



## JOB DESCRIPTION

**TITLE: WOODLAND ADVISOR** [Full or part time - initial contract temporary]

### REPORTING TO:

Landscape Conservation Manager

### KEY RELATIONSHIPS:

Head of Conservation Programmes E&W; Chief Executive

### KEY OBJECTIVES OF JOB:

- To provide management advice on increasing woodland plant diversity to private landowners and managers at priority sites across England and Wales
- To promote Plantlife's vision for woodland flora as set out in the Ghost Orchid Declaration 2009 and Woodland Report 2011 to interested individuals, key influencers (including MPs/WAMs, civil servants and government) and the media
- To support the development of Plantlife's Major Donor programme by providing advice and support on woodland management to potential donors

### BASE:

The post of Woodland Advisor will involve travel in England and Wales - the post may therefore be delivered from home, a partner office or Plantlife's head office in Salisbury or a combination of the above.

### MAIN DUTIES:

#### *Providing management advice to private landowners/managers*

- Develop management advice and information offer incorporating Plantlife's principles for woodland management
- Identify priority areas in England and Wales and initiate contact with private owners with offer of management advice and/or information (including funding opportunities e.g. woodland grant scheme)
- Provide direct advice and support at a limited number of sites that can provide / have the potential to provide opportunities to share management outcomes with other landowners/managers
- Using evidence gained and resources available to enthuse and enable woodland owners and managers to share in the wider delivery of Plantlife's vision for woodland flora and where possible fungi

### ***Promoting Plantlife's vision for woodland flora***

- Provide information and advice in response to enquiries from the public and other interested individuals including the media arising from the publication of Plantlife's Woodland Report (due for publication in September 2011)
- Identify opportunities to influence management of woodlands by contributing to NGO partners' woodland management learning opportunities/events (including conferences)
- Participate in key national policy discussions including contributing to on-line, social media and public debates to promote Plantlife's woodland vision where expert knowledge, clarity of argument and enthusiasm for woodland management are required

### ***Supporting the development of Plantlife's Major Donor programme***

- Provide bespoke advice service to individuals identified by the Funding Team as potential donors. Advice may involve aspects of woodland creation as well as management through the preparation of draft management plans, repeat visits on site and assistance with implementation of management plans.
- Ensuring advice provided is personal, informative and aimed at developing relationship engagement opportunities in support of Plantlife

### ***Administration***

- Contribute to England and Wales Conservation Teams and the Funding Team meetings, plans, other development and communication activities as appropriate.
- Draft report at end of initial term to summarise achievements to date and identify opportunities for future delivery
- Maintain good communications with Line Manager and sufficient one-to-one on line or in person meetings to ensure delivery remains on target and in line with Plantlife's strategic objectives.
- To undertake other duties as required by the Chief Executive from time to time

## Person Specification

Above all, this post requires a well developed expertise in woodland flora and the proven ability to communicate with passion the beauty of our woodland landscapes as well as their management requirements to a wide range of audiences. Every contact you make will leave the other person wanting to know more about woodlands, more confident to manage their own woodlands better, keen to improve the conditions for woodland flora on their land and to share this with others.

1. This post can be fulfilled as a secondment, as direct employment or as a freelance contract.
2. Initial funding of £15,000 is available plus up to £3,000 travel and disbursements costs although we are keen to explore opportunities to provide further funding to sustain the post beyond the end of the initial period.
3. The post can be worked full or part time - our ideal is to retain a consistent level of delivery for an initial period of 8 - 12 months or longer if the post was worked on a part time basis.

### Essential

- At least two years higher level education in ecology or related field or equivalent qualification(s)
- At least 5 years proven experience of woodland management techniques
- Strong species identification skills
- Good knowledge of the best management techniques to secure and enhance the right conditions on the ground for woodland flora
- Outstanding communication skills - verbal and written
- Strong interpersonal skills and ability to effectively engage a wide range of audiences from private landowners to the media and government
- Able to work on own initiative including meeting deadlines, diary management and strong work management abilities
- Passion for and proven understanding of British woodlands, their history and management needs.
- Full driving license and access to vehicle

### Desirable

- Experience of working in voluntary / NGO sector
- Botanical and/or mycological qualifications or equivalent

**Salary:** The initial sum available is £15,000 plus £3,000 for travel and disbursements to be paid at a rate and over a period to be agreed upon appointment

**Hours:** This is a full / part time post (initially temporary) with hours to be agreed. Where agreed hours are exceeded and the post is employed time off in lieu will be available.

**Location:** The post of Woodland Advisor will potentially involve considerable travel in England and Wales - the post may therefore be delivered from home, a partner office or Plantlife's head office in Salisbury or a combination of the above..

### Benefits with employed/seconded post:

- Pro rata 25 days holiday/pa excluding bank holidays
- Up to 4 days additional holiday provided between Christmas and New Year
- Contribution to personal pension scheme (current rate 5.5% of gross Salary) dependant on employee contribution of 2%
- Eye care voucher scheme

## ESSENTIAL INFORMATION

**Our mission** is to champion the conservation of plants and fungi in the wild

**Our vision** is of a world that values wild plants - now and for the future.

**Our goal** is to halt the loss of plant diversity.

Plantlife is the organisation that is speaking up for the nation's wild plants. We work hard to protect wild plants on the ground and to build understanding of the vital role they play in everyone's lives. Wild plants are essential to life - they clean our air and water, provide food and shelter for our insects, birds and animals and are critical in the fight against climate change.

Plantlife carries out practical conservation work across the UK, manages nature reserves, influences policy and legislation, runs events and activities that connect people with their local wild plants and works with others to promote the conservation of wild plants for the benefit of all.

Plantlife is concerned that our woodland flora continues to decline. Our vision is for a woodland estate where the economic incentives exist for private woodland owners to manage their woods more actively and where those woodlands in public ownership are managed to a higher standard to deliver the public benefits of beautiful landscapes and wildlife. Our definition of woodland landscape encompasses habitats from deepest glade to the dappled shade of rides, clearings and unfenced margins as well as wood pasture and open parkland. The ability for woodland managers and owners to access information and advice on managing woodlands to enhance plant diversity is vital to delivering our vision.

Plantlife was formed 20 years ago and was instrumental in the creation of the Global Strategy for Plant Conservation that was formally adopted by the Conference of the Parties to the Convention on Biodiversity in 2002 and renewed in Nagoya, Japan in 2010. Today, Plantlife is the UK's leading charity dedicated to the conservation of plants and fungi in the wild.

Plantlife is a membership organisation with over 7,000 members. HRH The Prince of Wales is our Patron. Plantlife is governed by a Board of Trustees and managed by the Chief Executive with a staff team of 40. The Senior Management Team comprises the Chief Executive, the International Programme Manager, the Head of Fundraising and Development, the Head of Conservation Programmes for England and Wales and the Head of Finance and Office Services.

Plantlife has its main office in Salisbury, Wiltshire but also maintains offices in Wales, Scotland and at its nature reserve, Ranscombe Farm, in Kent. Plantlife owns and runs 23 nature reserves across England, Scotland and Wales covering more than 4,500 acres.