

WCMC



**AD1496 IBAT Outreach Officer - Development
and Communications**
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). Together, we are confronting the global crisis facing nature.

We do this through our unique position in ensuring science, knowledge and insights shape global and national policy. We have around 240 passionate professionals on our staff drawn from over 40 nationalities who work with partners around the world to build capacity and create innovative solutions to environmental challenges. The Centre also 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 IBAT Outreach Officer

We are seeking an Outreach Officer to join our growing Development and Communications team, working at the junction between biodiversity and the economy.

The Outreach Officer will work on one of the biggest global challenges facing the world today – the biodiversity crisis. This role is at the forefront of the business and biodiversity space, providing practical solutions to the business and finance community. Supported by experts from four of the most influential conservation organisations, you will empower decision-makers from global companies across a variety of sectors to incorporate authoritative biodiversity into their operational processes.

You will be the public face of the Integrated Biodiversity Assessment Tool (IBAT), representing the IBAT Alliance to industry and conservation communities alike. Using your passion for nature, skills, and knowledge, you will help ensure IBAT remains the world's most authoritative biodiversity data tool and continues to evolve to meet the emerging needs of a rapidly changing disclosure landscape.

About the Team

IBAT - Integrated Biodiversity Assessment Tool

The IBAT Alliance is a collaboration between the United Nations Environment Programme's World Conservation Monitoring Centre (UNEP-WCMC), BirdLife International, Conservation International, and the International Union for the Conservation of Nature (IUCN). The IBAT team is a multidisciplinary, cross organisational team that sits at the heart of 4 conservation organisations. Comprising of developers, ecologists, outreach and finance experts, IBAT functions as a startup within the Cambridge conservation community, able to draw on expertise from across the IBAT Alliance while developing the IBAT platform and guiding business decision making.

Development and Communications

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 14 people encompasses fundraising, communications, events, strategic impact monitoring and marketing. Together we work with all of the programme teams across the Centre and with 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

IBAT has ambitions to raise funds in the region of \$6.2m per year to reinvest back into critical biodiversity data. The IBAT Outreach Officer will help make a lasting impact on people and the planet by generating investment for world-leading biodiversity datasets and helping forward-thinking organisations take positive action for nature.

This is a fast-paced and rewarding role, working within a multidisciplinary and cross-organisational team across several sectors and markets. The role holder will be responsible for driving the next stage in IBAT's business development, conducting research, generating a portfolio of new leads and investments, in addition to helping existing IBAT customers maximise their use of trusted datasets and reports. Working closely with the IBAT Engagement Lead and Programme Officers, the Outreach Officer will engage with businesses and financial institutions around the world to expand IBAT to more organisations.

The successful candidate will partner with IBAT Programme Officers and the Technical team to help ensure best-in-class customer service and support new product development. They will also help raise awareness of IBAT, representing the IBAT alliance externally and supporting marketing and communications efforts.

Key Areas of Responsibility

Business Development and Innovation:

- In line with IBAT's sustainable growth ambitions, research, identify and propose opportunities to engage and serve organisations seeking to act positively for nature across a range of sectors and markets.
- Develop, own, and implement multi-year outreach strategies and plans, in alignment with IBAT's Strategic Plan and engagement ambitions.
- Develop and deliver engagement action plans and Key Performance Indicators (KPIs) in consultation with IBAT Engagement Lead and other alliance members.
- Maintain positive stakeholder relations, across IBAT, the IBAT Alliance, and other internal and external organisations.
- Represent IBAT at industry events and in webinars, proactively identifying opportunities for sector engagement.
- Deliver virtual and in-person demonstrations of IBAT to potential clients, bringing in Programme Officers to support technical discussions as needed.
- Research and share new developments in the wider market and collaborate with the IBAT team and User Sub-Committee to inform and support the development of new products in this space.

Best-in-class Customer Service and Support:

- Develop and deliver email marketing strategy and customer satisfaction strategy.
- Develop and own continuous improvement of the customer journey together with IBAT Engagement Lead, IBAT Partnerships Manager, technical team and finance.
- Work with IBAT's Technical team to improve IBAT's useability as part of IBAT's customer focused, continuous improvement programme.
- Own and manage IBAT's Client Relationship Management (CRM) system and related email marketing, working together with Programme Officers to engage current and prospective customers and deliver customer service excellence.
- Respond to customer queries, working closely with Programme Officers and the Technical team to provide timely, high-quality customer and product support.
- Help develop training materials, including tutorial videos, and briefing notes to provide clear and engaging training sessions to customers.
- Identify opportunities for engagement via the IBAT website and platform.
- Share sales insights and expertise to help strengthen influencing and customer service knowledge in the IBAT team.

Marketing:

- Support implementation of IBAT's marketing strategy, in alignment with IBAT's Strategic Plan, collaborating with IBAT's Engagement team to engage current and prospective customers.
- Support IBAT social media campaigns, helping to share updates and engage audiences online.
- Liaise with Programme Officers to help inform content in regular IBAT newsletters.
- Own IBAT website content updates, together with Programme Officers to ensure the site and related materials are clear, easy-to-understand and value-added.

Other Duties

- Attend relevant meetings in the UK and internationally on behalf of IBAT.
- Undertake other tasks and duties requested by the IBAT Engagement Lead and as appropriate to the grade.
- Ensure that relevant work is carried out to a high standard, in line with the Centre's quality assurance process.
- Promote project work and represent the Centre externally at meetings, conferences, and events, building a network to facilitate project delivery.
- Develop good working relations across the Centre, establishing an internal network, and extending your knowledge of scientific and policy issues relevant to the work of the organisation as a whole.

Person Specification

Qualifications/Education

Essential:

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

Desirable:

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

Experience

Essential:

- Proven experience working in sales or business development in a commercial environment (minimum 3 years).
- Demonstrable experience in leading or developing sales strategies including setting and exceeding targets and KPIs.
- Experience of marketing and sales plans to deliver technology-based products.
- Excellent project management, administrative and organisational skills, including prioritisation and working to deadlines.
- Demonstrated communication skills, both written and verbal, comfortable presenting to a range of audiences and leading and drafting high-quality outputs.
- Experience working in partnership with a variety of stakeholders, such as governments, intergovernmental organisations, NGOs, the business sector, financial institutions, and academic institutions.

Desirable:

- A documented track record in direct responsibility for sales growth in platform and data software sales.
- Experience in supporting users of biodiversity data, tools or approaches, either in person or virtually.
- Fluency in other languages, particularly Spanish or French.

Skills

- Highly skilled in sales and stakeholder engagement.
- High levels of professionalism, initiative, energy, creativity, and flexibility.
- Excellent interpersonal skills, including the ability to work autonomously and collaboratively within a team in both face-to-face and remote settings, and give and receive constructive feedback.
- Quick learner, problem solver and collaborative approach.
- Critical, analytical, and innovative thinking skills.
- Flexibility and adaptability.

- Excellent administrative and organisational skills, including planning, prioritisation and setting and working to deadlines.
- High proficiency in IT skills (MS Excel, Word, PowerPoint, Outlook, and database software)
- Strong communications skills (written and spoken), high level of cultural sensitivity, and comfort liaising with a range of audiences.
- High proficiency in written and spoken English is essential to this role. Fluency in other languages, particularly Spanish and French, is desirable.
- Attention to detail to ensure that high-quality outputs are consistently delivered.
- Willingness to travel abroad and represent IBAT at international meetings or within the UK.

Type of Person Required

The successful candidate will be an ambitious self-starter and collaborative team player, passionate about nature and motivated by sales success and delivering customer service excellence. They will be enthusiastic, driven and thrive in a fast-paced environment. They will also understand the importance of working across disciplines and within multidisciplinary teams to find innovative solutions to global biodiversity challenges.

The role holder will be sensitive to the needs of stakeholders and partners and have the willingness to take on new challenges and acquire new knowledge. It is important that they are able to partner with experts to identify new opportunities, translate data and technical information and communicate it appropriately with a variety of audiences including public and private sector decision-makers.

The successful candidate will have excellent interpersonal skills and have a keen interest in providing practical support and solutions to organisations from all backgrounds to help address real-world challenges and make a lasting, positive impact on nature.

This is not a United Nations Post.

OUR OFFER

Job Title: IBAT Outreach Officer

Team: Development and Communications

Reporting to: Senior MarComms Manager

Job Reference: AD1496

Start date: As soon as possible

Salary: GBP £31,000 to GBP £35,000 per annum, depending on skills and experience

Contract: Permanent , Full-time

Location: The post holder will be expected to reside in the UK within commuting distance of Cambridge and to attend the office in Cambridge 2-3 days each week. We have a flexible hybrid working policy in place, for further details, please email recruitment@unep-wcmc.org

This position is not suitable for visa sponsorship. 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 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. All new starters will be required to attend the office a minimum of 3 days per week during their first three months.
- Life assurance against death in service (4X annual salary)
- Company sick pay which increases with term of service
- Health cash plan contributing towards the cost of essential medical care
- Generous annual holiday allowance of 25 days, increasing by one additional day each full calendar year worked up to 30 days, plus 3 closure days over the Christmas period.
- 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
- 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
- Workplace nursery scheme
- 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
- Wellbeing Hub
- 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

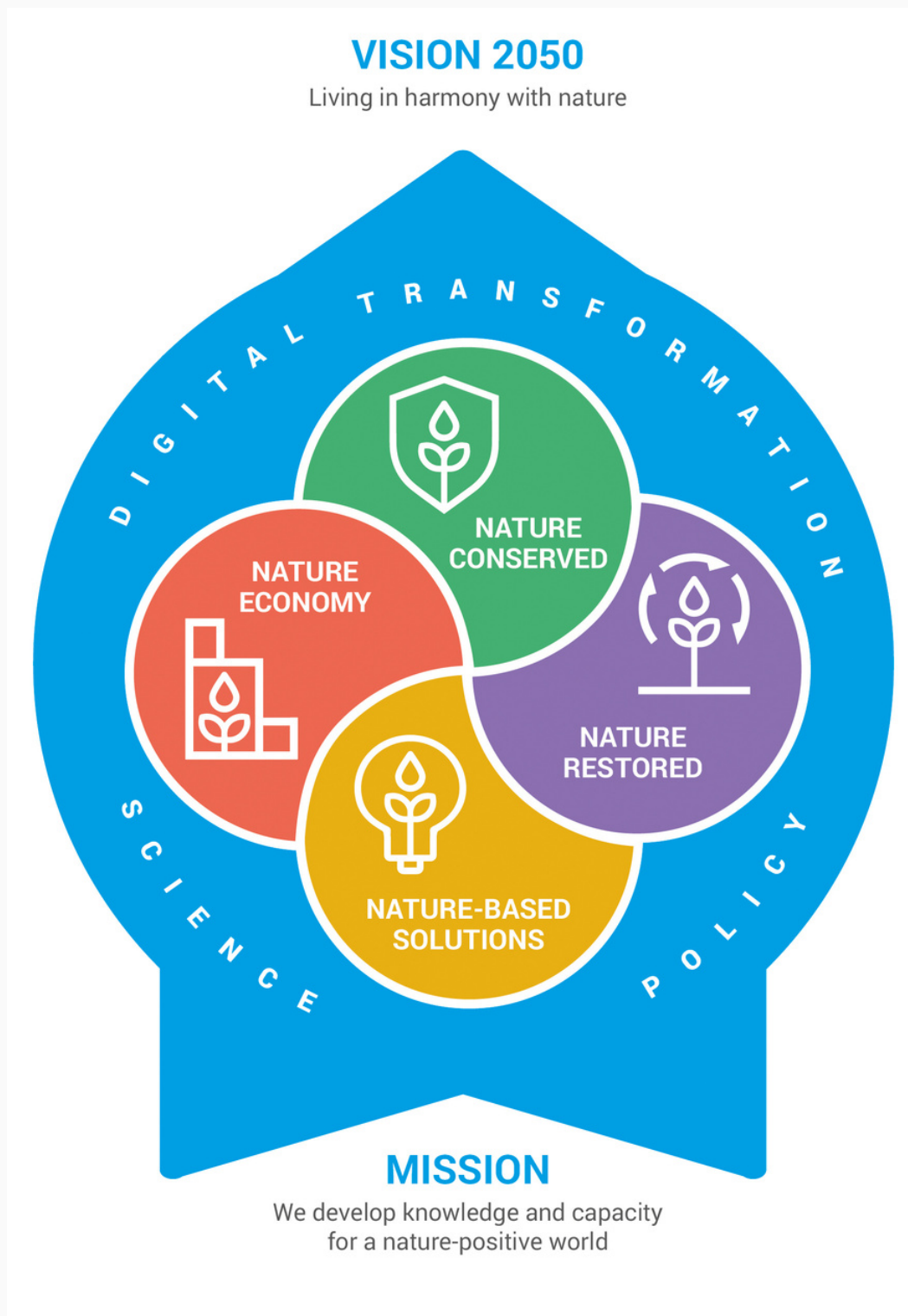
Our aim is to do our best for every person who works for us, so that they build their skills and knowledge over their career with us, and when they leave(some never do!) they are better placed to move onto the next stage of their career.

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 course which includes Management Development; Coaching culture; Resilience; Negotiation; Pitching and closing a deal.
- 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 worldclass 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 home made 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 conducted 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 where this is compatible with visa sponsorship criteria. Due to recent changes in this criteria, we are only able to offer sponsorship for our higher grade roles.

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](#) by applying online at www.unep-wcmc.org/en/vacancies

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: 14th January 2025. Please note we reserve the right to close this position as soon as a suitable applicant is found, so please do not delay your application.



WCMC

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