

## Commercial Trustee – Marwell Wildlife

**Location:** Hampshire, UK (Board and committee meetings held onsite at Marwell Zoo)

**Type:** Voluntary Trustee Role

**Reports to:** Chair of the Board of Trustees

### Background

Marwell Wildlife is an internationally respected charity committed to the conservation of wildlife and other natural resources. We work both overseas and here, in the UK, as part of a wide portfolio of conservation, science, education and tourism activities. Whether it is restoring desert ecosystems in Tunisia, translocating and managing previously extinct-in-the-wild species like the scimitar horned oryx, mapping fragmented landscapes in Kenya, or breeding sand lizards to release in the UK, we are action orientated.

#### Our mission



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### About Marwell Wildlife

Marwell Wildlife is a conservation charity dedicated to restoring nature and inspiring people to act for wildlife. We own and operate Marwell Zoo in Hampshire, which is one of the South East's leading visitor attractions. Through our science, education, and outreach, we work locally and globally to advance biodiversity conservation and connect people to nature.

Our Organisational Strategy, 'Marwell 2035', has recently been published. It details how we plan to grow the impact of Marwell Wildlife through growing our commercial success, realising our zoo masterplan and continuing to lead in the field of hands-on conservation. We are at an exciting point in the journey of our charity, and we are excited to welcome a commercial trustee to help us in achieving our goals.

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## The Trustee Role

As a registered charity, our governance and overall leadership rests with our Board of Trustees, who work alongside the Chief Executive and Director team.

Whilst membership of the Board is voluntary, it is a highly rewarding experience and Trustees contribute actively, taking significant responsibility for the governance and strategic direction of our organisation. Trustees are encouraged to contribute fully to the vibrant life of Marwell, with those already in this role finding it extremely fulfilling and are a vital part of the Marwell family.

With exciting times ahead, we are looking to complement our existing Board of Trustees with a suitably experienced and highly qualified Commercial professional.

This role, like many Board appointments, is non-executive but critical in our overall governance, leadership and understanding of best practice.

## Purpose of the Role

The Commercial Trustee will provide strategic oversight and guidance on the charity's commercial activities. This includes retail, catering, admissions, experiences, events, and other income-generating operations. Working closely with the Commercial Director and the Board, the trustee will help identify growth opportunities and ensure the commercial strategy aligns with the charity's values and long-term objectives.

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## Key Responsibilities

- **Performance Review:** Regularly assess the performance of Marwell's commercial operations, evaluating for innovation, profitability, guest satisfaction, and overall effectiveness.
  - **Strategic Insight:** Work with the executive team, including the Commercial and Marketing Director, Finance Director and CEO, to review potential new income streams that are appropriate and sustainable for the attraction.
  - **Market Awareness:** Monitor trends and developments across the visitor attraction, hospitality, and experiences sectors to ensure Marwell remains competitive and forward-thinking.
  - **Team Support:** Engage constructively with the Commercial and Marketing Director and their team to understand operational opportunities and constraints, providing support and challenge where needed.
  - **Advocacy:** Champion commercial development within the Board, ensuring decisions enhance guest experience and support the charity's mission.
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## Skills and Experience

- Proven experience at **Director level** in a commercial role, ideally within the attractions, hospitality, leisure, or experiences industries.

- Strong understanding of **guest experience** principles and how they drive loyalty, revenue, and brand value.
  - Track record in developing **commercial strategies**, including project planning, guest experience transformation, and ROI analysis.
  - Knowledge of **hospitality and accommodation** operations is highly desirable.
  - Experience of board-level governance or previous trustee roles would be beneficial but is not essential.
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### **Commitment**

- Trustees are expected to attend 4 board meetings annually (in person) and three Commercial Growth committee meetings annually (in person or hybrid). Additionally there is one trustee away day per year.
  - Additional time may be required to review documents, attend committee meetings, or support specific projects.
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### **What We Offer**

- The opportunity to contribute meaningfully to a leading conservation charity.
  - Work alongside a passionate and skilled Board and Executive Team.
  - Influence the future direction of a beloved visitor attraction and vital environmental organisation.
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Marwell Wildlife is committed to diversity and inclusion and welcomes applications from all backgrounds.

If you believe you meet the requirements of this role, and would like to apply, we would love to hear from you. Please email your CV and accompanying letter outlining why you believe you would be suitable for this role to the Marwell HR Department, by emailing to [HRAdmin@marwell.org.uk](mailto:HRAdmin@marwell.org.uk) by Sunday 6 July 2025.