

Job Description

Job Title:	Business Manager
Grade and Salary	£42,830 per annum (Grade 4, Year 1) based on 35 hours per week.
Weekly Hours:	35 Hours. (This post requires flexibility and it may be necessary to work some unsocial hours, for which time off in lieu may be taken).
Based At:	Cumbria Wildlife Trust offices at Plumgarths near Kendal. Flexible and hybrid working arrangements will be available by agreement, in line with the needs of the role.
Reports To:	Director of Nature Recovery

Job Purpose:

The purpose of this role is to deliver nature recovery outcomes through the development and management of the Trust's business consultancy (Cumbria Wildlife Consulting (CWC)) and its commercial plant nursery. The post holder will ensure that together they provide a high-quality integrated service, meet financial targets, and align with the Trust's mission to protect and restore Cumbria's natural environment and inspire action.

The post holder will develop and establish the Trust's reputation as a leading and dynamic player in delivering nature positive outcomes using a range of commercial mechanisms, including green finance and by building new, high-value strategic partnerships and business relationships with a focus on identifying and developing new business opportunities.

Special Features of the Role:

Biodiversity Net Gain is a key area of development for the Trust. An understanding of the evolving developments in Biodiversity Net Gain (BNG) is desirable for this role. In January 2025, Cumbria Wildlife Trust was also given Responsible Body status for the purpose of writing and holding Conservation Covenants. The post holder will work closely with the Trust's Head of Green Finance to ensure that related activities such as BNG assessments, on/off-site management plans, drawing up and monitoring high-quality Conservation Covenants and their associated documentation are fully integrated with the CWC.

Main Responsibilities and Accountabilities:

Operational Activity

- Oversee the day-to-day operations of CWC and the commercial plant nursery, ensuring efficient and effective service delivery.
- Effectively manage and support staff such that they can deliver contracts within agreed budgets, cash flow, timescales and quality expectations.

- Manage, review and, where necessary, establish operational procedures, processes and specifications to support commercial activity and control quality (e.g., client tracking, measuring client satisfaction, price setting).
- Risk management; identification, assessment and monitoring. Ensure compliance with all legal requirements (e.g., environmental & data protection regulations) and ensure all contracts are delivered in line with the Trust's health and safety policy and relevant ISO standards.
- Work collaboratively across the Trust, seeking opportunities to support and complement Trust activities, especially in relation to land management activities and contracts in the Nature Recovery Directorate.

Team Management

- Based on the business plan, recruit, lead and line manage (including performance reviews/management) the team of CWC and nursery staff, managing their work capacity.
- Support and facilitate the Continuous Professional Development of CWC and nursery staff, ensuring they have appropriate competencies, licences, accreditation and expertise to undertake their work and are able to develop expertise in new service areas in order to deliver to a high standard.
- Foster a collaborative and motivated work culture that encourages innovation and drives high performance and impact.

Financial Management

- Research and complete the CWC business plan in terms of financial forecasting and investment principles.
- Prepare annual budgets and monitor income and expenditure.
- Ensure financial targets are met and a business profit is generated for Cumbria Wildlife Trust.
- Regularly report on financial performance to the CWC Steering Group, Trust's Leadership Team and Board of Trustees.

Business Management and Development

- Working with others, lead business planning for the Trust's commercial services, providing a roadmap for their development, ensuring effectiveness, revenue growth and profitability.
- Develop and monitor key performance indicators (KPIs) to measure success and areas for improvement.
- Identify and pursue new business opportunities that will expand the scope and reach of commercial services while maintaining alignment with Cumbria Wildlife Trust's mission and values.
- Develop, test and market new products and services. Bring forward business cases for investment and help the Trust secure grants or loans as appropriate.

- Market the businesses effectively, working with comms and marketing to utilise digital platforms, networking, and targeted campaigns.
- Seek out examples of good practice elsewhere and engage with other organisations to learn and share information.
- Build cross-working relationships with other Wildlife Trust Consultancies, including supporting Wildlife Trust Consultancy group tenders and skill sharing.
- Work with the CWC Steering Group, Trust's CEO and Leadership Team to establish a new subsidiary (e.g Community Interest Company).
- Provide technical support to the Trust's work to raise awareness of the prominence and contribution of nature to Cumbria's economic prosperity.

Client and Stakeholder Engagement:

- Acting as a central point of contact for CWC and the commercial nursery, representing both externally to key clients, partners and industry forums and internally within the Trust.
- Build and maintain strong relationships with clients, partners, and stakeholders. Promote, negotiate and execute the sale of commercial services and products to them to secure future business.
- Grow the external profile of the Trust's commercial 'offer', including developing promotional materials and organising associated events.
- Represent Cumbria Wildlife Trust at relevant events, conferences, and industry forums.
- Secure market and client feedback to inform future business development.

General

- Contribute to the work of the wider Nature Recovery Directorate and collaborate with staff in other teams and departments as appropriate.
- Take responsibility for own continuing professional development: Stay updated on relevant legislation, trends, and opportunities within the ecological and environmental sectors.
- Ensure effective communications with colleagues and external stakeholders.
- Maintain a flexible attitude to work; being prepared to work out of office hours where necessary (the Trust has flexible working arrangements and time off in lieu is available).
- Where appropriate, ensure data and mapping collected via commercial activities is shared with Cumbria Biodiversity Data Centre and contribute to the Cumbria Local Nature Recovery Strategy.
- Play an active role in the Trust's Senior Management Team and support the overall implementation of Cumbria Wildlife Trust's 5-year strategy – Wilder 2030.

- Work in accordance with Trust policies, paying particular attention to Health and Safety policy, environmental policy, and contribute to the maintenance of a healthy and safe working environment.

Supporting the Trust

- The post holder will provide leadership for their team and be a key member of the Trust's Senior Management Team.
- Be proactive in increasing the Trust's membership.
- Raise the profile of Cumbria Wildlife Trust.
- Seek to raise increased funds for the Trust.
- Develop and participate in educational aspects of the Trust's work, including events, guided walks and illustrated talks.
- Any additional duties as outlined in the Annual Work Plan.
- Any other duties that may reasonably arise from time to time.
- All tasks and responsibilities to be carried out in accordance with the Trust's policies and procedures.

Date: March 2026

Person Specification

Role: Business Manager

1. Skills, Expertise & Attributes

The post holder will be expected to have skills, expertise & attributes in the following areas:

		Essential	Desirable
1.	Passionate about conservation and the natural environment with a commitment to the work of Cumbria Wildlife Trust.	•	
2.	Well organised and reliable with an ability to business plan, manage complex work programs, prioritise and meet multiple deadlines.	•	
3.	Excellent leadership skills with the ability to inspire, support and manage staff effectively.	•	
4.	Proficiency in business planning, financial management, including budgeting and reporting, risk management.	•	
5.	Excellent written and oral communication skills and interpersonal skills. Able to produce accurate, well-written tenders, quotes, reports, presentations, pitches etc.	•	
6.	Highly motivated, enthusiastic and with an entrepreneurial mindset.	•	
7.	Adaptable, pragmatic, able to recognise a problem and find solutions.	•	
8.	Strong analytical skills with a focus on results, quality and continuous improvement.	•	
9.	Self-motivated and able to use own initiative as well as work collaboratively as part of a team. Personable and able to build excellent working relationships both internally and externally.	•	
10.	Committed to formal continuing professional development to stay abreast of legislation & industry best practice and to support the development of new products and services.	•	
11.	Willing to work unsociable hours or away from home on occasion.	•	
12.	Good, confident IT skills - Word, Excel, Google Docs etc.	•	
13.	Marketing skills		•

2. Knowledge & Qualifications

The post holder will have the following knowledge and qualifications:

		Essential	Desirable
1.	Relevant degree or professional qualification, or professional practical expertise.	•	
2.	Knowledge of Cumbrian ecology, an interest in wildlife conservation and/or natural history.	•	
3.	Excellent knowledge of best practice in Health & Safety, environmental practice and quality assurance.	•	
4.	An understanding of marketing, communications and PR.	•	
5.	Full UK driving licence and access to a vehicle.	•	
6.	An understanding of Green Finance, particularly Biodiversity Net Gain principles, ecological services, and related regulatory frameworks.		•
7.	Understanding and knowledge of conservation covenants and related processes		•
8.	Good understanding of the sector, including conservation, land management, ecology, including ecological assessment, species & habitat management, with the ability to price services and ensure competitiveness and cost-effectiveness.		•
9.	Knowledge of governance relating to charities and subsidiary (trading) companies.		•
10.	Membership in a relevant professional body (e.g., CIEEM).		•

3. Experience

The post holder will be expected to have recent & relevant experience in the following areas:

		Essential	Desirable
1.	At least three years of relevant experience and a proven track record in working at an equivalent level to this role.	•	
2.	A track record of delivering business planning, business growth and achieving financial targets, ideally in the conservation, land management, and/or ecology & planning sector.	•	
3.	Experience of leading, managing, motivating and monitoring the performance of individuals and multidisciplinary teams.	•	
4.	Significant experience in networking and securing high-value business and partnerships, ideally in the conservation, land management, and/or ecology & planning sector.	•	
5.	Experience in the analysis and interpretation of data and financial models.		•
6.	Experience in implementing or working with ISO standards and systems.		•
7.	Experience of using project management systems (e.g. Monday.com) and of managing contracts, tendering and related processes		•
8.	Experience of setting up and running a 'special purpose vehicle/trading company'		•