



JOB DESCRIPTION

TRUSTEE



SAVING SPECIES FROM EXTINCTION | WWW.DURRELL.ORG

DURRELL WILDLIFE CONSERVATION TRUST is a Registered Charity with the Jersey Charity Commissioner, registered charity number: 1
DURRELL WILDLIFE CONSERVATION TRUST - UK is registered in England and Wales. A charitable company limited by guarantee. **REGISTERED CHARITY NUMBER** 1121989
REGISTERED COMPANY NUMBER 6448493 **REGISTERED OFFICE** c/o Ogier Global (UK) Limited, 4th Floor, 3 St Helen's Place, London, EC3A 6A

JOB PURPOSE

Durrell is looking to recruit a Trustee with skills in brand effectiveness and digital media.

If you would like to support Durrell's mission and vital conservation work, then we would love to hear from you.

TRUSTEE

DEPARTMENT
Board of Trustees

REPORTS TO
Board Chair

HOURS
Part time voluntary position

LOCATION
Flexible

CLOSING DATE
Saturday 14 June 2025



KEY RESPONSIBILITIES

Attend Board meetings which take place quarterly in Jersey. We encourage in-person participation, however virtual attendance is permitted, and you will play a key role in:

- **Governance:** Ensure that the charity operates within its objectives and complies with all legal and regulatory requirements.
 - **Strategy:** Contribute to the development of strategic plans and monitor their implementation.
 - **Oversight:** Provide oversight of the charity's operations, ensuring effective and efficient use of resources.
 - **Advocacy:** Act as an ambassador for the charity, promoting its work and values to the wider community.
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KNOWLEDGE, SKILL AND ABILITY

- Passion and genuine interest in our cause, commitment to our mission and our values.
 - Having the best interest of Durrell Wildlife Conservation Trust at the heart of any decisions which are made.
 - Ability to think strategically and contribute to high-level discussions.
 - Willingness to be an active participant in Board meetings and related activities.
 - Excellent communication and interpersonal skills. Be a strong team player.
 - Previous experience as a Trustee or Board Member of a not-for-profit organisation is advantageous but not essential.
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BRAND EFFECTIVENESS AND DIGITAL MEDIA

KEY RESPONSIBILITIES

- Offer strategic guidance and oversight on brand development and marketing strategy.
- Advise and drive in the development of digital media strategies to broaden engagement and awareness.
- Collaborate with the executive team to ensure alignment of brand and conservation objectives and Durrell's values.

SKILLS AND EXPERIENCE

- Proven leadership of developing and managing long-term brand strategies, particularly in a digital context with a focus on growth and reaching new and diverse audiences.
- Expertise in digital media strategy to expand our reach and visibility.
- Proficiency in leveraging data and insights to guide decisions and measure reach.
- Track record of creating powerful narratives to drive income growth.
- Experience in conservation or not-for-profit sectors is an advantage.

APPLICATION

Although we are looking to strengthen our Board of Trustees experience in the above area, DWCT benefits from having Trustees with a wide range of skills and experience and we therefore welcome nominations from any candidates who feel they have expertise which can support our vision of a wilder, healthier, more colourful world.

Trustees do not have operational responsibilities but are there to provide collective oversight. Most importantly we are looking for individuals who can provide support and challenge in a positive and constructive way to enable the Executive team to deliver DWCT's strategic goals.

Richard Daggett, Chair of Governance Committee will be overseeing the recruitment process for these positions. If you would like to apply please e-mail deena.jackson@durrell.org with the following:

- Letter of application
- CV and details of two references
- Brief biography (maximum 150 word)
- Registration of interest form



INTRODUCTION TO DURRELL

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation:



**A centre of excellence
in animal husbandry,
research, training and
education**



**Training future
conservation practitioners
and monitoring and
evaluating conservation
science which underpins
all Durrell activities**



**Conservation action
where it is needed most**

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.

OUR VALUES

PURPOSEFUL

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

ACCOUNTABLE

We are accountable for our actions; we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

SUPPORTIVE

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.

