



Somerset
Wildlife Trust



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Consultancy



Wilder Somerset

2030



More space for nature where wildlife thrives
with more people on nature's side



Job description:
Business Development
Manager

About Somerset Wildlife Trust

Somerset Wildlife Trust is a local independent charity with a commercial subsidiary. We are the only organisation uniquely focused on improving the natural environment of Somerset for the benefit of wildlife and people. We protect, and lead the recovery of Somerset's stunning, diverse, and important natural environment, making the case for nature to the public and politicians.

Somerset Wildlife Trust is one of 46 Wildlife Trusts, and one of 25 Wildlife Trust Consultancies across Britain which together with the Royal Society of Wildlife Trusts collectively form The Wildlife Trusts. We are the biggest movement in the UK working solely for nature and we believe that restoring nature on a landscape scale is essential for tackling climate change and biodiversity loss.

The climate and ecological crises require comprehensive, ambitious solutions and urgent action across all sections of society. The crises are also inexorably linked so it is vital that our new strategy, '[Wilder Somerset 2030](#)' is delivered with both at its core. We recognise that people are part of the solution, and everyone has a role to play in restoring nature and averting the worst of the climate change. Research suggests that when a social tipping point can be achieved, widespread positive change can happen. This underpins one of our key strategic goals and our delivery approach to inspiring and empowering others to help nature recover.

Our Vision

To deliver a Somerset wide nature recovery network creating more space for wildlife, benefiting everyone, and playing its part in helping us reverse biodiversity loss and tackle the climate crisis.

Our Mission

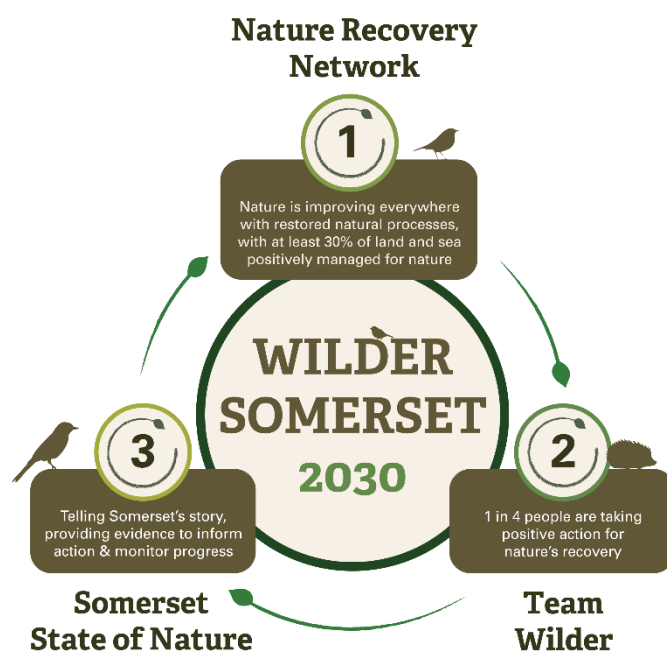
To champion the change needed to rebalance our relationship with wildlife and the natural world.

Our Goals for 2030:

To ensure that nature is improving across the county, supported by restored natural processes, and is connected and protected through a Nature Recovery Network, with at least 30% of land and sea managed positively for nature.

For nature to be valued and protected by everyone, building a movement with at least 1 in 4 people taking action for nature's recovery across Somerset.

By 2030 to tell the story of nature's recovery in Somerset through a shared, live online State of Nature tool that monitors progress and informs action.



About the post

Somerset Wildlife Trust is excited to announce the search for a confident and strategic Business Development Manager. This role is pivotal in creating, implementing, and driving a robust Business Development Plan that directly aligns with our strategic goals. Our innovative approach is designed to build strong relationships and develop services that will significantly enhance our sustainable income.

Job Title	Business Development Manager
Banding Level	Grade 5
Reports To	Director of Business Development and Planning
Team	People, Culture and Resources Team
Responsible for	N/A
Job Purpose	To lead the transformation of the Trust's Business Development Plan by creating and sustaining long-term unrestricted income and business opportunities.
Position	Permanent, 37.5hrs per week. Based at our Taunton office with opportunities for home working.
Working Relationships	Internal: CEO, All staff, Trustees
	External: SWT members, the public, suppliers, and contacts from other Trusts,' specialist advice services, consultants, volunteers
Benefits of working for Somerset Wildlife Trust	<p>We offer some fantastic benefits including:</p> <ul style="list-style-type: none">• 7% employer pension contribution• Life assurance• An annual professional institution subscription if applicable• Flexible and agile working• Wellbeing support – EAP, wellbeing champions• Diversity networks through RSWT/TWT• Paid volunteer days• Continuous Professional Development opportunities• 33 days of holiday (25 + bank holidays)• Staff social calendar and events <p>The opportunity to make a real and positive difference to nature, communities, and the climate</p>

Job Description – Key Responsibilities and Tasks

To lead the transformation of the Trust's Business Development Plan by creating and sustaining long-term unrestricted income and business opportunities.

Responsibility 1:

Lead the development of sustainable income by:

- Developing strategic partnerships with investors, corporates, and investors.
- Exploring and delivering commercial opportunities in alignment with the Trust's priorities.
- Contributing to the long-term sustainability of the Trust by increasing unrestricted income.
- Collaborating with the Trust's Ecological, Environmental, and fundraising teams to ensure strong customer relationships and maximising business opportunities and projects.

Responsibility 2:

Provide commercial and business leads by:

- Scoping and securing new business opportunities whilst keeping the sales pipeline moving.
- Horizon scanning for new opportunities and commercial income streams.
- Initiating cold outreach to viable prospects through whichever methods are most effective.
- Providing feedback to the Executive Team on success and routes to increased revenue.
- Developing strong working relationships with key stakeholders, influencing decisions both internally & externally.
- Leading on developing messaging, with the support from the Communications Team, to create marketing materials that facilitates expansion of the Trusts overall sales.
- Ensuring customer issues are always handled efficiently and professionally.
- Utilizing the CRM system to maximise visibility of opportunities and corporates connections across the wider organisation
- Analysing market data to support opportunities for business development with existing and potential clients.

Responsibility 3:

Monitor and report on income and commercial progress by:

- Preparing budget information, short and long-term forecasts on account growth and development plans.
- Monitoring account performance against budget and implementing action plans to ensure achievement of budget targets.
- Communicating with internal functions within the Trust to ensure all clients are favourably serviced at every stage of the sales process.
- Maintaining internal records and continually suggesting improvements to ensure sustainable growth.
- Utilising reports and information to support effective decision-making and analysis.

General

- The job holder is required to follow and comply with all policies and procedures of Somerset Wildlife Trust which includes our health and safety and safeguarding procedures, ensuring the personal safety of all staff, volunteers, young people, and vulnerable adults involved in the project.
- To carry out other duties relevant to your post as reasonably required by your line manager.

- To reflect the Somerset Wildlife Trust Values in all areas of work.
- To work collaboratively with other Wildlife Trusts to share learning and achieve greater impact collectively.
- Somerset Wildlife Trust is committed to creating a more digital culture across the organisation. We aim to become more collaborative, agile, and efficient through the use of digital technology. A basic level of digital skills is expected of all staff with the opportunity to improve these skills with career progression.
- Somerset Wildlife Trust has an Equality, Diversity and Inclusion Plan and is committed to continuing to improve the equality, diversity, and inclusion of every aspect of our work; we know we need to engage with everyone to live our Values and achieve our goals. We welcome applications from everyone and are happy to discuss any accommodations or arrangements that would make the recruitment process better for you, and the working environment should you be employed.



PERSON SPECIFICATION

To succeed in this role, you will need to demonstrate:

	<i>Essentials</i>	<i>Desirables</i>
Qualifications	Professional experience and/or equivalent level of business training Full driving license.	Qualifications in business development and/or planning.
Experience/Knowledge	At least two years' professional experience in a comparable role. A proven track record in business development, ideally in a charitable or environmental context. Created/developed business plans to support income initiatives. Competent with internal communications like Teams and SharePoint.	An interest and knowledge of conservation and environmental principles.
Skills	Strong commercial acumen, creativity, and a passion for nature. The ability to think strategically, manage projects from concept to delivery, and engage diverse stakeholders with confidence. Passion & enthusiasm for work for wildlife/conservation. Positive, creative & resilient – open to new ideas/learning & flexible in approach. Excellent communicator with a proven track record in developing strong relationships with key individuals/stakeholders. Excellent organisational skills – able to prioritise & manage a varied workload to tight & competing deadlines.	To have an ecological and environmental understanding.

Attributes	<p>Excellent leadership, communication, and partnership-building skills.</p> <p>An excellent team builder/player, but also able to work on own initiative & with a high degree of autonomy</p> <p>Professional & approachable with the ability to establish trust & build strong & consistent relationships with diverse audiences.</p> <p>High level of IT competence & excellent knowledge of Microsoft Office applications.</p> <p>Integrity and commitment – honest, with a strong work ethic and a real commitment to the values and aspirations of the Somerset Wildlife Trust.</p>	
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SOMERSET WILDLIFE TRUST'S WORKING VALUES AND EXPECTATIONS

Developing Somerset Wildlife Trust

To deliver our Wilder Somerset 2030 plan we, Somerset Wildlife Trust, will need to build our charity, be clear about our priorities and ensure our own actions support our aims. We have a new set of Values that will inform all our decision-making and actions to bring about nature's recovery across Somerset.

- We are passionate about nature.
- We believe everyone can contribute to nature's recovery.
- We love Somerset - its amazing wildlife and its communities.
- We are confident and brave in standing up for nature.
- We encourage innovative thinking and action for nature's recovery.

To deliver our strategy we will:

- Support, inspire and enable others to act while leading by example.
- Develop a Climate and Environment Strategy that delivers on our own environmental commitments within the Trust covering all areas of our operation and land use including procurement, utilities, facilities, and transport to achieve carbon neutrality by 2030.
- Use our resources efficiently and effectively, harnessing the diversity, talent and commitment of our staff and supporters.
- Expand our supporter base and sources of income, including through embracing new opportunities to generate income streams that are compatible with our strategic goals and maintain financial stability.
- Embrace new ways to grow our impact and reach, with a particular focus on expanding our digital knowledge and experience.

