



Gatenby
Sanderson

Director of Transformation

Recruitment Pack October 2025



“

Who has decided - who has the right to decide - for the countless legions of people who were not consulted that the supreme value is a world without insects, even though it be also a sterile world ungraced by the curving wing of a bird in flight?

Rachel Carson, Silent Spring

”

Welcome from The Board and Senior Leadership Team of Buglife

Bugs need champions. We are living through a biodiversity crisis, and every generation grows up with a different baseline for what nature should look like, with each baseline depleting more.

One of the most dangerous threats driving this crisis is the loss of invertebrates. The creatures in this group have astonishing biodiversity, from iridescent beetles and long, pale worms, to armoured crayfish and the hairiest of spiders. They can be found in almost every habitat that is liveable on Earth, and they represent the foundation of all life on earth- feeding the rest of the food chain, transforming the environment, facilitating plant pollination, and filling our ears and eyes with colour and curiosity.

Today, we are at a critical juncture. We need to transform how we work to match the scale and urgency of the crisis facing invertebrates. We are looking for a Director of Transformation—someone who can lead organisational change, drive innovation, and

build the capability we need to dramatically amplify our impact.

This is a pivotal moment for Buglife, and we need someone with vision, energy, and expertise to help us step boldly into our future. If you have the strategic leadership skills and passion to lead transformational change, we would love to hear from you.

The Board and Senior Leadership Team of Buglife

Our vision is for a wildlife-rich planet where other species thrive alongside people.

Our mission is to achieve Buglife's aims by working to stop the extinction of invertebrate species and to achieve sustainable populations of invertebrates.



Board and Senior Leadership Team, June 2024

About Buglife

Why us? Become a part of a unique wildlife charity.

Buglife is Europe's only charity dedicated to the conservation of all invertebrates. It was founded in 2000 and has grown from one employee to a team of over 50 employees working across the UK remotely, and from our three office bases (Peterborough, Cardiff, and Stirling), led by our Senior Leadership Team.

Our total income in 2024 was £3,355,606, which makes us a relatively small charity relative to our scope and impact.

There are over 40,000 species of invertebrates in the UK, and we know of at least 20 which cannot be found anywhere else in the world.

But the results of our Bugs Matter survey shows that the number of flying insects sampled on vehicle number plates in the UK has declined by 78% between 2004 and 2023. The consequences of which are potentially far-reaching, not only impacting the health of the natural world, but affecting so many of the essential services that nature provides for us.

We have so much work to do. But we are nothing if not ambitious, and we punch far above our weight. Our work includes habitat protection, species recovery, conservation rearing, awareness raising, advocating for invertebrate protection in national and international policy, tackling light and chemical pollution, research, and developing volunteer networks.

Our current strategy is working towards a world that:

- Has room for invertebrates
- Is safe for invertebrates
- Has friendlier relationships with invertebrates

Some of our recent achievements include:

- Issuing the Bristol Declaration on insect declines, supported by over 80 organisations and high-profile individuals
- Securing over £3.3m of funding to create, restore or improve management across over 110 hectares of interconnected wildflower-rich habitats for the B-Lines programme.
- B-Lines adopted by the European Union as Buzz Lines, which will be rolled out across the whole of Europe.
- Training 412 people in pollinator and botanical identification and surveying.
- Successfully advocating for a debate in House of Commons on light pollution.
- 310 volunteers across Scotland trained as part of our Guardians of our Rivers programme in identifying and monitoring riverfly populations.
- Completing restoration work on 202 hectares of Scottish lowland peat bog.
- Campaigning, with others, to save a key habitat, Swanscombe Marshes, from being developed into an entertainment park.
- Our Founder, Alan Stubbs, receiving an MBE, the first for an organisation that cares specifically for invertebrates.



Red Mason Bee (*Osmia bicornis*) © Ed Phillips

About Buglife

The Transformation Opportunity

Buglife is at a pivotal moment. We have built strong foundations—an incredible team of dedicated conservationists across the UK, a growing network of members and volunteers, and a track record of delivering real impact for invertebrates. But the scale and urgency of the biodiversity crisis demands that we work differently. We are establishing a co-leadership model, bringing together our Director of Conservation, Craig Macadam, with a new Director of Transformation.

This signals our commitment to organisational change—to building the systems, capabilities, and ways of working that will enable us to achieve a step-change in our impact.

The Director of Transformation will lead this change programme, working with our Senior Leadership Team and Board to reimagine our business model, enhance our digital capabilities, diversify our funding, and build a movement for invertebrate conservation. This is a rare opportunity to shape the future direction of Europe's only invertebrate conservation charity at a critical time for nature's recovery.



Common Blue (*Polyommatus icarus*) © Claire Pumfrey

Understanding our operating environment

Our new Director of Transformation will navigate a complex and dynamic landscape alongside our leadership team. The context below reflects current realities in our operating environment—each presenting both challenges to navigate and opportunities to exploit.

This is an exciting time for invertebrate conservation. Public awareness is growing, technology is opening new possibilities for engagement and data collection, funding for nature recovery is increasing, and there is genuine political appetite for change.

The role of the Director of Transformation is to help Buglife capitalise on these opportunities—building the organisational capability, partnerships, and innovative approaches that will enable us to achieve transformational impact at the scale and pace that invertebrates need.

Note: This represents our current thinking and is intended as context and inspiration rather than an exhaustive analysis.

The landscape is shifting. The opportunity is now.

The Director of Transformation will need to be comfortable with complexity—seeing patterns across trends and translating them into actionable strategy. The successful candidate will be energised rather than daunted by this landscape, viewing it as fertile ground for innovation and confirmation that now is the moment for bold moves.

Innovation Context

- New technology provides novel opportunities to understand invertebrates and the environment, and facilitates mass data collection and engagement via citizen science.
- AI development offers both tools and advocacy opportunities around ethical tech.
- Social media changes and challenges require the development of fresh digital strategies.
- FinTech evolution may create new funding mechanisms, although ethical issues remain.

Mission Delivery Environment

- Steep invertebrate declines create urgent case for action and funding.
- Limited time to generate policy for invertebrate solutions.
- Growing international interest in invertebrate conservation and recovery present opportunities for us to share our expertise and help build capacity in other countries.
- Right to healthy environment frameworks provide legal leverage points for restoring nature.
- Fragmentation of media consumption with the plethora of new channels and trend towards self-selection of content makes wider reaching communications challenging.

Understanding our operating environment

Stakeholder Dynamics

- Growing interest in rewilding creates entry point for invertebrate narrative.
- Public at pivot point in understanding biodiversity value—timing for education.
- Our strong knowledge base in the UK provides foundation for thought leadership worldwide.
- Social inequalities require inclusive engagement strategies—untapped audiences.

Financial Environment

- Funding is often polarised—needs to be more focus towards invertebrate recovery.
- Cost of living pressures affect traditional models for individual giving and membership—opportunity for new engagement approaches.
- Green finance emerging as potential revenue stream for nature recovery.
- Philanthropy moving toward unrestricted funding—aligns with flexible organisational needs.
- Short-term funding cycles demand innovative sustainability models.

Regulatory Landscape

- Brexit legacy creates both uncertainty and potential for new UK-focused approaches.
- Evolving political priorities around nature—opportunity to influence agenda-setting.
- Devolution offers multiple policy entry points across UK nations.

- New EU plans and policies present both risks and opportunities to invertebrates and nature recovery
- Increased engagement with international advocacy presents opportunities for Buglife and invertebrate conservation on the world stage.



© Liz Oldring

Above: White-clawed Crayfish (*Austropotamobius pallipes*) and Below: Bordered Brown Lacewing (*Megalomus hirtus*). Two focus species of our species recovery work.



© Suzanne Burgess

The Role: Director of Transformation

Department: Senior Leadership Team

Reports to: Chair of the Board

Location: Remote working with travel and overnights across the UK for meetings

Contract Type: Fixed Term for 2 years

Hours: Full-time (37.5 hrs/week), flexible working arrangements available

Salary: £76,000 - 80,000 per annum DOE

Reporting from: 4 core service teams – HR, Finance, Fundraising & Communications, and Admin Services

Workforce size: circa 60

Job Purpose

Working collaboratively with the Director of Conservation in a dual-leadership model, the Director of Transformation will lead the definition, development and delivery of a Transformational Change Programme designed to amplify Buglife's impact for invertebrates as part of nature's recovery.

The Director will define the transformation roadmap and establish the principles, standards and framework for securing effective, sustainable, change delivery. A catalyst for strategic transformation and change, the Director will proactively identify opportunities to advance Buglife's strategy and vision through change initiatives that will deliver measurable business improvements and a sustained step-change in the scale and breadth of Buglife's impact.

The Director for Transformation will be high profile and work collaboratively with the Trustees, and the Senior Leadership Team. The role will also provide direct support and coaching to all line managers as they help their direct reports through transitions.

Success for the Director of Transformation will be to set Buglife on a growth trajectory building the capability within the organisation to continue that journey.



© Nina Seale

Above: Vice Chair Nina Seale attending the Ugly Bug Drag Ball with staff members Amy Crawford and Beth Barber and (below) a very excited Nina busy with riverfly sampling.



© Nina Seale

The Role: Director of Transformation

Qualifications/Skills/Knowledge/Experience

Essential

- Proven ability to define transformation roadmaps that integrate business model innovation and organisational redesign.
- Strong track record of engaging Boards and leading senior stakeholder relationships in complex environment.
- Ability to balance pace with collective buy-in and long-term sustainability.
- Experience in business model innovation and organisational design.
- Strong understanding of change management strategies, techniques and programmes.
- Experience leading multiple transformation programmes at senior level in complex organisations.
- Strong emotional intelligence and ability to build trust, psychological safety, and shared purpose.
- Commercial acumen and entrepreneurial mindset – able to identify and mobilise funding opportunities.

Highly Desirable

- Qualifications in (or substantial experience of) Portfolio, Programme and Project management methodologies.
- Expertise in movement building, via memberships, social media, or similar digital channels.
- Clear understanding of the funding landscape for the conservation sector and charities more broadly.

Desirable Experience

- Experience in the environmental, conservation, or science-led sectors.
- Familiarity with digital transformation and marketing-led growth strategies.
- International experience or perspective on scaling impact globally.

Personal Attributes

- Committed to Buglife's mission and values, with excitement to make a global impact on biodiversity and environmental resilience.
- Collaborative in approach, excellent communicator across the organisation and at Board level.
- Credible and grounded in real-world experience - whether as a not for profit sector leader or consultant.
- Curious, reflective, and a strong listener- especially during the initial discovery phase.
- Bold and visionary, yet pragmatic and collaborative.



Brown Argus butterflies (*Aricia agestis*) © Katie Waddington

The Role: Director of Transformation

Role & Responsibilities

Discovery & Strategic Direction (First 4 - 6 Months)

- Conduct a comprehensive assessment of Buglife's internal operations, leadership dynamics, and external landscape.
- Listen, engage and collaboratively spark ideas across Buglife for transformational change.
- Identify strategic opportunities for growth, influence, and operational improvement.
- Develop a transformation roadmap, including proposals for systems, processes, and organisational design.
- Present findings and recommendations to the Board.

Leadership & Change Management

- Lead and motivate the Finance, HR, Communications, Fundraising and Engagement teams.
- Work closely with the Conservation Director to strengthen SLT cohesion and effectiveness.
- In collaboration with the Conservation Director, ensure that Buglife's resources are effectively managed, with strong financial, legal and organisational accountability.
- Ensure the Buglife Board receives timely information to enable them to fulfil their responsibilities and so that they are fully aware of progress, shortcomings and risks.
- Champion emotional intelligence and inclusive leadership across Buglife.
- In collaboration with the Conservation Director, maintain an up-to-date risk register and enable the Board to integrate a full awareness of risks in its decision-making.

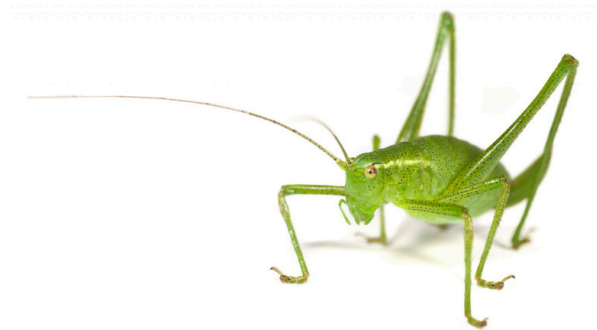
- Lead well-scoped transformation projects with clear sequencing and stakeholder engagement.

Growth & Influence

- Shape Buglife's global growth strategy, including new funding mechanisms (e.g. unrestricted income, corporate partnerships, membership models).
- Explore entrepreneurial approaches to scaling impact, including digital innovation, marketing, and brand positioning.
- Support the development of differentiated propositions for diverse audiences.

Systems & Operational Excellence

- Identify improvements to overhaul fragmented systems and processes to create a more integrated, agile organisation.
- Align people, systems, and market engagement to support strategic goals.
- Ensure science and conservation remain central to Buglife's identity and credibility.



Speckled Bush-cricket (*Leptophyes punctatissima*) © Ed Phillips

The Role: Director of Transformation

Role & Responsibilities

External Communications

- Build a new network of key stakeholders within the sector and, combined with your existing network, draw on expertise and best practice and combine with your personal expertise to further Buglife's strategic ambitions and transformation.
- Identify and assess new opportunities to diversify Buglife's funding sources and key delivery mechanisms to grow the scale of Buglife's delivery.

People Management

- As a subject matter expert, offer support to line managers and project managers by troubleshooting issues and implementing necessary corrective actions. Simultaneously, focus on enhancing capabilities within the line and project manager cohort.
- Working collaboratively with the Director of Conservation, provide inspirational leadership to amplify Buglife's impact.



Looking at a Marbled White (*Melanargia galathea*) © Buglife



What We Offer

At Buglife, we believe in valuing people—recognising that our greatest asset is the passion, integrity, and empathy our team brings to the mission every day. We've built a culture that's relaxed and friendly, where people genuinely care about invertebrates and each other. We trust our staff to manage their own time and work in ways that suit them best, whether that's flexible start and finish times, compressed hours (such as a 9-day fortnight), or working remotely, in the field, or from one of our offices across the UK. We provide all the tools and equipment you need to do your job well, wherever you're based.

Beyond the practicalities, we offer enhanced and generous sick pay because we know that looking after our people means looking after their wellbeing when they need it most.

Our benefits package reflects our commitment to supporting a healthy work-life balance and enabling you to do your best work for invertebrates.

Annual Leave: 23 days, plus bank holidays and paid business closure between Christmas and New Year (pro rata for part-time roles).

Wellbeing Wednesdays: A half-day of additional leave on the last Wednesday of each month to focus on wellbeing — whether that means getting outdoors, relaxing, or simply catching your breath.

Employee Assistance Programme: 24-hour access for you and your immediate family to

confidential telephone counselling and our wellbeing app, Thrive.

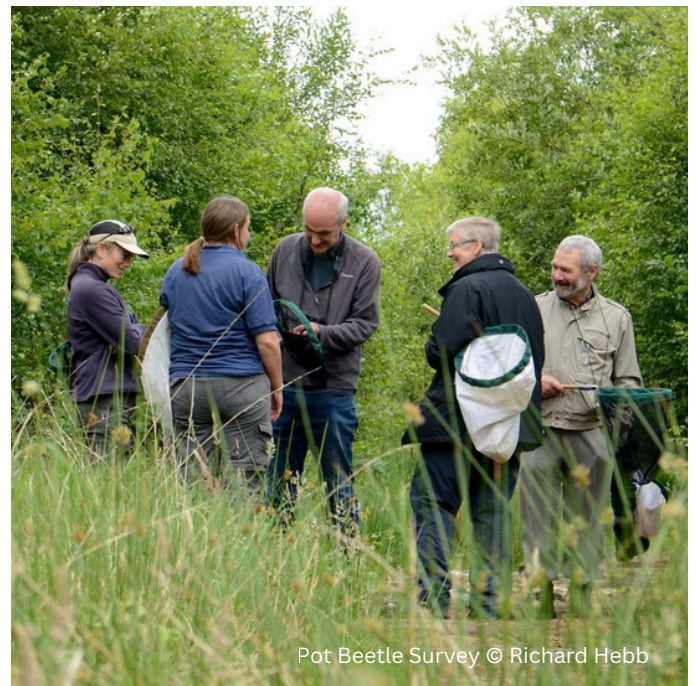
Pension: Up to 8% employer pension contributions.

Learning and Development: Comprehensive training package for all staff.

Electric Car Scheme: Salary sacrifice scheme for leasing electric cars in a tax-efficient manner.

Ready to lead Buglife's Transformation?

We hope this pack has given you a sense of who we are, what we do, and the exciting opportunity ahead. If you're inspired by the challenge of amplifying our impact for invertebrates and have the vision and expertise to lead transformational change, we'd love to hear from you.



Pot Beetle Survey © Richard Hebb

How to Apply

GatenbySanderson has been appointed as our executive search firm to assist with this appointment.

To apply, you will be asked to submit the following:

- A CV setting out your career history, with key responsibilities and achievements, tailored to information contained in this pack.
- A Statement of Suitability (no longer than two pages) explaining:
 - Your motivation for applying for this role.
 - How you consider your skills, qualities and experience provide evidence of your suitability for the role, with reference to the information included in this pack.

For a confidential discussion about the role, please contact our recruitment advisers at GatenbySanderson who will be delighted to speak with you:

Jacqueline Lau - jacqueline.lau@gatenbysanderson.com or

Fiona Wansborough - fiona.wansborough@gatenbysanderson.com

Should you encounter any issues with your online application or require any reasonable adjustment please contact tracy.aristides@gatenbysanderson.com

The Panel will assess your application to select those demonstrating the best fit with the role by considering the evidence you have provided against the criteria set out in this pack.

The Panel will identify a subset of candidates who best match the criteria for an initial interview with GatenbySanderson to further explore their skills and experience.

Shortlisted candidates will be advised on the outcome as soon as possible thereafter.

Please note: due diligence searches will be undertaken on shortlisted candidates.

Timetable

Closing date: Friday 28 November 2025

Preliminary interviews with GatenbySanderson (Remote): w/c 8 December 2025

Staff engagement sessions and final panels (online): w/c 6 January and 14/15 January 2026

Candidates will be notified should there be any change to the proposed timetable.



Gatenby
Sanderson

Director of Transformation

Recruitment Pack October 2025

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If you have any queries please contact:

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Find us on:

