



Ymddiriedolaeth Natur
De a Gorllewin Cymru
Wildlife Trust of
South & West Wales

Commercial Manager Recruitment Pack

About us

The Wildlife Trust of South & West Wales is a charity dedicated to protecting the region's most precious wild places for people and wildlife. We work on our reserves and beyond to rebuild biodiversity across the region. We work to empower individuals and communities to take action for the natural world. We campaign for better protection of our environment both locally and nationally.

We have over 9000 members, 500 volunteers and manage over 2000 hectares of land on over 100 nature reserves, including Skomer and Skokholm Island. We are one of 46 Wildlife Trusts spanning the UK. Each Wildlife Trust is an independent charity meaning we can respond to local needs and opportunities quickly, but we can also use the leverage of our other Wildlife Trust partners throughout the UK when strength in numbers is needed.



Our goals

We want to tackle the nature emergency, climate crisis and society's increasing disconnect from nature. To achieve this, we have three main goals, which align with The Wildlife Trusts' strategy.

1.

Action for nature: 30% of land and sea managed for nature by 2030.

2.

Action with people: a greater number of people, from more diverse backgrounds, will be taking meaningful action for nature and the climate.

3.

Action on climate: encourage nature-based solutions to address local and global problems.

Our current strategy is available to read [here](#).

The ways we work



Intrinsic value of nature

In a world where the value of nature is increasingly tied to its value to human beings, we promote the intrinsic value of wildlife.

Equality, diversity and inclusion

We are committed to equality, diversity and inclusivity both within our organisation and in our work with others.

Health and wellbeing

We care about the health and wellbeing of our employees. We foster a healthy culture at all levels of our organisation.

Welsh language

We encourage and support staff who wish to learn Welsh, as well as Welsh speaking staff who wish to improve their language skills, to continue their professional development.

Outputs and outcomes

Our work is guided by outputs and outcomes, allowing our staff to work flexibly and to their strengths to achieve our goals. We build trust and autonomy to allow each person to work to their full potential.

Volunteers

Volunteers are an established and integral part of our work. We welcome and encourage volunteer involvement at all levels of the organisation's activity.

Equal opportunities

We are committed to equality, diversity and inclusivity. We are particularly keen to increase the diversity of our staff, volunteers and supporters. We welcome applications from people from groups which are underrepresented in the conservation sector, particularly people from minority ethnic groups, people with disabilities and people from low-socioeconomic backgrounds. Even if you do not feel you meet all the criteria, please do submit an application. We can provide training and support to the right candidate.

As a **Disability Confident employer**, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy. Please let us know if you require any reasonable adjustments at any stage of the application or interview process

Commercial Manager

Job description

Contract: Permanent, 35 hours per week

Salary: £37,000-£39,000

Working base: Bridgend with some home working and travel throughout our area.

Team: DWT Trading Ltd (the charity trading arm)

Responsible to: CEO

Responsible for: up to 6 direct reports

Overall purpose of the job

- Driving forward the income of our trading arm (DWT Enterprises Ltd) and ensuring our trading arm is working effectively to support the charity through the generation of this unrestricted income.
- Oversight of visitor-related infrastructure, ensuring good management and maintenance.
- Supporting the trading arm team, including hands-on help to cover periods of annual leave or sickness.



Main responsibilities

- Setting and monitoring the delivery of the annual budget for our trading arm with input from the various teams within our trading arm. This includes reporting to the DWT Board (part of the Finance Committee).
- Providing direction, advice and support for, retail, catering and accommodation operations, including the island hostels, online shop and all visitor centres. This includes line managing visitor centre managers, WWC Head Chef and the Islands Booking Officer. Ensuring good performance, links between outlets, branding, sustainability etc. Supporting lead staff in each location to review performance, review products/ offers and set targets.
- Oversight of visitor-related infrastructure including visitor centres, islands buildings and visitor accommodation to ensure buildings are maintained and in good repair. This includes helping identify grant-funding opportunities for refurbishment/ upgrades and managing relevant grant claims.
- Support for and development of the Islands accommodation bookings and admin systems. This will include hands-on help during the priority booking period.
- Liaison with the Head of Islands and Marine to manage relationship with Dale Sailing, National Trust and other local stakeholders for the Islands, working with Islands staff and Lockley Lodge staff.
- Engagement with local tourism networks and keeping up to date with relevant legislation and regulations, including understanding of ABTA, new holiday accommodation registration rules etc.
- Advice on Health and Safety issues relating to DWT operations, including participation in the Health and Safety working group and reporting to the Health and Safety committee.
- Liaison with the fundraising and communications team about marketing and communications to raise the profile of our visitor-related outlets and to ensure branding is in line with the charity
- Exploration of wider opportunities for earned income through the trading arm or charity to grow unrestricted income.
- This post is part of the Senior Management team and therefore is also involved with the wider business and strategy of the charity.

For the organisation to work effectively you may be required to assist with other areas of work. You should be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.

All staff are ambassadors for the organisation both internally and externally. You are expected to always act in a professional manner. You are required to abide by organisational rules, policies and procedures as laid down in the staff handbook.



Commercial Manager

Person specification

Personal qualities	Essential	Desirable
Good communicator	✓	
Strong team focus	✓	
Flexible/Enthusiastic approach	✓	
Actively challenges the status quo to find new ways of doing things, looking for good practice	✓	
Interest and passion for nature and the environment	✓	
Problem solver/ creative thinker	✓	
Willing to work 'hands on' as well as taking a strategic overview	✓	

Key competencies	Essential	Desirable
Change management		✓
Strategic thinking	✓	
Stakeholder engagement		✓
Conflict resolution		✓
Excellent business acumen	✓	
DVLC and access to own vehicle	✓	

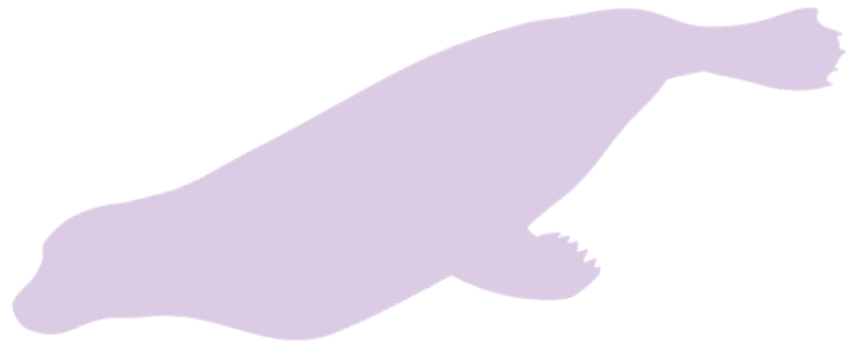


Experience	Essential	Desirable
Experience in or knowledge of at least one of: tourism/ retail/ catering	✓	
Budget management experience	✓	
Managing a varied team of staff (HR knowledge)	✓	
Managing visitor-related infrastructure		✓
Experience of leading business growth		✓
Building and managing relationships	✓	

Knowledge and skills	Essential	Desirable
Relevant degree or sufficient experience working in a related field to cover the key skills needed	✓	
Working knowledge of Health & Safety and its application in this role	✓	
Strong IT skills		✓
Good understanding of Safeguarding in the work context		✓
Understanding of the importance of EDI	✓	
Knowledge of guidance and legislation relating to tourism		✓
Understanding of the principles of sustainability and environmental impact relating to catering, retail outlets and tourism operations	✓	
Welsh Language Ability		✓



Staff benefits



Flexible working

Our working week is 35 hours, and we operate a TOIL working system because some evening and weekend work is required on occasion. It also allows you to work flexibly to cover personal commitments and responsibilities.

Pension

The Trust operates an auto-enrolment compliant pension scheme with a 6% employer contribution from People's Pension.

Holidays

25 days plus bank holidays, plus additional holiday over Christmas/New year (5 additional days).

Volunteer days

We give our staff the opportunity to use two workdays a year to volunteer for other teams within our Wildlife Trust, including on Skomer Island, or for another organisation.

Staff days

We have an all staff day in the summer for teams to meet in person and visit different reserves and visitor centres, including Cardigan Bay Marine Wildlife Centre and Skomer Island.

Training

We provide internal and external training opportunities to further develop our team's skillsets and qualifications.

Travelling expenses

50p per mile. Shared pool cars available if booked.

Key dates

Application closing date:

Friday 18th September at 10am.

Interview date:

Friday 2nd October at Parc Slip Nature Centre, Bridgend.

Shortlisted applicants will be sent invitations to interview by 5pm on Thursday 24th September.

How to apply

Please complete our [online application form](#) or send your completed application form (available to download on our [website](#)) to info@welshwildlife.org with the job title as the subject line.

Please be aware we may not accept applications if we have reason to believe they have been wholly produced using generative AI tools.

Background information

DWT Enterprises Ltd is the name of the trading arm that supports The Wildlife Trust of South and West Wales. The trading arm comprises of:

- The Welsh Wildlife Centre and ancillary buildings that includes café, shop, meeting facilities and visitor accommodation.
- Lockley Lodge – shop and ticket outlet for Skomer Island.
- Skomer Island – visitor accommodation.
- Skokholm Island – visitor accommodation.

Skomer and Skokholm Island visitor operations include dedicated Islands booking and admin staff and systems.

- Cardigan Bay Marine Wildlife Centre – operated under the charity, but with a shop that falls under the trading arm.
- Parc Slip Visitor Centre has a café with function room that is leased to a third party.

DWT supports the charity by gift-aiding the annual surplus to the charity each year. DWT operations are run in a way that complements the aims and objectives of the charity, with due regard to environmental sustainability and with a focus on accessibility and inclusion.

