

## JOB DESCRIPTION

# Business Development Lead (Nature Finance)

<b>Job title</b>	Business Development Lead (Nature Finance)
<b>Department / Team</b>	Nature Finance / Commercial Team
<b>Reports to</b>	CEO
<b>Direct reports</b>	None
<b>Location</b>	UK-based. Home is the normal place of work. Initial, regular Yorkshire presence required. UK and occasional international travel required.
<b>Contract type</b>	Permanent. Full-time (37.5 hours) or 0.8 FTE (30 hours) considered.
<b>Salary</b>	£70,000 per year (full-time equivalent) with commission on Nature Credit sales and a new-accounts bonus on Green Margin launches with Stabiliti.

## 1. About CreditNature

CreditNature is a UK-based nature recovery company and certified B Corp. We generate verifiable Nature Credits and provide the critical infrastructure for a high-integrity nature market, underpinned by our NARIA (Natural Asset Recovery Investment Analytics) framework.

## 2. The Role

This is our founding commercial hire. It's a market-creation role for someone who thrives on building from scratch. You will establish and scale our commercial engine: making the first sales, converting enterprise buyers to Nature Credits, and building the strategic relationships that will underpin our revenue for years to come.

Starting with a Yorkshire anchor and expanding into Scotland and then UK-wide, you will operate across two complementary commercial motions: direct enterprise Nature Credit sales, and embedded green margin sales through a strategic technology partnership.

### **3. Key Responsibilities**

#### **Go-to-market strategy and execution**

- Develop and execute a targeted market-entry strategy for Yorkshire in Phase 1, extending into Scotland and the wider UK in later phases.
- Own the full sales cycle; prospecting, qualification, negotiation and close – managing complex, multi-stakeholder engagements.
- Build and maintain a robust self-sourced pipeline in HubSpot, ensuring accurate forecasting and reporting to the CEO.

#### **Partnership and channel development**

- Work in close collaboration with our strategic technology partner to convert our pipeline into live integrations, and originate new accounts through sector-led prospecting.
- Build a systematic referral engine through sustainability consultancies and complementary channel partners.
- Develop strategic referral agreements with organisations aligned to our market access goals.

#### **Consultative selling and market education**

- Evangelise high-integrity Nature Credits, differentiating CreditNature from traditional offsets and lower-integrity environmental products.
- Translate the science of ecosystem integrity (NARIA framework) into compelling commercial narratives around risk mitigation, compliance, reporting readiness and brand value.
- Engage C-suite executives in strategic conversations about nature-related financial risks and reporting obligations, including the Taskforce on Nature-related Financial Disclosures (TNFD) and the Corporate Sustainability Reporting Directive (CSRD).
- Represent CreditNature at regional and national events, establishing the company as a thought leader in nature finance.

#### **Internal collaboration and feedback**

- Work closely with our Nature Finance Lead (who owns Stabiliti delivery oversight and select direct accounts) to ensure clean handover, joint account planning and no channel conflict.
- Partner with the Science team to understand specific nature recovery projects and the metrics behind each credit.
- Partner with our Marketing and Communications team on sector-specific content, case studies, events and sales enablement assets.
- Provide real-time market feedback to the CEO to inform our offering, pricing and commercial strategy.

## 4. What We Are Looking For

### Essential

- Demonstrable track record of exceeding ambitious sales targets in complex B2B environments (for example fintech, enterprise SaaS, cleantech, financial services, Environmental, Social and Governance (ESG) solutions or management consulting).
- Proven ability to build a regional commercial network from scratch, creating demand and closing deals in a market that does not yet exist.
- Comfortable selling novel or pioneering concepts and educating a nascent market.
- Experience navigating C-suite conversations and managing long strategic sales cycles (6–12 months).
- Exceptional intellectual agility; able to rapidly assimilate and communicate complex technical, ecological and financial concepts.
- High degree of autonomy and a proactive, entrepreneurial approach to building a market from the ground up.
- Authentic and demonstrable passion for sustainability, biodiversity and the mission of nature recovery.
- UK-based, with willingness to be in Yorkshire 2–3 days per week and to travel across the UK, potentially internationally, as the role expands.

### Desirable

- An existing network of senior business leaders and decision-makers in Yorkshire, Greater Manchester, Leeds or the wider North of England.
- Deep understanding of the evolving landscape of corporate ESG reporting (TNFD, CSRD, Science Based Targets for Nature).
- Knowledge of natural capital, environmental markets (carbon, Biodiversity Net Gain) or biodiversity finance.

- Experience selling financial instruments or investment products.
- Experience selling, integrating or partnering on embedded finance, payments or transaction-layer products (for example Green Margin, round-up giving, embedded sustainability at point of sale).
- Experience working in a high-growth, venture-backed startup environment.
- HubSpot or equivalent Customer Relationship Management (CRM) leadership or management experience.

## 5. Experience and Qualifications

### Essential

- Proven experience and demonstrable success in a senior Business Development or similar strategic sales role.

### Desirable

- Bachelor's or Master's degree in Business, Finance, Environmental Science, Economics or a related field.
- Certifications related to sustainable finance or ESG (for example CFA ESG Investing).

## 6. Skills and Behaviours

- Commercially astute and tenacious: a focused 'hunter' mentality balanced with the patience and sophistication required for strategic, high-value sales.
- Consultative and credible: able to build trust and act as a credible advisor to senior executives on complex financial and environmental issues.
- Exceptional communicator: highly articulate, with the ability to translate complex concepts into clear, compelling business narratives.
- Strategic and flexible thinker: able to innovate sales strategies and manage competing priorities in a rapidly evolving market.
- Mission-driven and ethical: passion for sustainability and commitment to high-integrity solutions. Strong alignment with our mission. A love of nature and the natural world.
- Resilient and entrepreneurial: thrives in ambiguity and builds momentum in pre-revenue markets.

## 7. Key Stakeholders You Will Work

- Corporate clients (Chief Sustainability Officers, CFOs, ESG Directors, CEOs)
- Stabiliti (our Green Margin technology partner – joint account working, co-selling, integration support).
- Landowners and project developers (understanding the supply side)
- Regional business networks and local authorities in Yorkshire, Scotland and the wider UK
- Sustainability and financial partners

## 8. Our Core Values

- Desire to learn
- Committed and tenacious
- Innovative and creative problem-solver
- Pragmatic
- Does the right thing

## 9. Additional Information

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business.

### Document sign-off

<b>Written by</b>	Robyn Silcock, Operational Excellence Manager	<b>Date:</b> 15/04/2026
<b>Reviewed by</b>		<b>Date:</b>
<b>Approved by</b>		<b>Date:</b>