JOB TITLE: Vice President of Influence
DIVISION/DEPARTMENT: Influence

1. OVERALL PURPOSE OF JOB

To lead BirdLife International’s influence work on global policy, private sector and nature finance to advance BirdLife’s strategy and serve as a key strategic voice on the Global Leadership team.

To advance BirdLife International’s reputation amongst key external stakeholders and to guide the Partnership in influencing decision making at the public, private and financial sectors to achieve a more sustainable future.

To represent BirdLife International at high level events.

Lead, develop and motivate the team, acting as a positive role model.

Continuously develop internal and external networks to achieve goals and promote BirdLife. Act as an ambassador for BirdLife’s reputation and excellence.

2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Chief Executive Officer

REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
Senior Director, Policy
Head of Private Sector
Head of Conservation Finance

PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT:
Member of the BirdLife Global Leadership team and Executive team
Departmental Heads, Programme leads, Regional Directors and other management staff in Secretariat offices

PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK:
Global Council and Regional Committees
Partner Directors and other senior staff across the Partnership

3. KEY WORKING RELATIONSHIPS GRID

<table>
<thead>
<tr>
<th>Contact</th>
<th>Level (1-3)</th>
<th>Contact</th>
<th>Level (1-3)</th>
<th>Contact</th>
<th>Level (1-3)</th>
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</thead>
<tbody>
<tr>
<td>BirdLife network/NGOs</td>
<td>3</td>
<td>General public</td>
<td>2</td>
<td>Policy makers</td>
<td>3</td>
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<tr>
<td>BirdLife advisory groups, committees</td>
<td>3</td>
<td>Press &amp; media</td>
<td>2</td>
<td>Funding organisations</td>
<td>3</td>
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<tr>
<td>BirdLife Global Council</td>
<td>3</td>
<td>Regulators/auditors</td>
<td>1</td>
<td>Individual donors/members</td>
<td>2</td>
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<tr>
<td>Suppliers/service providers</td>
<td>2</td>
<td>Scientific community</td>
<td>2</td>
<td>VIPs/royalty/high worth individuals</td>
<td>2</td>
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Level of Contact
1.= General Informing/providing information. Primarily of an internal nature, may have some independent outside exposure and contact.
4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:

**Strategy and Vision**

1. Develop and lead the strategy and vision for BirdLife’s influence work, highlighting the role global policy can play for the Partnership, strengthening the role BirdLife plays with the corporate sector and developing our work with the financial sector looking at developing more and more creative ways of funding nature.
2. Provide strategic guidance for global campaigns related to policy issues and supports country-focused influencing efforts, including by working in coalition with other NGOs.
3. Develop and support the growth of BirdLife’s work with the business sector, identifying collaborators and potential partners outside the BirdLife Partnership to advance the corporate strategy.
4. Lead the development of a finance for nature agenda that enables BirdLife and its partners channel more and more creative funding for nature, in partnership with experienced outfits on finance and nature.
5. Works closely with the fundraising team to secure funds to further the teams’ work and execute program plans and manage donor relations as appropriate.
6. Works closely with the communications team particularly in relation to the development and implementation of campaigns.
7. Contribute to and share responsibility for the management of the BirdLife Secretariat including participation in the Executive Leadership Team meetings, and contributions to the development of long-term strategy, target setting and financial planning for the BirdLife Secretariat.

**Policy:**

8. Support the Senior Director, Policy in the development of a clear and ambitious policy agenda, defining BirdLife’s role within this area supporting Partners in engagement with government and multi-lateral agreement leaders.
9. Represent BirdLife at high level policy events when necessary.

**Private Sector:**

10. Lead the development of a clear and ambitious agenda for the engagement with private sector.
11. Lead and support as necessary, the management the portfolio of relationships with high level decision makers within the private sector.

**Finance for Nature**

12. Lead the development of BirdLife’s work on finance for nature identifying partnerships with existing outfits with experience on:
   - New financial instruments (i.e., blended finance, mainstreaming through financial markets, carbon and PES markets)
   - Expanding BirdLife’s capacity of re-granting in collaboration with Conservation, Regions and Fundraising, e.g., the Critical Ecosystem Partnership Fund (CEPF), Asian Development Bank Regional Flyway Initiative (ADB RFI)

**Team Management**

13. Lead, develop and motivate the Influence team, supporting departmental leads in achieving departmental goals, as well as ensuring a cohesive divisional strategy overall.
14. Fully embrace BirdLife’s culture and values and actively works to achieve its goals, acting as a positive role model to create and sustain a work environment of mutual respect where team members strive to achieve excellence.
15. Work with Senior Director, policy to integrate Global and Regional-based policy teams to ensure integrated and effective delivery of the new strategy and build cohesive teams for our corporate work.

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

[Type text]
**RESPONSIBILITY AREA** | **LEVEL OF AUTHORITY**
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Financial/Budgetary | Management of Influence department budget, workplan and systems
Contracts – Funders | As delegated by CEO, up to value of £250k
Contracts – Staff/Consultants | Consultancy contracts up to value of £100k. Employment contracts, in line with internal procedures
Contracts – Service providers | As delegated by CEO, up to value of £250k

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**6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS**

<table>
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<tr>
<th>REQUIREMENTS</th>
<th>KNOWLEDGE/SKILLS/ATTRIBUTES</th>
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<tbody>
<tr>
<td><strong>Job Specific Education/Qualification</strong></td>
<td>• Post graduate level qualification, or equivalent experience, in Conservation, Natural Resource Policy or MBA</td>
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<tr>
<td><strong>Professional knowledge and experience</strong></td>
<td>• Proven track record of operating in a strategic role within a global organisation • Proven track record of working with and influencing high level decision makers from governments, multi-lateral agreements, private sector leaders and/or the financial sector • Significant fundraising experience and demonstrated capacity to manage and maintain high level donor relations • Good knowledge of nature conservation at the global level</td>
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<tr>
<td><strong>Management, people &amp; organisational skills</strong></td>
<td>• Demonstrated leadership in building and managing a diverse and multi-located team and delivering strong strategic impact. • The ability the analyse and assess complex multi-functional challenges and develop innovative solutions at a strategic level • Demonstrated experience in collaborating across multiple teams in different geographies • Strong organisational skills with the ability to manage time, balance competing priorities and maintaining progress on multiple tasks and work areas, and ability to guide others in the same.</td>
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<td><strong>Communications skills</strong></td>
<td>• Excellent verbal and written communication skills. • Capacity to represent BirdLife at high-level decision-making meetings with private sector leaders and government agencies • The ability to influence and build relationships through informed vision, political skills and networking • The ability to relate to people from different cultures and diverse backgrounds</td>
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<td><strong>Languages</strong></td>
<td>• Fluent in English. Other languages an advantage.</td>
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<td><strong>Travel requirements</strong></td>
<td>• Willingness to travel for up to 2-3 weeks at a time, as required and appropriate.</td>
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**OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES**

- Expertise on conservation finance desired

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**Prepared by:** PZ/HB/LF  **Date:** June 2022