

Proudly supporting
youth social action



Department for
Digital, Culture
Media & Sport



Pears
Foundation



WOODLAND
TRUST

JOB DESCRIPTION

Job Title:	Head of Youth Re-imagined
Reports to:	Director of Brand and Communications
Location:	Flexible
Hours of work:	37.5 per week, Mon - Fri
Contract:	Full time 12-month fixed-term contract (with a view to the role becoming permanent after 12 months). We welcome applications from candidates wishing to explore a secondment for the initial 12-month period.
Direct Reports:	1
Dimensions:	Strategy Development & Implementation, Expert in Field, Internal Champion, External Representation, Resource Management
Created/Reviewed date:	April 2022

Job Purpose

As part of the Woodland Trust's strategy to 2030, there is renewed focus on engaging young people with the work of the Trust. We know that many young people are committed and ready to act for the environment. We have seen them take action over the past few years in response to the climate and nature crises, but this is not currently reflected in our supporter base. If we are to be relevant to future generations, we need to transform our relationship with young people – recognise their role in helping us achieve our ambitious vision and enable them to express their views and influence our future plans.

We are therefore “re-imagining” our youth engagement to transform our relationship with young people. We are recruiting a small, dedicated team - to be led by the Head of Youth Re-imagined - to ensure that young people are embedded across the Trust's thinking and planning. The aim is for a step-change in our approach to achieve meaningful impact with and for young people as beneficiaries and key stakeholders. The purpose of this role is to develop the emerging priorities for youth engagement into a cohesive youth strategy with the aim of starting the process of operational delivery.



The Woodland Trust is fully committed to working authentically with young people and will be investing in this work over the longer term. The focus of this role in the initial phase is to kick-start the new strategy and lay the foundations for successful engagement

The Person – Expertise and Experience

- A strategic leader with experience of enabling organisational change and continuous improvement, resulting in evidence of positive shifts in the inclusion of young people
- An experienced senior leader with the ability to nurture a new team and define the future of youth engagement at the Woodland Trust.

- Proven experience of working with young people as equal partners, especially in roles that have enabled young people to create social change, be part of decision-making or co-design policies and strategies
- An inspirational and compelling expert, with knowledge and experience in the development and delivery of strategies that embed young people across an organisation towards achieving its charitable aims
- Effective communicator and collaborator with the ability to engage and influence the decisions and actions of others, both internally and externally, and inspire a wide range of audiences
- Proven ability to facilitate, synthesize and assimilate large amounts of information from a variety of stakeholders including young people
- Good knowledge of legislation and policies designed to safeguard children and vulnerable adults and proven experience of implementing robust safeguarding policies
- Experience developing strong partnerships across sectors and with key stakeholders
- Proven ability to take decisions which demonstrate understanding of the impact of these to the whole organisation
- Proven experience of working at a senior level
- Ability to build and retain credibility with diverse stakeholders
- Flexible and able to work collaboratively in a matrix management situation
- Proven ability to manage own time and be flexible to change

The Role – Key Accountabilities

Complexity

- Responsible and accountable for design, development and embedding of Woodland Trust's Youth Re-imagined Strategy, and the mechanisms to meet its agreed objectives



- Deep understanding of working with young people to create social change and influence the decision-making of organisations
- As a member of the Senior Leadership Team, provide credible and inspirational leadership, supporting the Executive and other staff in achieving a shared vision for and with young people
- Establish metrics and monitor key performance indicators linked to agreed Youth Re-imagined objectives
- Develop compelling narrative for Youth Re-imagined, in order to support fundraising efforts with relevant teams across the Trust

Impact

- Enable transformational change in the culture, attitudes and strategy to make the Trust an inclusive organisation that actively seeks young people's voices and involves young people across the Trust, including through high quality volunteering, apprenticeship and employment opportunities
- Ensure that the Trust's vision and aspirations for Youth Re-imagined are accessible to young people from under-represented backgrounds
- Champion young people across the workforce and throughout our supporters and those we work with
- Co-design innovative initiatives that will bring young people's ideas and perspectives into the Trust's strategy, decision-making and communications
- Continuously lead by example, demonstrating the organisational values and driving change within the charity and environmental sector.

Influence

- Build effective relationships with, and influence the actions of others, internally across all functions of the Trust and externally with key stakeholders and partners, including young people, to develop and implement a robust Youth Re-imagined Strategy
- Work collaboratively and cross departmentally, including with the Management Team, Board of Trustees and our country and regional colleagues
- Engage, advise, coach and influence key stakeholders to build capability to deliver the Trust's Youth Re-imagined strategic objectives
- Drive improved awareness and understanding of the role of young people in achieving the Trust's mission

Resources Management

- Responsible for the Youth Re-Imagined budget spend and management account responsibility, including grant management, whilst understanding and collaborating on the resource demands elsewhere in the organisation



- Responsible for developing and managing a small Youth Re-Imagined dedicated team, including placements as appropriate
- Responsible for supporting organisation-wide Youth Steering Group and Young Trustees

How you need to be

Surefooted – Having a clear sense of direction, being confident by doing the right thing at the right time for the Woodland Trust

Nimble – Being innovative and creative and adapting to the changing needs of the Woodland Trust and our people

Trusted – Understanding our people, being a listening ear and keeping promises

Treasured – Great at building relationships across the whole of the Woodland Trust. A respected, go-to person.

In order to achieve our ambitious aims for people and wildlife we recognise 'how we need to be' as people and as an organisation. We expect all of our people to commit to this ideal to help us fulfil our purpose

At the Woodland Trust, we believe everyone deserves to have their lives enriched by trees and woods. We encourage applications that reflect the richness of human diversity and promise the only thing we assess within your application is how you have demonstrated your suitability for the job, and nothing else.

We all have a duty to ensure that our acts or omissions at work do not impact on the health and safety of others and ourselves and that we abide by any safety measures as directed and in accordance with the Woodland Trust Health & Safety Policy.