



# Chief Executive Officer Information for applicants

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## Welcome

Thank you for your interest in the Severn Rivers Trust and the role of Chief Executive Officer.

The Severn Rivers Trust is an environmental charity that has considerable regional influence and impact, and as such the Board of Trustees is seeking to appoint a new Chief Executive Officer with strategic vision, proven leadership skills and with environmental experience.

The new Chief Executive will report, through the Chair, to a highly committed and knowledgeable Board of Trustees. The successful applicant is likely to be a person with a sustained record of effective management and communication in the environmental field and is well versed in the challenges affecting the sector.



Dr Anne Wheeler  
Chair, Severn Rivers Trust Board of Trustees

## Appointment of Chief Executive Officer

£55,000 - £60,000

Full time, permanent role

Based in Martley near Worcester

The River Severn is the longest river in the United Kingdom, stretching for 220 miles from its source in the Cambrian Mountains in Powys Wales, through the counties of Shropshire, Worcestershire and into Gloucestershire to the Severn Estuary. The culture and economy of the historic settlements across the catchment have been intertwined with the river through commercial navigation, fishing, water supply and trade. Today, the Severn's rivers continue to play an essential role in supporting the wildlife, wellbeing and economy of the region.

The Board of Trustees of the Severn Rivers Trust (SRT) is seeking to appoint a new Chief Executive Officer (CEO) who has strategic vision and proven leadership skills, understands the business operating imperatives that combine to make an organisation sustainable in the long term and can lead the implementation of our strategy.

Irrespective of the SRT's status as a registered charity, it is also a business and the operation of the SRT requires strong planning, effective management, and efficient processes, as well as proactive marketing and income generation while maintaining the reputation of the Trust.

The new CEO's leadership skills and experience should cover all of the core responsibilities that accompany the role - strategic organisational planning, business development, operational delivery, workforce development, management of resources and finance. It is expected that the new CEO will also have environmental knowledge and conservation experience.

The role presents an exciting opportunity to take SRT forward and to make significant impact in tackling environmental issues in the region, promoting the concept of integrated catchment management, and implementing the aspirations of the government's 25 Year Environment Plan.

## About the Severn Rivers Trust

The Severn Rivers Trust is a thriving and growing environmental charity. Whilst it is an independent organisation, it is also part of the wider Rivers Trust movement and is a member of both the Rivers Trust and Afonydd Cymru, the umbrella bodies for rivers trusts in England and Wales. Founded in 2008, SRT is the only organisation that works across the entire River Severn catchment in both England and Wales, some 11,500 square miles.

In the last financial year (2019/20) SRT had a turnover of £1.1 million. The Trust undertakes a varied range of work programmes and projects with stakeholders and partners throughout the catchment (including work detailed in the 2019/20 infographic below). The Trust works closely with the Environment Agency and Natural Resources Wales, as two of its major funders, and also with the water companies in its region. SRT also has a highly valued band of volunteers that supports it in various aspects of its work. The range of activities undertaken by SRT can be seen at [www.severnriverstrust.com](http://www.severnriverstrust.com).

SRT has a proactive and adaptable team of dedicated staff who constantly strive to make things happen on the ground, thus making a real, sustainable and positive difference for the river, its catchment and its communities.

SRT also has a trading arm, Severn Rivers Ecology (SRE). The principal activity of SRE is as an environmental consultancy raising funds for use in SRT's charitable work. For the year-ending 31<sup>st</sup> July 2020 SRE had a turnover of £173,000 and an operating profit of £6,720.

SRT's Head Office is in Martley, Worcestershire, with a second office in Welshpool, Powys. It employs around 25 highly committed and well qualified staff, who are spread throughout the catchment, working in four teams.

- 🌱 Land Management
- 🌱 River Restoration
- 🌱 Community Engagement
- 🌱 Finance

The trustees foresee considerable scope for the continued development of SRT and SRE, and the new CEO will have proven experience of leading a highly skilled, diverse and growing team of staff.

# Severn Rivers Trust

## 20 19/20 20

1ha wetland created



63km of river habitat and fish access improvements



67km surveyed for project development

1,193 children engaged in face-to-face activities



Water Management Plans provided to 268 farms

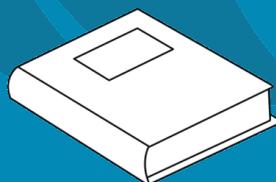


5,000 trees planted



50,288 individuals reached through online activities during lockdown

257 active volunteers



900 education resource pack downloads

## Job Description

<b>Job Title:</b>	<b>Chief Executive Officer</b>
<b>Salary:</b>	<b>£55,000 - £60,000</b>
<b>Pension:</b>	<b>9% Employer and 6% employee contribution / Life Assurance</b>
<b>Hours:</b>	<b>37.5 hours per week</b>
<b>Annual Leave:</b>	<b>36 days (including English bank holidays) increasing to 38 days after two years consecutive service</b>
<b>Notice Period:</b>	<b>Six months (each way)</b>
<b>Location:</b>	<b>Head Office in Martley, Worcestershire (ongoing Covid restrictions may lead to temporary home working)</b>
<b>Contract:</b>	<b>Permanent</b>
<b>Reports to:</b>	<b>Chair of the Severn Rivers Trust Board</b>
<b>Responsible for:</b>	<b>All staff, with four direct line management reports – Head of Community Engagement, Head of Finance, Head of Land Management, Head of River Restoration</b>

## Role Purpose

To lead the implementation of our Strategic Plan as agreed with the Trustees. To ensure that the Severn Rivers Trust is financially stable and a viable commercial operation with a mixture of income streams, and to oversee both the development and morale of staff and relations with principal stakeholders and key funders.

<b>Additional roles:</b>	Director of Severn Rivers Ecology Ltd (trading arm of SRT) Director and Trustee of Afonydd Cymru (SRT representative)
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This is a dual role as the CEO of SRT and a Director, and lead officer, of Severn Rivers Ecology Ltd. All staff have dual contracts with both companies.

All Rivers Trusts in Wales are members of Afonydd Cymru and the senior officer for each Trust acts as the representative of their Trust on the Afonydd Cymru Board.

## Key areas of responsibility

### Strategy

To lead the implementation of the Severn Rivers Trust's strategy in collaboration with the Board, the staff and other relevant stakeholders.

- ❶ Implement and review the Trust's Strategic Plan 2021-24, ensuring that it achieves its charitable, environmental and financial objectives.
- ❷ Act as the Trust's figurehead at regional, national and international levels, and promote its ability to complete projects, influence policy and inform the public.
- ❸ Establish a working environment which attracts and develops high-calibre staff who consistently achieve excellent results and are recognised as leading players in the sector.
- ❹ Develop and strengthen partnerships with a wide spectrum of bodies ranging from government agencies to water companies, other corporations, farmers, fisheries associations, community groups and charities working in the same or related sectors.
- ❺ Champion the professional integrity of the Severn Rivers Trust and Severn Rivers Ecology Ltd and promote a culture of excellence in the services and resources provided.
- ❻ Be fully aware of major developments in policy, both nationally and internationally and position the Trust to take advantage of new opportunities.
- ❼ Be responsible for the financial strategy of the Trust, its annual budget planning and funding sources.

### Operational service delivery, finance and performance management

To maintain and develop the services and resources provided by the Severn Rivers Trust to ensure that the organisation is able to maintain its reputation and achieve its charitable aims and objectives

- ❶ Be an inspirational leader of a dedicated, knowledgeable and experienced team and create a working environment which is flexible, welcoming and motivating.
- ❷ Oversee the translation of strategic objectives into achievable operational plans and individual work programmes, and act as Project Director for principal projects.
- ❸ Lead the monitoring and review of performance across all levels, including organisational control, and the management of projects, finance and staff.
- ❹ Prepare and manage annual budgets, expenditure forecasts and income generation targets.
- ❺ Develop the commercial activity of Severn Rivers Ecology Ltd to increase income for the charity.
- ❻ Co-ordinate the staff appraisal programme and ensure clear and effective staff development plans are in place.

- Lead by example on health and well-being and comply with all policies including Health and Safety, Safeguarding, etc.

## Governance

To ensure that the Board is capable of fulfilling its responsibilities and that the organisation operates in compliance with relevant legislation and statutory reporting requirements

- Make decisions within the authority delegated by the Board, taking account of stakeholder views.
- Attend Board and Audit Committee meetings, report on agreed objectives and performance issues, and ensure effective secretarial support for these meetings.
- Oversee the preparation of the annual report and statutory accounts and acquisitions statement in line with legislative requirements.
- Act as the responsible officer for the Trust's risk register and ensure that appropriate contingency and business continuity and disaster recovery plans are in place.

## Person Specification

### Essential competencies:

- 🌱 **Strategic Leadership**
  - Flair for strategic forward planning and developing both the organisation and its staff
  - Ability to lead a team with emotional intelligence and empathy; to inspire and empower it.
  
- 🌱 **Profile and management skills**
  - Knowledge of the development, resourcing and management of conservation programmes and community engagement
  - The ability to negotiate, build networks, make effective contacts at a high level, and work with the media.
  - The ability to prepare and present reports and budgets clearly, precisely and concisely
  - The ability to comprehend complex information across a range of topics
  - The ability to prioritise a heavy workload and to react in a rapidly changing environment, remaining flexible and calm in all situations
  
- 🌱 **Creativity and Innovation**
  - A talent for Innovative thinking and an aptitude for developing creative fundraising and business opportunities.

Demonstrable Experience	Essential	Desirable
Significant experience at a senior management level	X	
Knowledge and qualifications related to the conservation movement and an understanding of the current economic, social and environmental policies/issues impacting on environmental conservation	X	
Project development and fundraising experience to acquire the resources needed for the business	X	
An understanding of charities and the voluntary sector	X	
Track record of strategic development and delivery	X	
Track record of ability to attract, retain, motivate and develop staff – a team builder	X	
A proven commitment to the conservation of our natural heritage	X	

A self-starter able to take decisions to meet the aims of the organisation	X	
Excellent oral, written and presentational communication skills	X	
Experience of financial management, budgeting, project management and risk monitoring	X	
Proven networking skills and the ability to liaise and build relationships	X	
Experience of leading change management	X	
Full driving licence	X	
Competence in IT, including Office 365	X	
Knowledge of the workings within a charity with a strong volunteer base		X
Knowledge of the Severn, its environment and natural heritage		X
Worked within a wildlife and environmental, community and/or not-for-profit organisation.		X
A working knowledge of Charity, Employment and Health & Safety legislation		X
A technical or practical understanding of natural based solutions and conservation		X
Experience in assessing and managing governance		X
Working knowledge of Xero		X

## General Notes

Due to the current ongoing Covid-19 restrictions, this post will likely be based at the home address of the appointed employee with occasional use of the Trust's Head Office in Martley, Worcestershire until further notice. On the removal of all Covid-19 restrictions it is expected that this role will be formally based at the Trust's Head Office.

The post-holder will be expected to spend time on site as well as undertaking other travel around the Severn catchment, and possibly nationally. Therefore, a full, current UK driving license and daily access to a vehicle covered by business insurance is essential.

This position may occasionally require working during evenings, at weekends and on public holidays. The Trust operates a time-off in lieu system.

The post-holder will be expected to carry out the job responsibilities in an environmentally aware manner, ensuring as little damage to the environment as possible. SRT's aim is to ensure that all resources are used effectively and efficiently. The post-holder will be expected to apply "sound value for money" principles and follow green procurement guidelines in undertaking purchasing or supply of goods and services.

## Application Process

Application forms are available from the Severn Rivers Trust website at [Updates \(severnriverstrust.com\)](https://severnriverstrust.com/updates) or from [admin@severnriverstrust.com](mailto:admin@severnriverstrust.com)

To apply for this role please forward:

- A completed application form to [admin@severnriverstrust.com](mailto:admin@severnriverstrust.com) including the job title in the subject.
- A covering letter outlining your motivation for applying for the post as CEO.
- A CV will be accepted, though it is not required.

If you are invited to an interview, you will be required to undertake a pre-prepared presentation task. The interviews will be face-to-face or online, subject to government guidelines. A second interview may be required.

For an informal conversation about this role, please contact Mike Morris, Chief Executive Officer for the Severn Rivers Trust at [mike@severnriverstrust.com](mailto:mike@severnriverstrust.com) or on 07970 415601, or the Chair of SRT, Dr Anne Wheeler, on 07850 232835.

Deadline for applications: **Midnight Sunday 16<sup>th</sup> May 2021.**

First interviews for this post will take place on **Thursday 3<sup>rd</sup> June 2021**

Thank you for your interest in applying for a role with the Severn Rivers Trust