

A photograph of two brown bears in a forest. The bear in the foreground is looking towards the camera, while the one behind it is looking slightly to the right. The background is filled with trees and foliage, with sunlight filtering through, creating a warm, golden glow. The bears have thick, brown fur and are standing on a forest floor covered with green ferns and other vegetation.

# WCMC

**AD1465 Engagement Lead, Integrated Biodiversity  
Assessment Tool**

**Application Pack**





## ABOUT WCMC

WCMC is a UK-based registered charity that operates in seamless collaboration with the UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC).

UNEP-WCMC is a specialist Centre on biodiversity, and nature's contributions to society and the economy. The Centre is confronting the global crisis facing nature through its unique position in ensuring science, knowledge and insights shape global and national policy, and by working with partners around the world to build capacity and create innovative solutions to environmental challenges. The Centre uses its position as a respected custodian of powerful and trusted environmental data to create positive impact for people and nature.

**"We are in a make or break decade for nature with WCMC set to play a pivotal role in ensuring humanity finally begins to reverse the catastrophic loss of biodiversity globally."**

Jonny Hughes, WCMC CEO





# Thank you for your interest in the role of Engagement Lead

We are seeking an Engagement Lead to join the growing Nature Economy and IBAT teams, working at the junction between biodiversity and the private sector.

This role is at the forefront of the business and biodiversity space, providing practical solutions to drive action by the business and finance community. You will play a critical role in driving the continued growth of the Integrated Biodiversity Assessment Tool (IBAT), as it evolves to meet the emerging needs of a rapidly changing disclosure landscape. As a key member of IBAT's leadership team, you will be responsible for IBAT's business development and marketing efforts, ensuring that IBAT remains a trusted tool for organisations seeking to take positive action for nature.



# ABOUT THE TEAM

Our Nature Economy team energises, enables and empowers leaders across all sectors of the economy to act for nature. We support businesses, governments and financial institutions with the knowledge, tools and capacity they need to measure and account for their impacts and dependencies on natural capital. Our goal is for them to implement actions towards a nature-positive future.

Our Nature Economy team has tripled in size over the last five years. We have an established and resilient team, accustomed to delivering to an extremely high level. The team's work covers: Economy Transformations, Nature and Trade, Finance for Nature, The Proteus Partnership, and Targets and Metrics.

Our work includes some of the most exciting and impactful projects and initiatives in this field.

- We created ENCORE together with UNEP Finance Initiative and Global Canopy and through this work we've changed the way financial institutions think about dependency-related risk.
- We are delivering the TRADE Hub, a 5-year research project engaging 40 partners in 15 countries which is developing a roadmap to sustainable global trade.
- Our Proteus Partnership has been changing the way the private sector engages on biodiversity since 2003.
- We're working with the UK Government to explore how the landmark Dasgupta review can be implemented at national-level.
- We delivered UNEP's Nature Risk Profile methodology, an open-source and scientifically robust approach for integrating biodiversity into financial ratings.
- We are a core knowledge partner for the Taskforce on Nature-related Financial Disclosures, providing significant advice and input to their Framework development.





# ABOUT THE TEAM

## Engagement Lead, Integrated Biodiversity Assessment Tool

The IBAT team is drawn from across the IBAT Alliance partner organisations. We are a growing multidisciplinary team who work on all aspects of IBAT, ranging from technical development, user support, business development, marketing and comms, and finance. Headquartered in the David Attenborough Building in central Cambridge, we support IBAT's 23,000+ users around the world, as they use IBAT to integrate biodiversity into their decision making.

The IBAT team is supported by staff from across the IBAT Alliance partners – four of the most influential conservation organisations. While this role is hosted by UNEP-WCMC and will sit within Nature Economy, you will work directly with the IBAT team, and build relationships across the IBAT Alliance partners to help deliver IBAT.





# ABOUT THE ROLE

## Job Description

### Main Purpose of the job

The UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC) strives for a sustainable world for biodiversity and people. One of the impact areas in UNEP-WCMC's strategy is Nature Economy, where we enable and empower leaders across all sectors of the economy to act for nature.

We support businesses, financial institutions, and governments, to ensure they have the knowledge, tools and capacity to measure and account for their impacts and dependencies on natural capital so they can implement actions towards a nature-positive future. Fifteen years ago, a ground-breaking alliance between UNEP-WCMC, BirdLife International, Conservation International and the International Union for Conservation of Nature (IUCN) launched the Integrated Biodiversity Assessment Tool (IBAT). This tool integrates data from globally authoritative biodiversity datasets – the World Database on Protected Areas, World Database of Key Biodiversity Areas and the IUCN Red List of Threatened Species – into a single portal to support decision-makers from industry, finance and governments. Today, it continues to be an innovative solution for providing biodiversity information to decision-makers while channeling resources into the underlying datasets. This post is hosted in the Nature Economy team of UNEP-WCMC, and works full time as part of the IBAT Secretariat supporting IBAT.

The Engagement Lead will lead scaling IBAT's business development. Leading a team of programme officers, and working closely with the IBAT Manager, IBAT User Sub-committee and other members of IBAT's leadership team, the post holder will develop and implement sector-specific outreach strategies targeting key sectors of the economy with the greatest impact on biodiversity. The post holder will engage with businesses and financial institutions to expand IBAT to more organisations while overseeing IBAT's marketing and communication activities. The post holder will manage IBAT's user support and training efforts, ensuring organisations receive the support they need to incorporate and mainstream biodiversity into their decision-making. Working within a multidisciplinary and cross-organisational team, the post holder will draw on both their expertise and user insights to develop a pipeline of projects to enhance IBAT's products and services to expand its impact.



## Key Areas of Responsibility

The post holder will:

- In alignment with, and to drive IBAT's Strategic Plan, develop i) an ambitious Business Development Strategy and ii) a highly targeted Marketing Plan, each with quarterly key performance indicators (KPIs).
- Lead by example in the implementation of the Business Development Strategy and lead IBAT's team of Programme Officers, ensuring they have the required support to flourish in their roles in continuing to grow IBAT at the pace of the market.
- Forecast capacity constraints and lead recruitment of IBAT Programme Officers.
- Establish and nurture strategic partnerships and alliances with professional service firms, tech companies, NGOs and data providers to drive business expansion and relevance. Lead on negotiations and manage relationships with partners across a wide range of sectors.
- Develop and manage a pipeline of innovative user-informed products in IBAT to enable transformational change in the way both IBAT and its users operate.
- Deliver virtual and in-person demonstrations of IBAT to potential subscribers.
- Lead IBAT's portfolio of user engagement activities, including user support, training, marketing and communication activities.
- Deputise for the IBAT Manager as required.

As part of their role, the post holder will also be expected to:

- Collaborate with stakeholders from across the IBAT Alliance.
- Build and develop the capacity of the IBAT team.
- Represent IBAT and the IBAT Alliance globally at high profile events, workshops, and conferences (both online and in person) and oversee the organisation of such meetings where required.

## Other Duties

The position may require international travel on behalf of the Centre. The post holder would undertake any other duties as may be required from time to time commensurate with the level of the post and adhere to such targets as may be communicated by the line manager from time to time.



# Person Specification

## Qualifications/Education

### Essential:

- Undergraduate degree in a field related to biodiversity, environmental sustainability, economics or international business.

### Desirable:

- Postgraduate degree in a field related to biodiversity, environmental sustainability, economics or international business.

## Experience

### Essential:

- 5+ years experience in a business development or enterprise sales role, with a demonstrated ability to drive growth.
- Experience of successfully leading high performing and growing teams, including capacity building and recruitment.
- Proven track record of delivering complex projects.
- Experience representing organisations at high profile at events.
- Experience managing strategic partnerships with a variety of stakeholders across the business, financial and NGO sectors.

### Desirable:

- Proven experience working on business and biodiversity-related topics.
- Robust understanding of biodiversity and conservation principles.
- In-depth knowledge of biodiversity datasets, ideally the World Database on Protected Areas, the World Database of Key Biodiversity Areas, and the IUCN Red List of Threatened Species.
- Experience in one or more of the IBAT Alliance organisations, or an international conservation NGO.
- Experience of marketing and sales plans to deliver technology-based products.
- Fluency in other languages, particularly Spanish or French

## Skills

- Demonstrated strategic expertise in applying critical thinking to solve complex problems and plan for the future, with an aptitude for analytical skills, communications skills, problem-solving skills and planning and management skills.
- High levels of professionalism, initiative, energy, creativity, and flexibility.
- Self-motivated and driven, with a strong entrepreneurial mindset and the ability to generate opportunities.
- Motivated by KPIs and over-achieving on them.
- Thrives in a networking and relationship management environment.
- Strong project management, administrative and organisational skills, including prioritisation and working to deadlines.
- Excellent communication skills, including writing, presentation and facilitation skills to a range of audiences, at different technical levels and through a variety of media.
- Strong interpersonal skills, attention to detail, and the ability to manage and motivate staff to deliver high-quality outputs.
- Excellent writing and proofreading skills to produce and review concise, compelling and clear information for a range of technical and non-technical audiences.
- Fluency in written and spoken English is essential to this role.
- The ability to work autonomously and collaboratively within a team in both face-to-face and remote settings, and give and receive constructive feedback.



## **Type of Person Required**

The successful candidate will be highly motivated, strategic and innovative. They will be passionate about biodiversity, and enthusiastic about advancing the global biodiversity agenda. They will couple an appreciation of private and financial sector culture and operations and the need for a practical approach.

They will demonstrate excellent leadership, interpersonal and communication skills. Self-motivated and driven, with a strong entrepreneurial mindset and the ability to generate opportunities. They will be able to thrive in a startup environment, demonstrating a proactive and resourceful approach to achieving results, with a keen interest in providing practical support and solutions to address real-world challenges.

## **Other Relevant Information**

This is not a United Nations Post.



# OUR OFFER

**Job Title:** Engagement Lead, Integrated Biodiversity Assessment Tool

**Team:** Nature Economy

**Reporting to:** Deputy Head of Nature Economy

**Job Reference:** AD1465

**Start date:** ASAP

**Salary:** GBP 46,000 to GBP 58,000 per annum, depending on skills and experience

**Contract:** Permanent, Full-time

**Location:** The post holder will be expected to reside in the UK. We have a flexible hybrid working policy in place, for further details, please see below. We are usually permitted to offer visa sponsorship where the role meets sponsorship criteria. WCMC pays the employer costs, but does not pay for the costs that the employee is responsible for, including the health surcharge and visa cost, which can be over £7000 per person for the full sponsorship term.

***This is not a United Nations Post. This position is with the charity WCMC, working in collaboration with UNEP.***

As a minimum we aim to match market rates for the conservation charity sector in Cambridge and invest a lot of effort to benchmark our salaries, ensuring that people are rewarded fairly for their role. To add to this, we offer some great benefits - here are the highlights:

- 12% non-contributory pension after 1-year of service (8% after three months).
- Annual cost of living increase and regular salary reviews.
- Good opportunities for progression and promotion around a fifth of staff gaining promotion annually.
- Flexible hybrid working policy which allows multiple combinations of home, office and remote working, including working from anywhere in the world for up to six weeks. Employees are required to attend the Centre (office) in person for a minimum of 2 days a month. All employees MUST reside in the UK and live within a suitable distance of Cambridge to attend the office in line with the Flexible Hybrid Working Policy.
- Life assurance against death in service (4X annual salary).
- Company sick pay which increases with term of service.
- Generous annual holiday allowance of 25 days (FTE), increasing by one additional day each full calendar year worked up to 30 days.
- Scheme to buy or sell annual leave where staff can choose to 'buy' annual leave days or 'sell' unused leave.
- Generous maternity leave, shared parental leave and adoption leave policies that cover 18 weeks at 90% pay after a qualifying service period. Also six weeks paid paternity leave and one week paid grandparents leave.
- Unpaid sabbatical scheme which applies after at least 12 months continuous service with WCMC.
- Free parking at the Huntingdon Road office.
- Eye test costs covered and a contribution of £50 towards prescription glasses if your optician agrees that you need them for VDU use.
- Excellent training and development opportunities, designed for every career stage, with five days minimum training annually for every employee. This can be used flexibly for training courses, attending conferences, webinars or workshops, coaching and mentoring, shadowing or practicing skills or reading.
- Cycle to work Scheme which helps spread the cost of purchasing a new bike.
- Fantastic shared social space and kitchen facilities with free tea and fresh coffee.
- Employee assistance programme and bereavement line to offer help and advice to staff and their families on matters related to wellbeing, finances, relationships, family and more. This includes a number of free counselling sessions if they are needed.
- Brilliant social committee which organises regular fun events and social gatherings.
- Caring Staff Liaison Committee that listens and makes recommendations on continuously improving the working experience for staff.
- Focus on environmental sustainability kept in check by our Environment Committee.
- Free annual flu vaccine.
- Interest free study loans (subject to conditions).
- A diverse and inclusive workplace with over 40 nationalities represented on the staff.



## Training

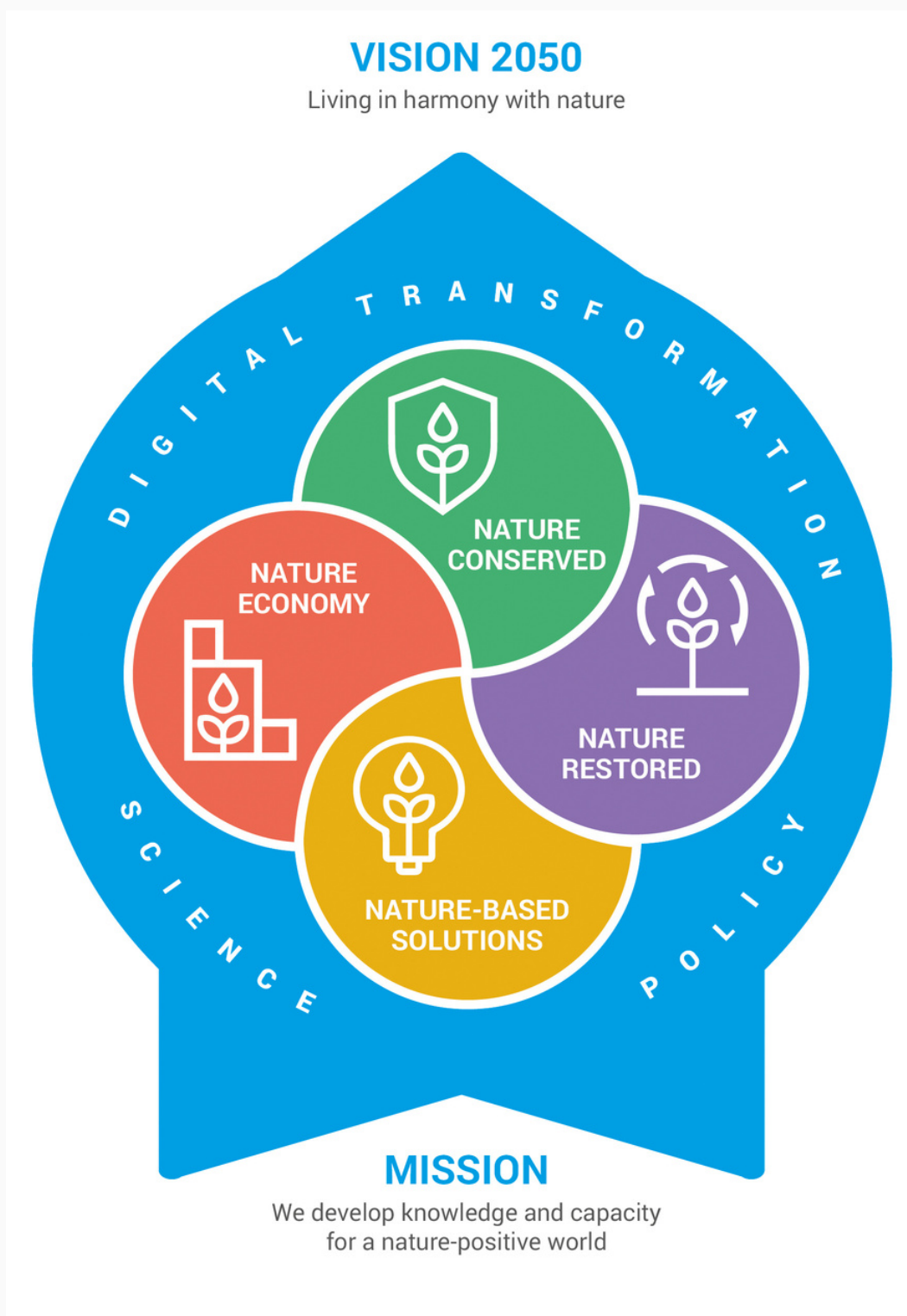
Our aim is to do our best for every person who works for us, so that they build their skills and knowledge over their career with us, and when they leave (some never do!) they are better placed to move onto the next stage of their career.

We have a comprehensive induction programme that spans the first 6 months including what's critical in the first week, first month, and then monthly afterwards.

- We encourage everyone to use 5 days for their own personal development each year;
- Standard training courses which include: management development; coaching culture; resilience; negotiation; pitching and closing a deal, for example.
- We also design our training and performance development reviews and organise bespoke training courses that meet the skill gaps in the organisation and fulfil the training needs of the people within it.
- Peer-to-peer learning from our community of experts, taking advantage of the breadth and depth of knowledge and experience across the organisation.
- Internal and external invited speakers, workshops and talks that anyone can join or initiate.

## UNEP-WCMC Strategy

UNEP-WCMC delivers its strategy through four independent impact areas which are complemented by three cross cutting innovation areas.







## The people

We have around 230 amazing people who make up our organisation. We are a really friendly bunch of professionals and do not think a single person has ever left the organisation without saying that it is the people that make the organisation fantastic and how much they will miss them when they leave. We truly do have world class scientists and professionals!



## The culture

The WCMC culture is very supportive. There are lots of ups and downs in life, and we want to support our people through the difficult patches, so they can flourish again. We have a free employee assistance line that is available to all employees and their families and offers 6 remote counselling sessions and other advice services.

We have redesigned our kitchen and library to make a fantastic social space where you can have a quiet chat or a loud lunch with your colleagues! We have lots of outdoor space including a wildlife pond, which is a popular area for outdoor meetings and relaxation. We also have tea every Wednesday afternoon, with locally homemade cakes and catch up with everyone and everything that is going on at WCMC.

We are affiliated with Cambridge University, and have rooms in the David Attenborough Building that we can use when we wish. UNEP-WCMC is also a member of the Cambridge Conservation Initiative and we often collaborate with our CCI colleagues in our work.

WCMC attaches great importance to addressing safeguarding and ethical considerations in all activities carried out by its staff, including where partner organisations or individuals are part of the delivery of our work. This includes children and vulnerable adults in the community who may be vulnerable to abuse. WCMC acts with integrity, is transparent and expects applicants to share the same values.



## Diversity

We really take our diversity seriously, as we operate globally and need to have the people perspectives within the organisation, to fully understand our clients and partners that we work with. Our aim following the introduction of the points based immigration system was to increase our diversity not only in our range of nationalities, but in all protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex).

WCMC has a sponsorship licence and always take the best candidate for the role from a whole range of applicants and offer sponsorship to those that require it. We have people that have worked for us for more than 30 years, and our fantastic internships often attract the best and brightest graduates.

# HOW TO APPLY

**If you are looking for a rewarding and motivating post, we want to hear from you.**

Please complete our [application form](#) and send it together with your [2 page CV](#) and a [short covering letter](#) through this [link](#).

We screen candidates based on skills and experience and not their personal details.

**Please do not include a photograph on your CV, and note that any applications which include a photograph may be automatically rejected.**

**Closing date: 17 MAR 2024**





# WCMC

LEARN MORE ABOUT OUR WORK IN COLLABORATION WITH UNEP:



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UNEP-WCMC

[www.unep-wcmc.org](http://www.unep-wcmc.org)