



National Parks Partnerships

Director of Income Generation



Welcome

“Inspiring Places, Real Connection, Vital Action”

Thank you for your interest in joining National Parks Partnerships as our new Director of Income Generation at what is an incredibly exciting time for our organisation.

Since NPP was established in 2016, we have built a strong track record of creating ambitious partnerships that generate meaningful value for the UK's 15 National Parks. Working with leading brands including BMW, Vodafone, Estee Lauder, government and media partners, we have shown what is possible when commercial thinking and environmental purpose come together.

We're now entering a new phase of growth; over the next three years, we expect to significantly increase our income and expand the scale and ambition of our work. We are developing new national propositions that will help shape the future of how National Parks are supported — from growing private investment into nature recovery, to creating new opportunities for philanthropy and cross-boundary collaboration.

There are two core progressions for our work. Firstly, we are exploring national philanthropy for the first time, with a view to unboxing an exciting campaign in late spring 2027. This will see the creation of a new fundraising team, reporting into the Director of Income Generation and sitting alongside our existing development team. We have committed support from Defra for the initiative and are working with our other protected landscape partners to build our scale, reach and impact in this space. Our ambition is to deliver transformational income to National Parks through this pillar of work. Secondly we are preparing to scale a National Parks Carbon offer with the potential to unlock sizeable investment into nature across the UK's protected landscapes.

As our organisation grows, we are looking for a leader who can help play a major role in our shaping our business through this next chapter — someone commercially minded, creative and collaborative, who is excited by the opportunity to build, shape and lead.

This role is about far more than fundraising. It is an opportunity to help build a modern, ambitious income generation function across philanthropy, partnerships, green finance and commercial opportunity, while helping to strengthen the long-term future of our National Parks.

You would be joining a passionate and talented team, supported by an engaged Board and a unique network of National Park leaders across the UK. Together, we believe there is a real opportunity to create something nationally significant.

If that excites you, I very much hope you will consider applying.

Yours sincerely,

Cat Hawkins

Chief Executive Officer
National Parks Partnerships

About National Parks Partnerships

Who we are

National Parks Partnerships (NPP) identifies, secures and manages commercial, philanthropic and strategic UK level partnerships for the UK's 15 National Parks.

We have a successful track record that includes partnerships and philanthropic engagement with leading companies such as BMW UK, Vodafone, Santander UK, Estée Lauder Companies UK & Ireland, Pearl & Dean and AJ Bell PLC. NPP is an entrepreneurial organisation that strives to grow the National Parks family's impact, resources and influence. More about NPP can be found here:

<https://nationalparks.co.uk/>

Over the past two years, NPP has grown its operations with the aim of securing and delivering even more value to our 15 UK National Parks and that growth is set to pick up pace as we approach the deadline for 30 by 30 and beyond. Our upcoming work will see us unlock revenues from scaled philanthropic giving including public engagement. NPP also drives the engagement of the National Parks in private investment into nature activity with the vision to restore landscapes at scale and to fight the climate and biodiversity crises.

We are funded by income from sponsors, corporate foundations, grants (including from Defra) and contributions from our 15 National Park members. Our annual turnover is currently circa £1.9m with an ambition to grow this to £5m within the next two financial years. This excludes income generated by our work in green finance which is accounted for separately and as well as income generated through the National Parks UK Foundation.

Our mission

To catalyse and amplify the collaborative work of the National Parks at a UK level, resulting in greater resource, impact and influence.

Our vision

To make a significant, sustainable and discernible contribution to the improved quality of the UK's National Parks and the benefits they offer today and in the future.

Our ambition

NPP harnesses the power and value of the National Parks UK brand through sector-leading partnerships. As a result of our work:

- National Parks will have more resource for priority activities
- Private finance will accelerate nature restoration
- There will be greater awareness and understanding of the National Parks UK brand
- NPP and the National Parks will be a partner of choice for a range of funders.

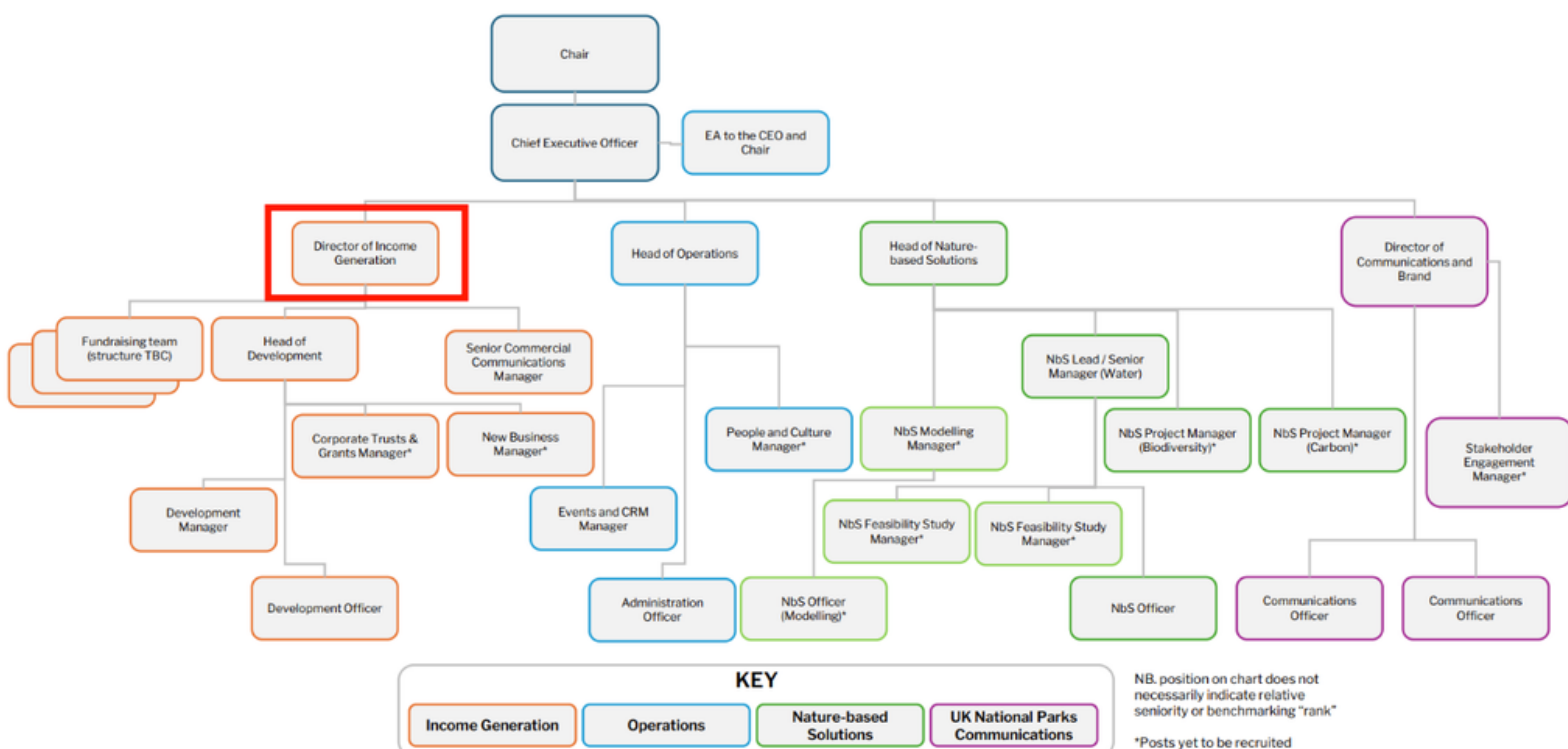


About National Parks Partnerships

Our current Management Board:

- **Sue Albion (Chair)**
Director of Sustainability & Regulatory Affairs, Flutter Entertainment plc
- **Gavin Capstick**
CEO, Lake District National Park Authority
- **Dr Briony Fox**
Director of Conservation & Climate Change, North York Moors National Park Authority
- **Neil Heseltine**
Member, Yorkshire Dales National Park Authority
- **Justin Keeble**
Independent Board Member
- **Vanessa Mahoney**
Change Leader Interim Executive, V E Mahoney Ltd
- **Grant Moir**
CEO, Cairngorms National Park Authority
- **Tegryn Jones**
CEO, Pembrokeshire Coast National Park Authority

Current organisation structure



About the National Parks

NPP operates in a UK devolved context, across 15 National Parks: 10 in England, 2 in Scotland, 3 in Wales

- England – The Broads, Dartmoor, Exmoor, Lake District, New Forest, Northumberland, North York Moors, Peak District, South Downs and Yorkshire Dales.
- Wales – Bannau Brycheiniog, Pembrokeshire Coast, and Eryri.
- Scotland – Cairngorms and Loch Lomond & The Trossachs.

National Parks have specific purposes enshrined in law and all are the statutory planning authorities for their respective areas. Every National Park has its own identity which differentiates it. They also have shared common features which unify them.

The 15 National Parks cover almost 10% of Great Britain, they protect vital landscapes and habitats and are home to significant cultural sites. They are also where people live and work, as well as attracting over 100 million visits a year, generating over £4bn.

They have a crucial role to play in tackling climate change, as well as working towards net-zero emissions through carbon monitoring, land management, and climate adaptation strategies. The National Parks also promote sustainable tourism, engage the public in climate education, and collaborate with landowners and policymakers to implement nature-based solutions. They support the economic and social well-being of local communities and have a responsibility to ensure the parks are accessible for everyone to enjoy.

NPP supports this work by fostering collaboration between the National Parks, businesses and funders to create partnerships that enable targeted funding for a wide range of projects that enable everything from nature restoration, climate resilience initiatives, inclusive outdoor experiences and youth engagement projects, to innovations such as AI powered habitat mapping and sustainable tourism.





Our work

Since our inception we have developed a number of significant partnerships with brands such as BMW UK, Columbia, Santander, Forest Holidays, Sykes, Palladium, Tribe bar, Estée Lauder Companies and Vodafone, to name but a few. You can find more information of this work [here](#).

In 2025/2026 alone, our successes included:

- An increase in turnover to £1.93m, achieved through the Defra grant, commercial partnerships, and corporate foundations.
- Engagement with all National Parks to collate the nature projects pipeline.
- Our first successful scaled corporate trust application (AJ Bell).
- The launch of the first external conference, Delivering for Nature Together, National Parks and National Landscapes Forum – co-hosted with the National Landscapes.
- Corporate investment for our first scaled green finance woodland creation project (L&G x South Downs National Park Authority)
- The launch of our innovative [Wild Spaces programme with Pearl and Dean](#).
- Winner of the Environmental and Sustainability 2024 Award at the UK Sponsorship Awards for the BMW UK Recharge in Nature Partnership.

NPP is growing rapidly, and you will join at an exciting time as we seek to unlock our philanthropic potential, alongside the growth of our work in corporate partnerships and green finance.

NPP Strategy

In partnership with our Board, staff and the National Parks, work has begun on developing a strategy that will guide NPP in to the future. This work has identified three key themes moving forwards: Collaboration and Amplification; Brilliant Partnerships; and Private Finance for Nature.

Further information:

- National Parks Partnership website:
<https://www.nationalparks.co.uk>
- National Parks Partnership video:
https://nationalparks.co.uk/wp-content/uploads/2025/06/npp_parks_promo_v7-720p.mp4
- Annual Report 2024-25: [NPP Annual Report 2024-25](#)



About the role

Salary: £80,000 – 95,000 FTE

Contract type: Full time and permanent

Hours: 37.5 hours per week

Function: Income Generation

Responsible to: Chief Executive Officer

Responsible for: Income Generation Team
Line reports: Head of Development, Head of Fundraising (new post to be recruited)

Location: Fully remote – home-based with frequent UK travel required

Benefits:

- Pension: Where appropriate, staff are automatically enrolled in the company pension scheme. NPP will match your contribution up to max employer contribution of 12%.
- 25 days annual leave and 8 days public bank holidays with the option of using bank holidays as leave.
- Flexible working (subject to core hours being covered on agreed working days).

Purpose of the role

The **Director of Income Generation** is a new role that will be responsible for the strategic leadership and development of NPP's income generation activities across all key streams – including philanthropy, corporate partnerships, trusts and foundations, grants, and commercial opportunities.

Reporting to the CEO, the Director will lead with authority, credibility and integrity to deliver NPP's strategic ambitions and income targets, which seek to secure self-generated income of £5m per year by 2027/28.

The opportunity is engaging and dynamic, encompassing NPP's existing partnership portfolio and funding channels, as well as significant potential to design and implement new approaches that create long-term, sustainable income for National Parks.

Job description

Main responsibilities

Income Generation

- Help develop and deliver bold, integrated income generation strategies that align with NPP's strategic ambitions and the priorities of the UK's National Park Authorities.
- Adapt and diversify income generation opportunities – supported by compelling business cases – according to changing landscapes, emerging opportunities and innovative approaches. This may span brand partnerships, philanthropic donations, public and private grant giving entities, commercial collaborations, licensing, value in kind and low-level giving.
- Maintain an agile, insight-driven approach to philanthropic and market trends.
- Provide high-quality analysis, forecasting, reporting and insight to inform Executive and Board-level decision-making.
- Work in close collaboration with the National Communications team to unlock and maximise the commercial value of the National Parks brand and intellectual property.
- Ensure brand-led commercial activity is strategically coherent, reputationally sound and contributes to long-term equity in the National Parks Partnerships model.
- Lead integrated negotiations across our core revenue streams, showing leadership and strategic negotiation skills to secure opportunities for the National Parks. In this capacity, acting as an effective ambassador for NPP and the National Parks.
- Lead a team that identifies, develops and maintains high-value relationships with funders and partners to meet ambitious income targets, cultivating long-term engagement and supported by sector-leading stewardship.

Green Finance

- Work in close collaboration with the Nature-based Solutions (NbS) team to support commercial negotiations relating to NPP's green finance portfolio.
- Use commercial expertise to identify income opportunities in emerging nature markets and transform these into scalable commercial models that attract private investment into National Parks.
- Support the structuring and negotiation of complex funding agreements to ensure strong financial returns while maintaining environmental integrity.
- Help position NPP as a credible and innovative partner within the green finance and blended finance landscape.

Brand, Narrative and Engagement

- Work alongside the National Communications team to build equity in the National Parks' brand and messaging through partnerships, licensing and collaborations, ensuring consistent brand alignment across activities.
- Balance commercial opportunity with reputational stewardship, safeguarding the integrity and trust associated with the National Parks name.
- Develop commercial frameworks that ensure brand partnerships deliver both financial return and measurable brand value.
- Identify innovative opportunities to maximise value and income generated by the National Parks brand. Explore and prioritize high impact commercially viable ideas that deliver impact and value to NPA's.
- Support integrated engagement approaches that deepen partner connection, impact visibility and reputational value.

Organisational Leadership

- Contribute as an integral member of the Senior Leadership Team.
- Deputise for the CEO where appropriate.
- Contribute to the strategic direction of the organisation.
- Act as an objective and trusted advisor to the CEO, senior colleagues, Management Board and National Park Authorities, on all commercial aspects of the NPP's work.
- Build strong relationships with senior leaders across the National Parks network, enabling smooth and efficient consultation and offering leadership when appropriate, to maximise value and ensure timely turnaround of partnership contracts and funding agreements.
- Role-model NPP's values and manifesto, ensuring commercial ambition is always balanced with integrity and environmental stewardship.
- Maintain strategic relationships with corporate leaders, sector bodies, and funding partners.

Team and Resource Management

- Inspire, lead and develop the Income Generation Team.
- Review and optimise team structures, systems and processes to maximise efficiency, income growth and impact.
- Provide a leading role in developing NPP's culture and development and demonstrate excellent people management skills.
- Oversee the effective and efficient use of resources supported by transparent, data-driven forecasting, modelling and reporting.

Other

- Undertake any other duties assigned by the CEO that are deemed to be within the scope of the role and the contract of employment.
- Perform other duties as reasonably correspond to the general character of the post and are commensurate with its level of responsibility.
- Champion the purposes and ambitions of NPP and the National Parks.
- Promote and support equality, diversity, and inclusion across NPP and the National Park family.
- Lead and manage people in accordance with the NPP's policies and procedures.

Person specification

Who we are seeking

We are seeking an experienced and inspirational leader with demonstrable experience of developing and delivering an integrated, innovative income generation strategy. You will have significant leadership experience in income generation across multiple streams, in particular commercial philanthropy, and a proven track record of delivering against ambitious financial targets. You'll be a confident presenter, able to tune your message to a wide range of stakeholders and audiences delivering clear messages. We are seeking someone who can act as an ambassador for NPP's business as well as the National Park Authorities and their wider commercial interests. We've got ambitious plans for our brand and it's exploitation and you'll be able to see the big picture and to retain a clear focus around how to marry commercial opportunities with brand growth and impact.

To demonstrate your ability to meet this brief, please make sure that your CV and supporting video statement together provide evidence that you meet the following essential criteria, which will be evaluated through your application documents and/or at interview (including, where relevant, any interview assessment or task).

Essential experience

Proven track record of accountability for:

- delivering substantial income generation growth across multiple streams and achieving ambitious financial targets
- building and implementing multi-year income strategies and managing complex budgets
- securing high-value partnerships and/or six-figure+ funding agreements
- leading a portfolio of functions including fundraising, commercial philanthropy, corporate partnerships, marketing and related disciplines
- maximising the value and scope of income opportunities through agile leadership of integrated negotiations
- providing inspiring leadership to skilled teams, ensuring high performance and a collaborative and curious approach
- acting as an external ambassador for an organisation in complex stakeholder environments

Essential skills and knowledge

- A compelling communicator – able to deliver persuasive and engaging presentations and pitches to senior level stakeholders, high net worth individuals and senior leaders of potential funders and grant givers
- Highly organised and results orientated, with the ability to plan, deliver and execute multiple major projects in parallel
- Strong analytical skills and commercial acumen, ability to see the bigger picture
- Knowledge of corporate sustainability, ESG and environmental funding and the ability to forecast funding opportunities and predict trends within these landscapes
- Strong understanding of charity regulation, commercial contracting and GDPR requirements
- Understanding of digital engagement and data-led performance management and competence in using CRM systems

Person specification - continued

Personal qualities

- Growth mindset
- Collaborative
- Comfortable with ambiguity
- Commitment to equality, diversity and inclusion
- Commitment to the purposes of National Parks and National Parks Partnerships

Added value

Candidates will only be assessed against the essential criteria above, however, if appointed the following will add value:

- Knowledge/experience of green finance and emerging models in the sector
- Establishing a corporate philanthropy offer in a start-up environment

How to apply

To apply for this post, you will need to submit the following documentation by no later than **5pm on Monday 12 October 2026**.

- A **CV** (ideally no longer than two pages) setting out your career history, with key responsibilities and achievements;
- A **Video Statement of Suitability*** (no longer than 2 minutes) explaining how your personal skills, qualities and experience provide evidence of your suitability for the role, with particular reference to the essential criteria set out in the person specification;
- A completed **Diversity Monitoring form**, this form will appear in the online application process. All monitoring data will be treated in the strictest confidence and will not affect your application in any way.

Please note that submission of **both** a CV and video statement is essential for your application to be considered.

All applications must be submitted using the link: <http://www.gatenbysanderson.com/job/GSe131314.1>

***Video applications must be submitted using the link:**

To accompany your application, we would like you to record a short video (of no more than 2 minutes in length) answering the following question:

In no more than 2 minutes, tell us why you are interested in this opportunity and what relevant experience you will bring to the role and to National Parks Partnerships?

The video is your opportunity to portray yourself beyond the formality of the written word. Please submit your video using the following link only: <https://myint.video/aGhD90gLq1>

You will have the opportunity to practice recording a video and test your equipment using two practice questions. These recordings are not submitted and are for practice purposes only:

1. Why would you like to work for us?
2. What are your strengths and weaknesses?

Once you've completed the practice questions and feel confident, click "I'm ready, proceed to start." You will then move on to the actual question, where you can record 5 takes and submit the version you are most satisfied with.

If you do not receive confirmation that your application has been received please contact devon.coates-leaning@gatenbysanderson.com.

For a confidential discussion please contact our recruitment advisers at GatenbySanderson:

Orla Brennan, Senior Researcher
E: orla.brennan@gatenbysanderson.com

Michelle Atkinson, Principal Consultant
E: michelle.atkinson@gatenbysanderson.com



Timetable

Please note that these dates are only indicative at this stage and could be subject to change.

If you are unable to meet these timeframes, please advise in your application. We will try and offer as much flexibility as we can, but it may not be possible to offer alternative dates for interviews. Please ensure you quote the job title and reference number in your e-mail.

Action	Date
Campaign closes	5pm Monday 12 October 2026
Longlist meeting	Week commencing 19 October 2026
Preliminary interviews	Weeks commencing 26 October and 2 November 2026
Shortlist meeting	Week commencing 9 November 2026
Final interviews	Either week commencing 16 or 23 November 2026

Final interviews will be held in person.

Diversity and Inclusion

As an equal opportunities employer, National Parks Partnerships is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

Terms and conditions

This is a full time role working 37.5 hours per week Monday-Friday.

The role salary is £80,000 – 95,000 FTE per annum.

Benefits of working with NPP

Pension

Where appropriate, staff are automatically enrolled in the company pension scheme.

Annual Leave and Bank Holiday Allowance

We offer 25 days annual leave and 8 days public bank holidays (pro-rated if not FT) with the option of using bank holidays as leave.

Place of Work

We are a virtual team who all work from home, which will require a suitable home office working environment. IT equipment including laptop and screen is provided. There will be some in-person team meetings and frequent UK travel will be required.

Learning and Development

Everyone at NPP is supported to develop their skills and capabilities. All new employees joining will have a full induction to the NPP work and our policies. We also encourage our employees to take up volunteering opportunities as a great way to share skills, while developing new insights and stronger links with our communities.

Staff Wellbeing

We have measures in place to assist with the wellbeing of our staff including flexible working – to allow for variations in your hours Monday to Friday, where this is compatible with business needs and is by arrangement.

Unsocial hours

Due to the nature of the work some unsocial hours will be required in the evenings and weekends to ensure the effective implementation of this post.

Policies and procedures

All staff are required to abide by organisational policies and procedures and to contribute to the smooth administration of NPP.

Additional information

References

All appointments are subject to at least two satisfactory references being provided. Please be specific when providing addresses/contact details for your referees. One of the references must be from your present employer or, if not currently employed, your most recent employer. References are normally sought before the interview process. If this is likely to cause difficulty ie you do not wish your current employer to be approached, please provide a third referee.

Due diligence

As part of our due diligence checks, we will consider anything in the public domain related to your conduct or professional capacity. This will include undertaking searches of previous public statements, social media and blogs, or any other public available information. This information will be made available to the panel and they may wish to explore issues with you.

You will also be required to produce original documents to verify your identity at interview, one of which must be photographic identification.

Lake District Derwentwater © Harry Johnson

North York Moors Sutton Bank MTB © Michael Kirkman

Ribblehead Viaduct in the Yorkshire Dales National Park © Danial Kay

Northumberland - 015 - Faint Rainbow over Hadrians Wall at Steel Rigg ©danscape.co

Broads How Hill National Nature Reserve ©TomMackie-38

Eyri Harlech 68 © Follow Films

North York Moors - Duke of Burgundy - © Adam Gor Butterfly Conservation

North York Moors - Tom Handley dry stone waller © Charlie Fox NYMNPA

Peaks Winnats Pass, Castleton © Phil Sproson

Woodland in sunlight in the South Downs National Park © Sam Moore

Cycling in the Yorkshire Dales National Park © Paul Harris Photography

BMW Lake District © Tom Kahler

Bringing in the catch at Staithes beach ©Chris J Parker

Coastal view towards Robin Hood's Bay in the North York Moors National Park ©Ebor Images

Eyri - Hiking Crib Goch, Snowdonia, Wales ©Visit Britain

Man and woman at Bank Top, Ironstone Kilns in the background ©Visit Britain - Peter Kindersley

Mosaic Group, Broads ©Julian Claxton

Recharge in Nature - Sutton Bank ©Keith Meatheringham Dobson Agency