



**Staffordshire**  
Wildlife Trust

# Trusts and Partnerships Manager

Job Information Pack

*Polly Symondson Recruitment*

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Elaine Henshaw

## Dear Applicant,

This is a fantastic time to join Staffordshire Wildlife Trust – we’ve some exciting plans on the horizon, from opening a new visitors centre and protecting more green spaces to releasing wild beavers and encouraging osprey to nest in our county. There’s lots more we can do to ensure nature thrives in Staffordshire, which is why we’re investing in fundraising.

We have a new five-year fundraising strategy that takes us on an ambitious journey to substantially increase income over this time. We are starting from a position of huge opportunity and that’s where you come in. As our new Trusts and Partnerships Manager, you’ll play a central role in making this step change happen. With fundraising experience, you’ll help shape solid, fundable projects, secure the support needed to bring them to life and thrive on building strong, long-lasting relationships.

Your role is the last of three new appointments, including mine and a digital fundraiser. We both joined last summer and have experienced the warm welcome you’ll receive. We’ve also seen our work have an immediate impact on wildlife and wild places. The Trust really values you as an individual and offers some great benefits, not least 10% contribution to your pension.

If like me you don’t have a conservation background, don’t worry. It was my enjoyment of the outdoors and appreciation of nature’s benefits on my physical and mental health that attracted me to my role. I am now learning something new about nature every day, often seeing our work in practise – which is great.

So, if you’re looking for a role that will challenge you, where your skills and enthusiasm are valued, and your development will be supported – this is your chance. I’m looking forward to working together and supporting you in succeeding in this role.

Adela Appleby,

Head of Fundraising and Development



# About us

## 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 will 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 trialling a hybrid working model.



## 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.

## Who we're looking for

This is an excellent opportunity for a self-motivated and proactive Trust Fundraiser, with a desire to expand their responsibilities, adapting their skills and experience to drive corporate partnerships and unlock legacy and major donor income.

Using your experience in creating strong cases for support, including unrestricted costs, and pipeline development, you will work with two part-time colleagues to increase annual income from major donors, legacies and corporate partners.

You will thrive on building strong, long-lasting relationships, someone who is curious and able to identify opportunities to strengthen relationships, and who demonstrates resilience when working towards ambitious fundraising goals.

You will be comfortable with supporting colleagues in developing their confidence, knowledge and skills. You will also enjoy collaborating with others learning from those with more expertise to achieve joint goals.

You may not have previously worked in conservation, but through your curiosity and interest you will develop a passion for Staffordshire Wildlife Trust, that will ensure you are confident in sharing our vision and impact with others.

If you are a bid writer from the commercial sector or a senior fundraiser from major donors or corporate partnerships, who can demonstrate transferable skills we would welcome a conversation.

## About the role

**To create a wilder Staffordshire, we are investing in our fundraising and development team to deliver an ambitious 5-year fundraising strategy. The Trusts and Partnerships Manager is a new role, pivotal in securing philanthropic support from individuals, trusts and foundations, and corporate partners.**

**The Fundraising and Development Team comprises individual giving, including memberships (10 staff); trusts and philanthropy including trusts, major donor, legacy and corporate (3 staff); digital fundraising (1 staff) and marketing (2 staff). Please refer to the department structure.**

**Reporting to the Head of Fundraising and Development you will manage a part-time senior relationships officer and a part-time fundraising officer. (The line management responsibility may be phased over your first year).**

*Matthew Roberts*

# Role Responsibilities

- Work with Head of Fundraising and Development to deliver a robust multi-year fundraising strategy.
- Manage trusts, corporate, legacy and major donor income streams.
- Identify, cultivate and manage relationships with trusts and foundations, major donors and corporates.
- Research, write, and submit high-quality funding applications and grant proposals. Fulfil all funder reporting and end of grant requirements.
- Collaborate with colleagues across the organisation to build a library of strong cases for support. Working with Head of Fundraising and Development to coordinate grants and trust work carried out across the organisation.
- With the Head of Fundraising and Development, develop a partnership pipeline focusing on increasing unrestricted, multi-year support and improving the quality, volume and success rate of applications.
- Conduct due diligence on potential funders and funding sources to ensure alignment with the Wildlife Trust's mission, values, and ethical standards.



- Provide accurate forecasts, reports and insights to the Head of Fundraising and Development and Finance Manager as required.
- Maintain accurate records of donors, donor engagement, pipeline activity and income using the CRM system.
- Monitor trends in trusts, corporates, legacies and major giving, adapting approaches, including as a response to changes in the external funding environment.
- Line manage staff, supporting their development and ability to achieve delegated targets.
- Work closely with colleagues across Fundraising and Development to ensure joined-up planning and delivery, developing fundraising relationships across income streams.
- Act as a professional ambassador for Staffordshire Wildlife Trust, representing the organisation with credibility.
- Keep abreast of programme developments in delivery teams.

For the organisation to work effectively you may be required to assist with other areas of work and therefore you should be prepared to undertake other duties, appropriate to the post, as delegated by your line manager.

# Person Specification

## Professional skills and experience

- Strong track record of securing income from a diverse mix of sources.
- Exceptional bid-writing skills: able to craft persuasive, high-quality proposals and pitches that inspire confidence in funders.
- Demonstrable success in managing relationships with trusts and foundations to deliver multiyear funding and/or repeat giving.
- Skilled at bid development and management – shaping concepts into funder-friendly plans backed by process; clear budgets, timelines, milestones, and KPIs.
- Confident in monitoring progress, evaluating impact, and reporting outcomes to funders.
- Excellent interpersonal and written and verbal communication, including compelling cases for support and making the ask.
- Financially astute, with the ability to track and manage budgets.
- Confident in making data led decisions.
- Knowledgeable about funder priorities and able to anticipate trends across the philanthropic, corporate, and statutory landscapes.
- A genuine passion with the conservation, heritage, or environmental sector.
- Excellent IT and CRM database skills i.e. Microsoft Office package: Word, PowerPoint and Excel and fundraising databases e.g. Access, Raiser Edge, Donorfly.
- Knowledge of Fundraising Codes of Practice, GDPR and Fundraising Regulations.
- Ability to work flexibly, occasionally attending early morning, evening and weekend commitments (shared across the team).
- Full Driving Licence.



Adrian Clarke

## Personal qualities

- Self-motivated, proactive and able to work effectively on own initiative.
- Collaborative and relationship led, with a strong team ethos.
- Hands on, resourceful and willing to get stuck in.
- Resilient, pragmatic and adaptable.
- Outgoing and engaging – able to confidently engage with a room of strangers.
- Professional, reliable and highly organised.
- Physically fit as the role involves the set up and set down of promotional stands at events and able to attend several places within an area in a day.
- Passionate about nature and wildlife.

# Terms of Employment

**Position:** Trusts and Partnerships Manager

**Reporting to:** Head of Fundraising and Development

**Location:** Hybrid with at least 2 days from our Wolseley Head Office.

You will regularly spend time in Staffordshire cultivating supporters (anticipated 4-8 days a month), the remaining time can be worked remotely. With flexibility as required.

**Salary:** £36,000

**Hours:** This post is full time 35hrs/wk. (part time of 28 hrs considered for the right candidate).

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

- 10% Non-contributory Pension
- Healthcare Plan
- Employee Assistance Programmes
- Life Assurance (4 x salary)
- Salary Sacrifice schemes for cycle to work and Electric vehicles (dependant on salary)
- Annual staff volunteering day
- 25 Days basic holiday allowance (rising to 30 days after 10 years' service), plus bank holidays, and extra Christmas leave (pro rata)
- Additional holiday allowance purchase scheme
- 15% discount in our cafes
- PPE and uniform provided as required.
- 2 annual whole team days



## EDI – we're wild about inclusion!

We aim to put equality, diversity and inclusion at the heart of Staffordshire Wildlife Trust to ensure that everyone can experience the joy of wildlife in their daily lives.

We're Wild About Inclusion! To us, this means inspiring, empowering, and engaging people from all backgrounds, cultures, identities, and abilities, to change the natural world for the better. It means creating workspaces where difference is celebrated, everyone can be themselves and flourish, just like nature.

We strongly encourage people of every race, orientation, age, gender, sex, religion, origin, and ability to apply. We aim to better understand and address the inequalities experienced by many communities in accessing and connecting with nature. This includes recognising that the conservation sector is one of the least diverse professions in the UK and that access to careers and educational opportunities needs to be significantly improved. We believe being Wild About Inclusion is critical to the future of the Trust, and the health and wellbeing of our communities.

As a Disability Confident accredited employer SWT will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity and encourages applications from these candidates. If you need any reasonable adjustments, please contact PSR on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

At SWT, we are committed to creating a safe environment where discrimination, bullying, and harassment are not tolerated. We expect everyone to uphold, respect, and support our zero-tolerance policy.



## Safeguarding

Staffordshire Wildlife Trust is committed to keeping children and young people safe.

Safeguarding and protecting our visitors, customers, members, staff and volunteers is the responsibility of every trustee, employee, and volunteer at Staffordshire Wildlife Trust.

Our commitment to safeguarding starts at the very beginning. All recruiting managers complete Safer Recruitment training to enable them to follow best practice when recruiting.

On joining all staff are required to complete safeguarding training for children, young people and adults at risk.

Some roles require a successful DBS check before they can carry out their roles.

Our safeguarding team is committed to ensuring that our safeguarding policies and procedures are adhered to.

## How to apply

Please provide a CV detailing your skills and experience and a supporting statement outlining how your experience matches the person specification and why you are the right person for the job. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

Don't meet every single requirement? We are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with the job description, we encourage you to apply anyway. We are a small experienced and supportive team and full training; induction and handover will be given for the right candidate.

At PSR we do understand that Artificial Intelligence platforms can be a useful tool in assisting with research for an application, however we request that your supporting statement is not written using AI to ensure that your authentic voice and communication style is present. Any personal statements found to be AI generated will be discounted and a new version requested in order to progress an application.

Please email your supporting statement and CV [info@pollysymondsonrecruitment.co.uk](mailto:info@pollysymondsonrecruitment.co.uk) quoting ref: **2659**

Application deadline: **18th May**

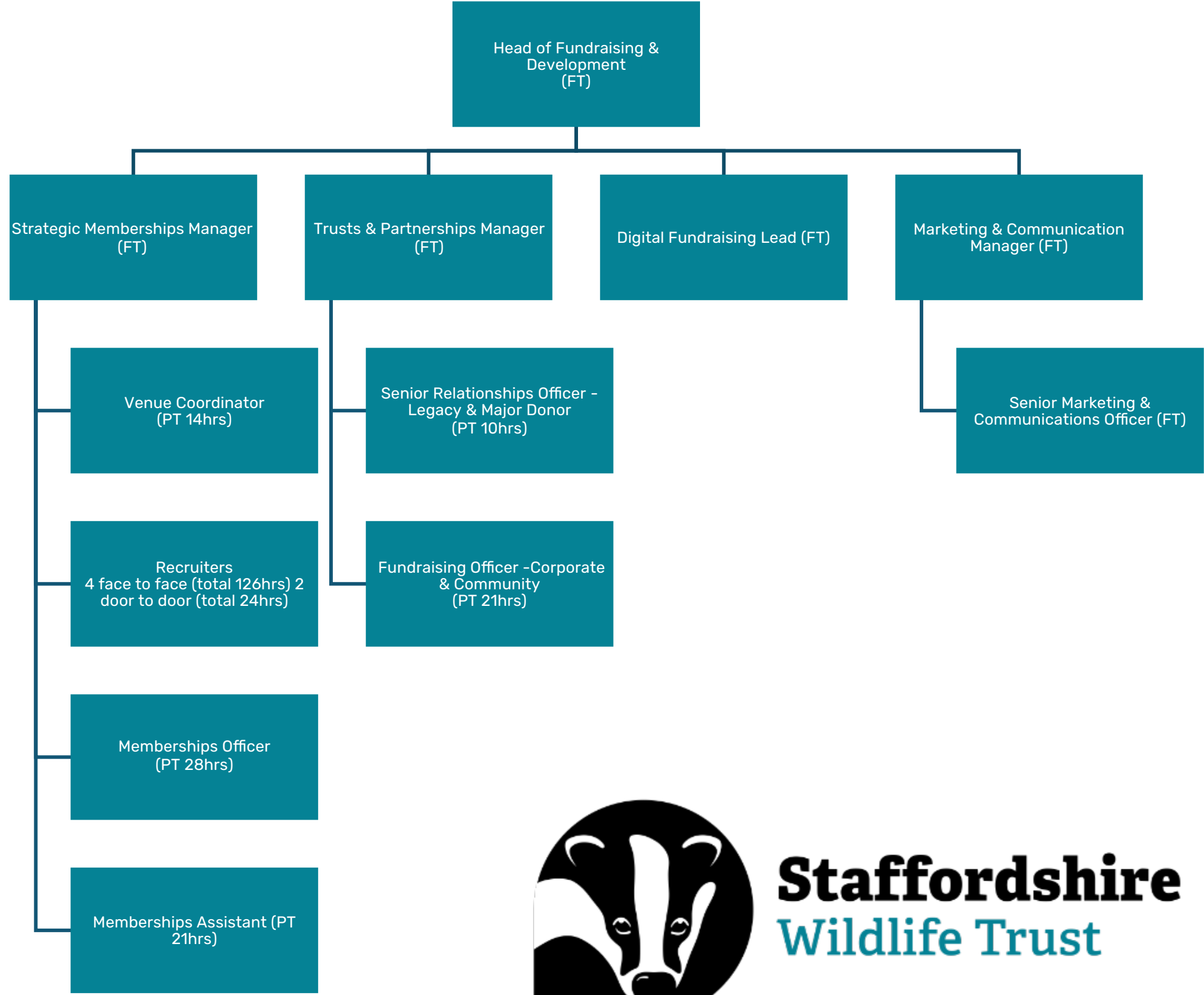
Initial interviews with Polly Symondson Recruitment will take place online on **19th/20th**

Shortlisted candidates will be invited to an interview on **1st June**





# Fundraising & Development Team Structure



**Staffordshire**  
Wildlife Trust