

## **JOB DESCRIPTION**

### **Corporate Relations Officer**

Hours of work: 21 hours per week

Type of contract: Permanent

Based at: Home / The Lodge, Littlemore, Oxford

Salary Band: C

### **BACKGROUND**

The Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust (BBOWT) is the only charity working to safeguard wildlife and natural landscapes across the three counties. Founded in 1959 by a small group of volunteers, we now have more than 27,000 memberships and 1,700 volunteers. We own or manage more than 80 nature reserves and work in partnership on conservation projects with local communities, businesses, landowners and local authorities. Each year around 12,000 schoolchildren visit our four education centres. We have strong finances, with an annual turnover of £6 million and we're proud of our highly effective and dedicated team of 150 staff.

BBOWT is part of a national network of 46 Wildlife Trusts, which means our work has a bigger impact, making a difference for wildlife beyond our three counties.

Our 'Wilder' plan for 2021-2026 sets one simple overarching aim: to create more nature everywhere. To do this, we need to inspire people to take action and do all we can to restore wilder landscapes.

Our three main goals are to:

- Put nature into recovery
- Empower people to act for nature
- Secure our future

### **JOB PURPOSE**

Corporate support is a developing income area for the Trust. The purpose of this role is to grow the number of partnerships with and income received from corporate supporters. This will be accomplished through coordination of the Investors in Wildlife corporate membership programme, building new strategic partnerships with commercial partners, and exploring new opportunities for creating commercial income streams within the Trust.

### **REPORTING LINE**

Reports to Director of Fundraising, Marketing & Communications

### **STAFF MANAGEMENT**

This post has no direct reports. The post holder will receive c. 1 day per week administrative support from a central Fundraising Assistant

### **BUDGETARY RESPONSIBILITIES**

The post holder will manage the corporate income / expenditure budget

## **KEY RESPONSIBILITIES**

### **Investors in Wildlife Corporate Membership Scheme**

- Lead the development of the Investors in Wildlife scheme
- Review the efficacy of the Investors in Wildlife Scheme and implement recommendations
- Develop a growth, engagement and retention plan for the Investors in Wildlife Scheme (or its replacement), in line with the goals of the Strategic Plan (increased income to BBOWT, more nature everywhere and more people taking action for nature)

### **Strategic Partnerships**

- Research, identify and build new strategic relationships with corporate partners which move beyond the existing Investors in Wildlife programme
- Coordinate strategic corporate relationships across BBOWT, ensuring appropriate staff from across the organisation are appropriately involved and contributing
- Develop new styles of corporate relationship and partnership, focusing on ongoing, meaningful and mutually beneficial relationships

### **Commercial Income**

- Scope and, where appropriate, develop potential new commercial income streams for the Trust, focusing on outdoor wellbeing, sustainability, and nature-based solutions

### **Other**

- Implement metrics to monitor return on investment, long term income projections and continually refine the approach to maximise effectiveness
- Prepare progress and analytical reports as required for the Director, Chief Executive and/or Board of Trustees
- Maintain awareness and market intelligence on both current and future trends in corporate/commercial partnerships within the charity and environmental sectors
- Adhere to all Trust policies, procedures and systems
- Represent the Trust in a professional manner and to act at all times in a manner which will not damage its reputation
- Incorporate BBOWT Values and Behaviours into day to day working practice
- Ensure compliance with all aspects of the Charities Act, Charity Code of Conduct, GDPR and guidance from the Fundraising Regulator and Chartered Institute of Fundraising
- Ensure that all health and safety obligations are met in all aspects of the role
- Any other duties as delegated by the Director

### **Key relationships (other than line manager)**

- **Managing Director, Future Nature Consultancy**
- **Conservation Strategy Director**
- **Royal Society of Wildlife Trusts** – to ensure BBOWT benefits from the expertise and knowledge-base of RSWT

**PERSON SPECIFICATION**

	<b>Essential</b>	<b>Desirable</b>
Proven experience in a corporate, commercial or business environment	✓	
Demonstrable evidence of positive and beneficial relationship building	✓	
Entrepreneurial thinker with a creative flair	✓	
Excellent communication skills - both written and oral	✓	
Computer literate – familiar with Office suite	✓	
Proven negotiating skills	✓	
Experience in managing sponsorships, partnerships, external relations or sales/marketing		✓
Experience of data analysis and reporting return on investment		✓
Familiarity with CRM systems		✓
Interest in and understanding of sustainable and green commercial opportunities		✓
Ability and willingness to demonstrate the BBOWT behaviours of Connect; Grow; Lead by Example; Positivity; and Conscious Inclusion	✓	
Interest in and empathy for nature conservation		✓

**MEASUREMENTS OF SUCCESS**

- Refreshed and invigorated Corporate Membership scheme
- Increased income from corporate partners via corporate membership scheme and strategic corporate partnerships
- Coordinated approach to strategic corporate relationships across BBOWT through coordination and management of relationships
- New multi-year strategic corporate partnerships
- Commercial opportunities for BBOWT scoped and developed by end of current 2021-2026 strategic plan