





***Closing date: 9am Monday 15th April 2024***

***Interview date: Week commencing 22nd April 2024***

Please submit your completed application to jobs@staffs-wildlife.org.uk before the closing date.

**Join Our Movement**

We are the county’s leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. Our climate is in crisis and nature needs our help, but together we can make a difference.

**Our 50-year vision is for a thriving county with wildlife at its heart, which everyone enjoys, values and wants to play their part in protecting and improving.**

**Our mission is to ensure that:**

We protect and enhance the wildlife and wild places of Staffordshire and promote understanding, enjoyment and involvement in the natural world.

Working for Staffordshire Wildlife Trust, in any role, means you are part of our ambition to halt and reverse nature's decline in Staffordshire and across the UK, and to get more people to take meaningful action for wildlife. Whether you work in IT, in our cafes, or out on our nature reserves you will be working with colleagues towards the common purpose of a county richer in wildlife.



**Working for Us**

At Staffordshire Wildlife Trust we don’t just offer jobs – we offer careers. For our people, being part of the effort to address the climate and nature crisis makes working for us truly meaningful and rewarding.

As well as investing in our mission, we invest in our people and culture. We’re committed to creating an engaging, supportive and inclusive workplace for all and providing opportunities for development, training and growth. We also provide a range of benefits such as flexible working, an employee assistance programme and a wellbeing allowance.

Your journey in the Trust starts with your induction. Whatever role you're here to do, we'll explain what to expect, show you where to go, and make sure you understand your new environment before you get going.

You’ll get the chance to see what others in your teams, and across the Trust are doing through job shadowing and team working. We have 45 other Wildlife Trusts, working passionately just like us, whose knowledge and experience you can also draw from.

**Learning and Development** - one size doesn’t fit all, we will work with you to identify where you and the organisation want to grow and develop, and put together a personal plan that works for you, whether that’s on-the-job training, flexible e-learning, or one-to-one support.

If we need you to hold a qualification for your role, from either a legal or professional point of view, we’ll cover the cost of your membership fee where needed as part of your continuous professional development.

We believe work-life balance is important. We work 35 hours a week, and we believe a good work life balance makes for happier, healthier employees. We support flexible working wherever possible and we are currently operating a hybrid working model.

**We have a range of benefits that support you when working for us:**

* *10% Non-contributory Pension*
* *Employee Assistance Programme*
* *Life Assurance*
* *Salary Sacrifice schemes for cycle to work and Electric vehicles*
* *25 Days basic holiday allowance, plus bank holidays, and extra Christmas leave.*
* *15% discount in our cafes*

**What We Stand For**

We are:

**Resourceful:** Making best use of what we have, and always alive to opportunities to do things better and more efficiently

**Passionate:** Making the case for valuing and protecting wildlife

**Pioneering:** Using new and innovative ways to achieve our vision helping us led by example

**Evidence** **Based:** Making our case on scientific-face and interpretation

**Welcoming:** Giving our members, our supporters, and the wider public the best service possible

**Professional:** Striving to be the best we can be in all that we do, seeking continuous improvement and benchmarking our performance

**Collaborative:** Working in partnerships between staff, volunteers, members, communities, landowners, businesses and many others to achieve our vision

**The Basics**

**Job Title:** Fundraising Manager

**Contract Type:** Permanent

**Hours:** between 21 and 35 hours per week (part-time working possible)

**Pay Band:** £29,367 - £37,367 (pro-rata for part-time hours)

**Work Location:** Hybrid working with home-working and main office working at The Wolseley Centre, ST17 0WT

**Who We’re Looking For**

Professional in any situation, you will be a strong ambassador for the Trust, passionate about our mission and able to share our vision to potential and current donors and funders.

You will have the ability and experience to identify and deliver new fundraising prospects and funds, as well as the confidence and persuasive communication skills needed to influence, negotiate and inspire stakeholders at all levels.

Self-motivated and comfortable under pressure, you will be accustomed to working to challenging targets and delivering successful fundraising programmes, particularly with high-net worth donors and through fundraising appeals.

You will be collaborative, supportive and a positive force for good, sharing your enthusiasm across our different teams and inspiring all our staff and volunteers to deliver their own fundraising targets.

You should be willing to work flexibly as your team requires it. This may involve working at events outside of normal hours to deliver your objectives.

Practical and pragmatic, you must also be able to understand the wider organisational context.  You should be able to demonstrate great influencing skills as well as the ability to build strong relationships – both internally and externally.

**What you will Deliver**

You will be responsible for developing a five-year fundraising strategy and an annual fundraising plan as part of a Trust-wide income generation strategy to deliver our 2030 nature recovery goals.

You will set and be responsible for annual fundraising targets, and work with colleagues in our membership, communications, education and commercial teams to develop a compelling, joined up income generation and marketing strategy.

You will be responsible for developing new fundraising campaigns to our members, supporters and the wider public

You will be responsible for developing a new high-net worth donor patron programme. This is a new area for the Trust and has the potential to generate income growth through transformational gifts.

You will be responsible for developing our legacy programme, nurturing relationships with our members and supporters.

You will be responsible for building our corporate partnership programme to develop innovative new strategies and partnerships.

You will be responsible for developing our fundraising work from grant-making organisations, providing support and advice to our staff, many of whom are already very successful bid writers, to ensure a bid pipeline and process is implemented

Key Tasks

1. Deliver long term growth through effective fundraising revenue streams, in particular, boosting our individual giving through major donors, legacies and community fundraising
2. Develop a Major Donors patron programme through cultivation of existing supporters and identifying new potential donors.
3. Deliver fundraising appeals to allow us to deliver our exciting and ambitious strategy to put nature in recovery
4. Maintain and develop relationships with existing funders, utilising our CRM system to ensure tailored donor relationship development and compliance with donor requirements
5. Oversee the bid pipeline to ensure sufficient trust and foundations work to support delivery

**What we’re looking for**

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| **Personal Qualities** | |
| **Passionate and Energetic** | You will believe in our core purpose, and be passionate about tackling the nature and climate crisis. |
| **Team focused and supportive** | You will be an excellent team player, working alongside colleagues across teams, volunteers and contractors. You will recognise strengths and weaknesses in your team and support your team to develop new skills. |
| **Ambitious and Achieving** | You will provide direction for your team and ensure your work delivers against our core strategic goals. You will energise and motivate your colleagues. |
| **Resource Efficient** | You will use resources wisely ensuring maximum benefits and minimal. |
| **Professionalism** | Always professional, on-message and on-brand – you will represent the Wildlife Trust and it’s values and mission at all times. |
| **Determination and Resilience** | You will have a can-do attitude and will take setbacks and feedback constructively. |
| **Problem Solving and Analysis** | You will relish a challenge and be analytical in your approach to solving problems. |

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| **Experience requirements** |
| At least five years’ fundraising experience generating income in the charity sector, developing fundraising strategies and plans |
| Relevant experience of managing an income generation pipeline against rolling annual targets |
| Relevant experience of successful High Net Worth cultivation programmes |
| Relevant experience of developing fundraising campaigns |
| Relevant experience of developing corporate fundraising programme |
| Relevant experience of leading a multi-functional team and performance management in a target driven setting |
| Managing staff directly, as well as supporting staff outside of own team |
| Previous experience/knowledge of Fundraising Regulations |
| Experience of developing and maintaining strong relationships internally and externally |
| **Additional requirements** |
| Excellent IT skills and proven ability to manipulate and interpret data |
| Exemplary written and verbal communication skills, and the ability to communicate with a variety of audiences |
| Proven time management and ability to work to multiple deadlines |