

WCMC

**AD1423 Head of External Affairs
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 Head of External Affairs

We are seeking an influential leader with expertise in developing and implementing fundraising, marketing and communications plans and strategies. You will bring a clear vision and strong strategy in all aspects of our external communications. This includes increasing and diversifying our fundraising income streams and creating compelling and well-branded messaging that creates measurable and meaningful change.

ABOUT WCMC AND THE TEAM

The Organisation

Join us at an exciting time of growth and change in a crucial role within our organisation as Head of External Affairs.

At WCMC, our dedicated, professional team includes around 230 scientific and support staff, as well as a continually changing line-up of student interns, collaborating postgraduate candidates and visiting honorary fellows. Our culture is built around innovative collaboration, WCMC is able to adapt quickly and responsively to changing needs for specialist services. We are driven by our mission and provide a stimulating and supportive work environment that offers our team exposure and access to interesting people and new ideas. Our organisational values reflect our diverse, supportive and welcoming culture and are fundamental in developing and encouraging our success.

WCMC's staff are passionate, experienced, ambitious and results orientated, providing you with a brilliant opportunity to develop and contribute your own skills. In addition to the training and development opportunities, we offer a competitive salary and benefits package, including generous pension contributions, enhanced family benefits that offers greatly improved pay for parents taking maternity/shared parental leave/adoption leave/paternity leave.

The Team

The Development & Communications Team increases the visibility and reach of, and secures funding and resources for the critically important work of UNEP-WCMC. We build the awareness and profile of UNEP-WCMC as a global centre of excellence on biodiversity and nature's contribution to society and the economy. Our goal is to maximise the impact of the Centre's work to deliver transformative change for people and planet.

Our growing team of 12 people encompasses fundraising, communications, events, strategic impact monitoring and marketing. Together we work with all of the impact and innovation teams across WCMC and with our partners to build the knowledge, tools and capacity needed to design, fund, promote and deliver our projects as well as monitor the collective impact of our efforts.



ABOUT THE ROLE

Job Description

Main Purpose of the job

The UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC) is a global Centre of expertise on nature.

The Centre operates as a collaboration between UN Environment Programme and the UK registered charity WCMC. Together, we are confronting the global crisis facing nature.

We do this through collaborating with partners around the world to create innovative solutions to environmental challenges.

We use our position as respected custodians of powerful and trusted environmental data to create positive impact for people and nature.

We are uniquely placed to ensure our science, knowledge and insights shape global and national policy.

Our Strategy to 2025 emphasizes the need to extend our reach and access new resources, build new partnerships, make best use of our talents and improve our external visibility, whilst ensuring our internal processes are aligned to generate maximum impact for nature and people.

This senior leadership role will lead our external engagement to enable UNEP-WCMC to deliver its strategy and vision. The role will oversee the development of trusted and enduring relationships with individual donors, trusts and foundations and other strategic partners to unlock financial resources to drive sustainable growth and income diversification. It will also ensure excellence in all UNEP-WCMC's communications, media relations, branding and marketing so as an organisation we create measurable and visible impact for nature and people across the world.

This is a senior leadership role within UNEP-WCMC reporting directly into the WCMC CEO.

Key Areas of Responsibility

Development and Partnerships

- Develop and lead implementation of a fundraising strategy that supports our overarching income targets and organisational objectives, with a view to increase income and build financial sustainability of programmes.
- Working closely with the Development team, oversee the implementation of outstanding donor cultivation and retention plans.
- Personally develop and maintain partnerships and relationships with major donors, trusts and foundations and institutional donors.
- Attend networking events and meetings with potential donors.
- Support and provide advice, guidance and tools to programme staff to drive a capability and culture for securing income from non-contract related sources.
- Coach colleagues to bring a more entrepreneurial approach to development.
- Coordinate staff input to priority fundraising initiatives, ensuring that opportunities are developed in a cohesive manner.
- Oversee adequate monitoring and reporting on fundraising KPIs and progress.
- Prepare reports and give presentations on fundraising progress to the senior leadership team and the Board.

Communications, Marketing and Events

- Develop and lead implementation of a communications, media and marketing strategy.
- Collaborate with all teams across the organisation to develop propositions and deliver audience-led communications and engagement strategies in support of the overall organisational strategy.
- Be the creative lead on the development of all communications, media and marketing outputs.
- Oversee UNEP-WCMC's portfolio of events ensuring that they strategically contribute towards to delivery of programme outcomes and impact.
- Design and implement evaluation and monitoring processes to evaluate communications, media and marketing outcomes against brand and organization wide objectives, including producing reports for the Board.
- Lead on audience/market research and analysis, and brand reputation ensuring recommendations are shared and acted on internally.
- Ensure consistent messaging and integration of all communications assets and channels.

Strategy and Leadership

- Be a central and active member of SMT and provide regular advice and guidance to the UNEP-WCMC Director and Deputy Director and WCMC CEO on all aspects of development and communications.
- Support the WCMC CEO, CFO and colleagues on SMT during the budgeting process to ensure long term financial resilience and realistic income targets.
- Lead the team of communications, marketing, events and fundraising professionals in the Development and Communications programme, representing them on SMT, and providing project management support to ensure they have the necessary systems and resources in place to meet objectives.
- Line manage and motivate staff in o Development and Communications programme through objective setting, continuous performance management, annual appraisal, training provision and personal development planning
- Ensure adherence to data protection legislation.
- Ensure that all the necessary communications and fundraising policies, procedures and systems are in place, implemented and regularly updated in compliance with current legislation

Other Duties

You 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 their line manager. The Head of External Affairs will be required to present the Centre externally and undertake international travel on behalf of the Centre.

Person Specification

Qualifications/Education

Essential:

- Educated at least to degree level or equivalent
- Professional fundraising, marketing or communications qualification or equivalent years of experience

Desirable:

- BSc in Biology/Geography or similar

Experience

Essential:

- At least five years' experience in a mid/senior level fundraising and/or communications or marketing role in a large organisation
- Experience of leading development and delivery of effective partner/customer engagement programmes
- Strong track record of developing and implementing fundraising, marketing and communications plans and strategies and track record of delivering growth in fundraised income from a range of income streams
- Proven ability to build relationships with high net worth individuals, charitable trusts, foundations and other institutional funders which led to significant grants
- Experience of managing and advising on areas relating to reputational risk
- Exceptional leadership, management and coaching skills, with the ability to work well in a team
- Understanding of the policy context within which the charity sector operates and ability to work with policy colleagues to influence change within a policy environment
- Commercial and financial acumen, able to set and manage budgets and create and capitalise on new opportunities to generate income from a range of sources
- Track record of demonstrating judgement, diplomacy and tact, and negotiating skills in managing multiple stakeholder relationships and a persuasive and diplomatic networker at a variety of levels

Desirable:

- Experience of working in a global organisation
- Experience of working with international programme staff
- Experience of working with Government bodies and foundations; EU representatives; major trusts and charitable foundations; corporate and high level donors

Skills

- Exceptional written and verbal communication skills – confident and engaging presenter, can explain complex issues clearly, with impact to a range of audiences
- Relationship-building and stakeholder management – high level influencing and negotiation skills; able to build and maintain effective networks & partnerships
- Strategic planning and analytical skills
- Problem solving and decision-making – develops practical solutions in complex and multi-stakeholder situations
- Line management and coaching – able to inspire a team of committed professionals

Type of Person Required

This position requires someone with exceptional knowledge of the funder landscape, public affairs, external partner engagement and management skills. You will combine confidence and interpersonal skills with sound policy, fundraising and communications knowledge in order to represent WCMC positively and persuasively.

OUR OFFER

Job Title: Head of External Affairs

Team: Development and Communications/Directorate

Reporting to: CEO

Job Reference: AD1430

Start date: ASAP

Salary: GBP £55,000 to GBP £75,000 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 able to offer visa sponsorship to the preferred applicant.

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. The WCMC Flexible Working Policy is a pilot scheme, whereby 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 four 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 200 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: Friday 21st July 2023



WCMC

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