



**Chief Executive Officer**  
British Trust for Ornithology

# BRITISH TRUST FOR ORNITHOLOGY

## 'A WORLD INSPIRED BY BIRDS AND INFORMED BY SCIENCE'

BTO harnesses the skills and passion of birdwatchers to advance our understanding of ornithology and produce impartial science, communicated so that it can be of benefit to everyone.

### OUR GOALS

BTO increases knowledge of birds and other wildlife, and their relationships with the environment and people, by:

- Enabling more people to learn about birds and science and grow through participation in environmental discovery.
- Delivering impartial, impactful and relevant science.
- Inspiring and empowering people with an understanding of birds and the importance of knowledge.

### OUR PRIORITIES

We will reach our goals by:

- Providing more and better opportunities for people to contribute to our work.
- Monitoring the status of species, researching their ecology and understanding how they respond to change.
- Communicating great stories that bring to life the long-term data, information and knowledge that we hold.

## OUR IMPACT

Our surveys, monitoring schemes and research programmes are designed by expert scientists to answer some of the most pressing questions affecting birds and their habitats. Because of our independence we are able to share our data, expertise and knowledge to inform decision-makers, educate the public and support conservation action. Our long-term datasets provide a measure of change and enable us to look for impacts and test solutions. Our vibrant volunteer network makes us highly effective and ensures that our work reflects the interests of those for whom birds and wildlife are important.

## OUR FOUNDATIONS AND VALUES

The success of BTO is based on firm foundations that include: motivated and skilled staff and volunteers; a strong reputation; a robust business model and effective governance systems and processes.

We are:

- Inclusive and supportive
- Impartial
- Passionate
- Collaborative and open to new ideas

BTO is a Registered Charity Number 216652  
(England & Wales), SC039193 (Scotland).



# CHIEF EXECUTIVE OFFICER

*"This is an extremely exciting opportunity to lead a wonderful charity, in which skilled professionals and volunteers work together to deliver world-class science, outreach and impact. The BTO has a clear vision and goals, underpinned by the shared passion and commitment of its staff, trustees, members, volunteers and supporters, and has been skilfully led by our exceptional outgoing CEO, Dr Andy Clements. The response of the BTO to the current pandemic has been agile and innovative, and the charity has continued to grow and develop during these unprecedented times. It is a pleasure and privilege to serve as Chair of BTO Board of Trustees, and I look forward to supporting the next CEO in helping the BTO continue to flourish."*

**Professor Jenny Gill, Chair of BTO Board**

Are you inspired by birds and nature and passionate about science?

The British Trust for Ornithology (BTO) is seeking a new CEO to lead this vibrant organisation, champion its values and deliver its vision of 'a world inspired by birds and informed by science'.

You will take overall responsibility for design and execution of the BTO strategic vision, building our thriving organisational culture, and providing leadership to our people and network of volunteers who deliver world-class science, engagement and communication.

We seek a CEO with a participative leadership style, capable of providing clear direction, being a confident advocate for the BTO vision and a first-class communicator.

You will be able to demonstrate experience in strategic leadership, the development of successful organisational culture and partnership-working, skills in communication to a wide range of audiences, and knowledge of science, birds and wildlife conservation.

The Chief Executive is accountable to the Board for delivering the mission of BTO. You will report to the Chair of the Board, Professor Jenny Gill, and be supported by department Directors and 130 committed and hard-working staff, based at our headquarters in Norfolk, country offices in Scotland, Wales and Northern Ireland, and Porzana in East Sussex.

The post of CEO of the BTO will become vacant on the retirement of Dr Andy Clements in December 2020.

## WHAT YOU WILL DELIVER

### STRATEGY

Develop and implement BTO's vision and strategy.

Provide strategic leadership and vision for our people (staff and volunteers), ensuring the work of professional scientists, fundraisers and communicators is integrated to deliver maximum impact.

## ABOUT THE ROLE

Critically evaluate the impact we have, agree the impact we wish to have in the future and communicate our impacts to different audiences to demonstrate the contribution BTO makes.

Be accountable for the financial management of the Trust, working in partnership with the Director of Finance and Services, to ensure we have effective and appropriate budgetary and governance processes in place.

Ensure sustainability and wise resource use in delivery of BTO's strategy.

### PEOPLE

Set clear expectations, provide support and development for the senior leadership team and leadership at every level of BTO to realise our full potential and deliver the charity's priorities and plans.

Ensure accessibility of the Senior Leadership Team to staff and promote an inclusive organisational culture.

Inspire, coach and motivate people, by creating an environment that enables capable and self-motivated individuals to flourish.

Champion continual improvement in BTO's approach to mental health and well-being.

Be an ambassador for equality and diversity internally and in the wider sector.

### BOARD AND GOVERNANCE

Act as the main link between the senior leadership team and staff and members of the Board and its committees.

Work in partnership with the Board on strategic and policy issues and monitor performance by providing the Board with appropriate information and sound advice on which to base its decision-making.

Ensure that the Board and its committees are properly serviced through the provision of structured agendas, briefing papers, progress reports and policy proposals.

Assist the Chair in the recruitment of new Board members to provide effective leadership of the Trust.

Oversee management of BTO Consulting.

Ensure good risk management and Health & Safety practices are enshrined in operations.

Keep up to date with the legislative and regulatory environment of charity and company management.

### PARTNERSHIPS, COLLABORATION AND NETWORKS

Develop and maintain networks of key individuals and organisations relevant to the BTO's mission, so as to raise the Trust's profile, to promote the importance of its mission and to demonstrate commitment and dynamism in achieving that mission.

Champion the ongoing development of the BTO volunteer network.

Lead and enhance our partnership with the Cambridge Conservation Initiative (CCI).

Seek opportunities for external support and funding for the BTO's work.

Maintain effective external relations through high-level contact, including public speaking. This will involve contact with government ministers, senior government advisors and civil servants, chief executives of research councils, other scientific bodies, voluntary organisations and our volunteers.

Ensure that customers who commission work with the BTO are satisfied with the quality, timeliness and value for money of the work.

**This is not an exhaustive list; the successful applicant will agree objectives with Chair of Board, Professor Jenny Gill.**

## WHAT YOU WILL BRING TO THE POST OF CHIEF EXECUTIVE OFFICER

### EXPERIENCE

#### ESSENTIAL

- A passion and commitment to science and evidence-based approaches.
- Good knowledge of science, birds and wildlife conservation.

- A track-record of successful senior leadership with the ability to inspire people.
- Experience in strategic planning, financial control and operational delivery.
- Commercial awareness and experience.
- Proven ability to communicate, including digitally, and experience of public speaking.

#### DESIRABLE

- Experience of effective negotiation with and influence of politicians, senior government advisors and NGO leaders.
- Experience of working within charitable organisations.

#### PERSONAL ATTRIBUTES

- Upholds and demonstrates BTO values; inclusive and supportive, impartial, passionate, collaborative and open to new ideas.
- An exemplary communicator.
- A strategic thinker who has good planning and implementation skills.
- A strong manager in a collegiate environment.
- An effective facilitator able to bring people together to resolve problems.
- Able to lead and inspire without micro-managing.
- Can cope with managing both change and continuity.



- Able to work effectively with trustees and committees, know when to take decisions and when to refer issues to Board.
- Willing to share knowledge, experience and learning with others.
- Can demonstrate a good understanding of the ecology and conservation arenas in the UK and abroad.

### FIND OUT MORE ABOUT THE ROLE

**If you would like to have an informal discussion about the role please arrange this with Nicki Read (PA to Dr Andy Clements) via email [nicki.read@bto.org](mailto:nicki.read@bto.org). These will be arranged with Professor Jenny Gill, Chair of Board, or Andy Clements, CEO.**

### SALARY AND BENEFITS

Full time (37 hours) permanent post, based in Thetford in Norfolk with the flexibility to work at home or from the David Attenborough Building in Cambridge occasionally.

Salary: £75,000–85,000 dependent on experience.

Benefits include: 11% employer pension contribution, 25 days annual leave plus bank holidays on joining, flexible working, Life Assurance scheme, Employee Assistance Programme, discounts on books, and social events.

### MAKING AN APPLICATION

Your application should consist of a CV and covering letter responding to the following questions:

1. The BTO is reaching the end of the 2015-2020 strategy period. How would you approach the next strategy period? 500 words.
2. Think about a time when you were involved in the introduction of a new system or process. How did you bring people together to make it successful and resolve issues? 300 words.
3. Imagine you are talking to a potential donor. How would you explain the role of BTO? 200 words.

Please send your CV and cover letter to [recruitment@bto.org](mailto:recruitment@bto.org)

**Closing date for receipt of applications is 1pm on Friday 5 June 2020.**

### INTERVIEWS

It is anticipated that first interviews will take place via video-conferencing on Wednesday 8 July, and second interviews (in person if travel allows) will be on Monday 13 July at the Nunnery, Thetford. Unless otherwise indicated by you, references will be taken up by telephone in advance for those candidates selected for interview.

If you have a disability or long-term illness that otherwise prevents you from meeting any of the essential criteria, please contact us to discuss whether a reasonable adjustment could be made. As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy.

