

Role Description

Head of Engagement

Responsible To: Chief Executive Officer (CEO)

1. Role Purpose:

To lead the delivery of the engagement specific Manx Wildlife Trust (MWT) strategic pillar: To **'Connect people in the Isle of Man strongly to nature and the work of MWT'** supporting MWT's Mission to **'protect and enhance our environment, create more spaces for wildlife, and inspire people to act for nature'**.

The post holder is directly responsible for the day-to-day management of all aspects of public engagement and linked income generation activities for MWT, including the overall management of the Engagement Team. The role involves delivering a range of functions, including managing our public and corporate membership, supporting our amazing volunteers and delivering education, events, wider fundraising, advocacy and communicating our vision, mission, conservation achievements, and impact, to a range of audiences. The overarching aim being to raise awareness of the value of our work, building and nurturing our supporter base, encouraging people and organisations to engage with and support us and our work, and maximising opportunities for further investment in conservation. Ultimately, to make biodiversity conservation relevant and connect people in the IOM more strongly to nature.

The role involves a wide range of complex, technical and professional activities in a wide and often unpredictable range of work situations, together with delivery of projects and responsibility for other people's work and for the health and safety of staff and volunteers. The postholder has a substantial degree of personal responsibility and autonomy, but must work closely with the CEO, Head of Conservation, MWT Engagement Team, and support the wider MWT Team of Staff, Volunteers, Trustees, Members, and supporters. The work of the post varies considerably throughout the year due to seasonal demand.

2. Role Responsibilities:

2.1 Core Responsibilities:

- Line manage the MWT Engagement Team: Community Ranger, Education Officer, Woodland Ranger – Engagement, Communications Officer (Part Time (PT)), Team Wilder Projects Officer (PT), 2 x Retail Team (both PT), Artist in Residence (PT) and Photographer in Residence (PT).
- Manage MWT's corporate and public relationships, having oversight on our brand, and coordinating our activities to grow our supporter base, and the income/engagement from it.
- Manage and grow the MWT individual and corporate membership programmes.
- Support and grow MWT's army of volunteers using the TeamKinetic Volunteer Management System.
- Lead the development and execution of effective MWT fundraising activities, including major appeals, grant applications, donations, and campaigns.
- Work with the CEO to drive a stronger culture of enterprise and entrepreneurship in MWT.
- Oversee and manage external communications on MWT's work (both written and digital) to improve MWT's profile with core audiences so that our strategy, work, professionalism, and values are understood and appreciated:
 - Act as ambassador and spokesperson for MWT, including giving interviews, addressing audiences, participating in external meetings and conferences.

- Work with the Head of Conservation to write MWT Policy and Position Statements and respond to IOM Government consultations as required.
- Have oversight on all MWT signage and interpretation, ensuring accuracy, consistency, and maximising their engagement and impact.
- Work with and support the wider MWT Team to enable them to better communicate their work and engage with wider audiences, driving connections, actions and income.
- Manage MWT events and the formal education programme.
- Contribute to the strategic development and planning for MWT.
- Set clear targets for areas of your work and team, developing information and insight to enable us to monitor and appraise our impact and make informed decisions. This will include providing detailed content for the quarterly Council Reports and public facing Annual Report
- Actively participate in key MWT meetings appropriate to your role; including MWT team meetings, strategic Council Committees, and MWT Working Groups (which you may Chair):
 - *Chair monthly internal **Engagement Meetings**.*
 - *Participate in other MWT Committees and Groups as required.*
- Liaise and work closely with IOM Govt and other external organisations and stakeholders in the IOM and UK, including The Wildlife Trust Federation.
 - *Represent MWT in appropriate meetings with The Wildlife Trusts and other conservation organisations/stakeholders.*
 - *Liaise with TWT staff carrying out similar functions across the British Isles.*
 - *Engage MWT with wider TWT campaigns and programmes as appropriate.*
- Work with the CEO in setting budgets and, in conjunction with our Accounts and Office Administrators, maintain financial oversight for all projects and areas of MWT work that you lead on.
- Take responsibility for compliance with health and safety and insurance requirements, including risk assessments and provision of PPE and tools/equipment, which must be appropriately maintained.

2.2 Wider Responsibilities:

- Comply with MWT's policies, procedures, and guidelines, together with all relevant regulatory and statutory requirements, including Health & Safety legislation.
- Actively promote and demonstrate a commitment to best practice in equality & diversity.
- Actively participate in the MWT staff appraisal and development scheme. Monitor the effectiveness of actions, identifying opportunities and area for improvement, suggesting to the CEO, and undertaking when appropriate, personal professional development / updating.
- Demonstrate at all times, the professional behaviours expected of all MWT staff.
- Carry out personal and professional development, including close liaison with TWT networks.
- Operate innovatively, and be receptive to, and search out, new ideas.
- Network with and contribute to the wider work of The Wildlife Trusts (TWT) federation.
- Perform other reasonable duties and projects commensurate with the role, and in-line with the needs of MWT, as directed by the CEO.

3. Working Hours, Salary, Place of Work (please see Contract & Staff Handbook):

The postholder has a substantial degree of personal responsibility and autonomy. The work of the post varies considerably throughout the year due to the seasons.

This is a full-time permanent post. The working hours are 37.5 hours a week (standard being 9am to 5pm, Monday to Friday, with 30 mins for lunch each day), based in MWT's Peel headquarters. It would be possible for this role to be filled as a job share.

There is a requirement to work some evenings and weekends to attend public shows and/or meetings and conferences. Overtime is not paid, and additional hours will be taken as time off in lieu (TOIL).

Flexible home working is acceptable, but must be agreed with CEO in advance, with an expectation that at least two days per week are at the Peel office to enable close working with colleagues.

The salary range for the post is Band G £32,136 to Band J £37,492 per annum, based on experience, plus an additional 5% contribution is made to an organisational pension scheme upon completion of the 6-month probationary period.

There is a need for frequent travel around the whole Island and, on occasions to leave the Island to attend meetings and conferences, and overnight stays will be required.

4. Person Specification:

4.1 Technical Competencies:

	Essential	Desirable
Strong track record in a marketing/fundraising/communication role.	✓	
Communication planning and management, including digital channels.	✓	
Corporate relationship management.	✓	
Fundraising, campaigning, appeals management, and marketing.	✓	
Experience of Third Sector working		✓
An understanding of community organising theory		✓
General data Protection Regulation (GDPR) management		✓
An interest in ecology, wildlife, and conservation	✓	
Knowledge and experience of Isle of Man habitats and species		✓
Excellent communication and interpersonal skills, both verbal and in writing.	✓	
Excellent working knowledge of IT packages, including Microsoft Office	✓	
A full driving licence (Locations can be away from public transport)	✓	
Interest in The Wildlife Trust movement and support for our goals	✓	
An ability to:		
Lead and inspire teams	✓	
Work effectively in partnership with a range of stakeholders	✓	
Develop marketing data, insight, monitoring, and evaluation	✓	
Deliver measurable engagement outputs and impact	✓	
Work with and/or effectively manage volunteers and staff	✓	
Collect and collate information, prepare professional reports	✓	
Organise, prioritise, meet deadlines & deliver specific outcomes.	✓	
Operate/adhere to a budget & maintain accurate financial records	✓	
Write high quality grant and funding bids	✓	
Organise meetings, including minute taking and distribution		✓
Deliver physical and mental health first aid (or a willingness to be trained)		✓

4.2 Behavioural Competencies:

Competency	An ability to:	Essential	Desirable
Leadership	Enjoyment of teamwork. Ability to inspire and motivate others and work to the values and principles of MWT.	✓	
Enthusiasm	A commitment to, and enthusiasm for, wildlife conservation, and an ability to inspire others.	✓	
Planning & Organising	Plan, organise and manage work to meet given objectives. Initiative and ability to solve problems.	✓	
Communication	Communicate professionally in a variety of ways. Outgoing, with strong inter-personnel skills	✓	
Approach	Work precisely and professionally under pressure, with a mature, pragmatic and flexible approach	✓	
Embracing Change	Innovate and develop conservation systems and initiatives. Striving for continuous improvement.	✓	
Motivation	Self-motivated, high levels of enthusiasm and stamina, able to manage own time and priorities	✓	

Delivering Services	High performance culture in all work.	√	
Working in partnerships	Tact, empathy, understanding, diplomacy, confidentiality and discretion	√	
Projecting Confidence	Represent MWT well/professionally. Champion the work of MWT.	√	

4.3 Qualifications

	Essential	Desirable
Appropriate qualifications in leadership, business, marketing, fundraising or communications		√