



Yorkshire
Wildlife Trust

Director for Communities, Campaigns and Fundraising

Candidate Brief



ywt.org.uk

Welcome

Thank you for your interest in joining the Senior Leadership Team at Yorkshire Wildlife Trust at a pivotal time for securing nature's recovery. We hope the information we have put together about the Trust will encourage you to make an application for the role.

Yorkshire Wildlife Trust is one of Yorkshire's largest and longest-established wildlife charities. Working across the county's land, rivers, coast and sea, and as part of The Wildlife Trusts movement, we are committed to bringing about nature's recovery. Our 2030 Strategy sets five ambitions to help wildlife and people thrive together: Generate Hope, Build Power, Take Action, One Trust, and Resourced and Resilient.

Yorkshire Wildlife Trust is entering a new phase of organisational development. Delivering nature's recovery at the scale required will depend on our ability to build public support, enable community action, influence political and civic decisions and generate sustainable income across Yorkshire. This role will lead the Trust's strategy for communities, campaigns and fundraising, working through The Wildlife Trusts federation to grow support for nature locally, regionally and nationally.

This is an opportunity to lead how one of Yorkshire's most established environmental charities builds public support, shares power with communities, influences change and secures the resources needed for nature's recovery. You will join an established and diverse leadership team whose members bring different ways of thinking, a deep commitment to our cause and a shared determination to see the Trust succeed. You will also work closely with our vibrant, engaged and supportive Trustee Board.

If you share our passion for making a difference, can contribute as a collaborative leader and bring the skills and experience we need, we would welcome your application. You will help us build a diverse and inclusive organisation and drive positive change for Yorkshire's wildlife and communities.



Rachael Bice
Chief Executive



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.42,000), 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.



Director for Communities, Campaigns and Fundraising

Job Description

Responsible To: Chief Executive

Responsible For: Head of Supporter Engagement; Head of Fundraising; Head of Communications and Public Affairs; Head of Visitor Services

Location/based at: Flexible within Yorkshire, with regular travel across the region, including to Trust offices, nature reserves, Nature Discovery Centres, partners, funders, federation meetings and external events.

Date last updated: 10 September 2026

Role Purpose

The Director will lead the Trust's strategy for communities, campaigns and fundraising, with visitor experience forming an important route through which people connect with nature, participate in our work and become long-term supporters. The role will make integrated communications, marketing and public affairs a defining organisational capability and translate YWT's 2030 Strategy and 3-Year Business Plan into clear choices about priority audiences, communities, campaigns, supporter journeys, income sources and relationships. This will include growing YWT's reach and relevance among places, communities and generations currently underrepresented in organised nature conservation, recognising that Yorkshire is not a single audience and that people need different routes into support.

The Director sets strategy, creates alignment, supports the Heads of Service, holds the Directorate accountable for delivery and ensures the functions operate as one coherent system. The Directorate is currently responsible for a budget of £4–5 million, with four Heads of Service responsible for:

- Communications & Public Affairs: communications, brand, marketing and advocacy
- Supporter Engagement: membership, audience insight, volunteering, public events and community mobilisation
- Visitor Services: Nature Discovery Centre operations, retail and catering
- Fundraising: Philanthropy, corporate partnerships and high-value supporter relationships

The Director will lead through Heads of Service, setting direction, enabling collaboration, strengthening capability and reviewing performance. The postholder will ensure YWT's work is visible, credible, compelling and investable, enabling people and organisations to move from awareness to participation, advocacy, partnership, long-term support and income. This is a strategic leadership role with oversight of operational management.



YWT has powerful evidence, places, programmes and stories across reserves, visitor centres, communities, schools, businesses, landowners, funders, civic institutions and supporters. The opportunity is to connect these assets so that people can understand, participate in, act on and fund nature's recovery. The Director will use them to build the public will, participation, influence and sustainable funding needed to deliver YWT's 30x30 ambitions and help create a more nature-positive Yorkshire.

The role will ensure YWT plays an active part in The Wildlife Trusts federation, aligning with national campaigns, communications and movement-building priorities while strongly representing Yorkshire's places, communities and opportunities.

Key Accountabilities

Set the strategy and direction

- Set and lead a clear multi-year strategy for communities, campaigns and fundraising, aligned to YWT's 2030 Strategy, 30x30 ambitions, Business Plan and role in The Wildlife Trusts movement.
- Make evidence-led choices about priority audiences, places, campaigns, supporter journeys, partnerships and income opportunities, with a clear performance framework for impact and return on investment.

Build public engagement and participation

- Create inclusive and accessible pathways for people to experience, benefit from, support and lead nature recovery through visiting, joining, donating, volunteering, campaigning, citizen science, events or long-term support. Give particular attention to urban and nature-deprived communities, young people, and people facing barriers related to income, disability, geography, transport or a lack of belonging.
- Connect communities, volunteers, young people, visitor experiences and place-based activity so that people can help shape, deliver and lead YWT's 30x30 ambitions. Build sustained relationships through trusted community, faith, cultural, health, education and civic organisations. Develop approaches such as Team Wilder, Community Champions, youth voice and locally led action that give communities meaningful influence over their places.

Increase influence and deliver effective campaigns

- Lead integrated communications, marketing and public affairs so YWT has a trusted, distinctive and evidence-led voice that builds awareness, participation, reputation and influence.
- Develop campaigns as a form of movement-building, translating nature recovery priorities into propositions and moments that people can understand and act on. Mobilise public



action and advocacy, influence political and civic decisions, and ensure YWT makes a strong contribution to federation campaigns.

Grow sustainable income and supporter value

- Lead sustainable income growth across membership, giving, appeals, legacies, philanthropy, trusts and foundations, corporate partnerships, sponsorship, visitor income and appropriate commercial opportunities.
- Build compelling cases for support and high-value relationships, using audience insight, CRM and digital engagement to improve conversion, retention, loyalty and lifetime supporter value within clear ethical and compliance standards.

Create an integrated, high-performing directorate

- Lead through empowered Heads of Service, aligning communications, public affairs, supporter engagement, visitor services and fundraising behind shared priorities, outcomes and learning while contributing fully to YWT's Senior Leadership Team.
- Set strategic financial and resource priorities; oversee significant income and expenditure budgets, workforce and investment decisions; and ensure robust forecasting, risk management, accountability and continuous improvement.

Measures of Success

Within 12–18 months

- A clear integrated engagement and income strategy and campaign architecture is being delivered, with empowered Heads of Service aligned around shared priorities, outcomes and YWT's 30x30 ambitions.
- A clear picture of YWT's current reach shows where we are strong, absent or underrepresented by geography and audience. This evidence informs a compelling portfolio of campaigns and propositions for priority opportunities, including urban communities, communities with poor access to good-quality green space, young people and existing nature audiences ready to deepen their commitment.
- Stronger connections between place-based delivery, visitor experiences, supporter journeys and income propositions create clear pathways from engagement to action and long-term support.
- A clear performance and investment framework supports informed decisions about priorities, resources, impact and return on investment.

Within 3 years

- There is significant, measurable growth in active public support for nature, with more people participating, taking action, advocating and contributing to nature's recovery.
- YWT has greater awareness, credibility and public and political influence for nature's recovery across Yorkshire.



- YWT has a larger, more diverse and engaged constituency for nature, including people and communities previously underrepresented in our reach. Success is demonstrated through measurable growth in repeat participation, belonging, community leadership and advocacy, alongside growth in membership, donors, visitors, volunteers and corporate relationships.
- Effective CRM, audience insight, segmentation and digital engagement strengthen supporter journeys, conversion, retention and loyalty.
- Unrestricted, flexible and strategic restricted income has grown against an agreed baseline and target, with an improved balance of income sources and stronger long-term resilience.

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.
- The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
- Abide by all Trust policies.
- Undertake any other duties as requested by your line manager and in line with the post.



Person Specification

Experience	
Deep senior-level expertise and extensive experience in creating and delivering integrated strategies across communications, marketing and public affairs, with evidence of building reputation, participation and influence.	Essential
Successful strategic leadership of multidisciplinary teams through senior managers, including setting direction, leading change, building collaborative culture and holding teams accountable for outcomes.	Essential
A strong record of developing audiences, propositions and campaigns that convert interest into participation, advocacy, income or other measurable support.	Essential
Experience of using data, audience insight, CRM, segmentation and digital channels to improve engagement, conversion, retention and lifetime value.	Essential
Experience of managing significant budgets, business planning, performance and risk, together with a strong record of building high-value relationships with funders, donors, corporate partners or other senior stakeholders.	Essential
Experience in a charity, environmental, membership, visitor, campaigning, public-purpose or other purpose-led organisation.	Desirable
Experience of fundraising, movement-building, community participation or federated working would also be valuable.	Desirable
Knowledge and Skills	
Strong strategy-setting, commercial and analytical judgement, with the ability to turn organisational ambition and complex evidence into clear choices, compelling propositions and measurable outcomes.	Essential
Excellent communication, influencing and presentation skills, including confidence with reputation, sensitive issues, public affairs and senior stakeholder engagement.	Essential
Strong understanding of audience and supporter journeys, ethical fundraising, relevant compliance, digital engagement and the effective use of CRM and performance data.	Essential
Inclusive leadership and collaboration skills, with the ability to align diverse functions, develop people and balance mission, income, reputation, risk and ethics.	Essential
Ability to translate equality, diversity and inclusion commitments into evidence-led audience and place priorities, accessible propositions, co-production and meaningful measures of reach, relationship and community agency.	Essential
Knowledge of nature recovery, environmental policy, The Wildlife Trusts movement, visitor economies, systems thinking, behaviour change or social-change approaches.	Desirable



Personal Qualities	
A compelling, confident and inclusive leader who can inspire people to care, participate, act, give and belong.	Essential
Strategic, creative, outcome-focused, commercially aware and values-led, with the ability to bring clarity and momentum in complexity and change.	Essential
Collaborative and outward-looking, able to lead through others, build trust across disciplines and remain ambitious for impact while realistic about capacity.	Essential
Committed to YWT's vision, values and charitable purpose.	Essential
This role requires regular travel across Yorkshire and occasional travel beyond the region and the requirement to attend occasional evening and weekend events. We welcome discussion of reasonable adjustments and practical arrangements that would enable the successful candidate to fulfil this requirement.	



Terms and Conditions

Salary:	Within the range £61,828 - £65,026 per annum (pro rata if part-time).
Hours:	35 hours per week, Monday to Friday. The nature of the post will 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.
Contract:	Permanent. A probationary period of 4 months applies to new staff, during which you must complete all essential, mandatory training.
Flexibility:	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).
Holidays:	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.
Pensions:	You may be eligible to be auto enrolled into the Trust's Pension Scheme. Terms of the scheme are provided prior to joining the Trust.
Employee Assistance Programme:	The Trust provides an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues.
Health Questionnaire:	You will be asked to complete a health questionnaire in order to identify and support or adjustments you may require.
Equal Opportunities:	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.
Place of Work:	The post will be based at a suitable Trust office location to be agreed upon appointment.
Travel:	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 55p per mile.
Training & Professional Memberships:	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.

