tenacious by Nature* development programme: a time-limited, National Heritage Lottery funded project designed to bring in specialist consultancy to assess and define the future development of YWT's priority Flagship Nature Reserves and Nature Discovery Centres
- To manage the commissioning and coordination of external consultants and internal community stewardship expertise, including:
  - Visitor destination development
  - Accessibility and inclusion
  - Commercial development and income generation
  - Community stewardship
- To coordinate the project Steering Group to develop and agree robust recommendations and delivery options.
- To establish and manage the project evaluation framework and ensure timely, accurate reporting to the project funder in line with their requirements.
- To ensure project learning is embedded internally, by informing future funding bids and capital development investments to create financially resilient, accessible and community-connected Flagship Nature Reserves and Nature Discovery Centres.



## Tasks and responsibilities

### 1. Programme and project management

- Manage the *Tenacious by Nature* development programme, ensuring all components are delivered on time, within budget, and to the required standards.
- Maintain robust programme management tools, including the project plan, risk register, and action log.
- Manage and monitor the project budget.
- Ensure integration and efficiency across individual project themes bringing together the Trust's internal teams.
- Travel to key sites as required to support delivery.

### 2. Steering Group Coordination

- Coordinate the internal Steering Group (comprising members of YWT's Leadership Team and external community representation), including setting agendas, scheduling meetings, recording actions, and supporting informed decision-making.
- Ensure the Steering Group develops and agrees the project's recommendations and delivery options.
- Facilitate communication between consultants, internal teams, and the Steering Group to ensure alignment and integration.
- Communicate the progress of the project and implications for ways of working to relevant external stakeholders, specific internal teams and the wider Trust as appropriate.

### 3. Consultant and contractor management

- Lead on identification, tendering, and contracting of programme consultants and any external facilitators.
- Oversee consultant work to ensure delivery on time, within budget and to agreed quality standards.
- Work with consultants to produce outputs including recommendations, delivery options, evaluation tools, and reports





- Work closely with colleagues in Fundraising & Engagement and Operations and external stakeholders delivering components of the programme.

#### **4. Evaluation and funder reporting**

- Establish and manage the project evaluation framework to measure progress and outcomes
- Ensure timely, accurate reporting to the funder in line with their requirements
- Collate and synthesise consultancy findings and project outcomes into actionable insights

#### **5. Learning, knowledge sharing and future planning**

- Implement and embed learning from project deliverables across the organisation.
- Work with Steering Group members and Fundraising colleagues to identify and develop subsequent revenue and capital funding applications by coordinating across teams and synthesising project learning.
- Represent the organisation at events and meetings with external partners as required

#### **Other**

- Promote the Trust and partner organisations whenever possible.
- Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
- Support and promote the Trust's commitment to equality, diversity and inclusion.
- Uphold the Trust's commitment to safeguarding and promoting the welfare of children, young people, and adults at risk of harm.
- Abide by all Trust policies.
- Undertake any other duties as requested by your line manager and in line with the post.



## Person Specification: Visitor Destination Development Manager

<b>Experience</b>	<b>Essential/Desirable</b>
Proven and demonstrable management of complex programmes of work, including coordinating internal teams and external consultants	Essential
Experience managing grant-funded programmes to demanding timescales, including funder reporting and compliance	Essential
Proven financial management experience, including budget monitoring for multi-component projects	Essential
Managing colleagues or a project team through organisational transformation or period of change.	Essential
Successful funding bid writing in the charity or public sector.	Essential
Significant experience managing relationships with a broad range of internal and external partners and stakeholders	Essential
Positive management of funder relationships, including monitoring and reporting	Essential
Experience collating, analysing, and presenting data and project outcomes to inform decision-making and next steps	Essential
<b>Knowledge and Skills</b>	<b>Essential/Desirable</b>
Excellent project management and organisational skills, including maintaining project plans, risk registers, and action logs	Essential
Good knowledge of programme evaluation, including designing frameworks, collecting data, and reporting findings	Essential
Understanding the value of community listening within the development of programmes of work	Desirable
Good knowledge of the core components of communications through meetings, media and social media	Essential
Ability to synthesise project outputs and consultancy findings into actionable insights for decision-making	Essential





<b>Personal Qualities</b>	<b>Essential/Desirable</b>
Ability to work effectively and collaboratively across internal and external teams to deliver shared objectives	Essential
Working with independence, intelligence and drive	Essential
Ability to prioritise and manage multiple competing demands in a complex programme	Essential
A strategic thinker	Desirable
<b>Essential Qualifications/Requirements</b>	<b>Essential</b>
Recognised project management qualification	Essential
Highly competent in use of Microsoft-based software systems	Essential
Has a full driving licence, access to own vehicle and a willingness to travel within Yorkshire to meet project needs.	Essential





## Terms and Conditions

<b>Salary:</b>	Within the range £38,039.04 to £41,942.16 per annum, dependent on experience
<b>Hours:</b>	35 hours per week, Monday to Friday. The nature of the post's duties may occasionally require evening and/or weekend work  Paid overtime is not available, but time off in lieu will be given for essential additional hours worked.
<b>Contract:</b>	Fixed Term to November 2027. A probationary period of 6 months applies to new staff, during which you must complete all essential, mandatory training.
<b>Flexibility:</b>	Whilst ensuring the needs of the business and the role are met, the Trust endeavours to meet the flexible working needs of its employees. Depending on the nature of the role, the Trust offers hybrid working (a mix of office and at home).
<b>Holidays:</b>	30 days per annum inclusive of 3 office/site closure days over the Christmas period, in addition to national public holidays, rising to 33 days after 5 years' service. All leave is pro rata for part time employees.
<b>Pensions:</b>	You may be eligible to be auto enrolled into the Trust's Pension Scheme. Terms of the scheme are available on request from Finance.
<b>Employee Assistance Programme:</b>	The Trust provides an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues.
<b>Health Questionnaire:</b>	You will be asked to complete a health questionnaire in order to identify and support or adjustments you may require.





<b>Equal Opportunities:</b>	Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.
<b>Place of Work:</b>	The post can be based at York, Doncaster (Potteric Carr nature reserve), Stirley (Huddersfield) or Spurn National Nature Reserve (Kilnsea, East Yorkshire)
<b>Travel:</b>	Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the employee's own vehicle may be necessary for business use, at a mileage rate of 45p per mile.
<b>Training &amp; Professional Memberships:</b>	The Trust is fully committed to personal development and training and supports achieving and maintaining professional memberships and accreditations, with any essential-to-role professional memberships paid for by the Trust.

