



Major Gifts Fundraiser
up to £65,000
Newark and/or home based
Full time - 35 hours per week
Permanent

We are looking for a brilliant major gifts fundraiser to join one of the UK's best-loved nature charities to grow our network of high net worth individuals supporting our work in turning around the nature and climate emergencies. This is a brand new role that will support our Chief Executive and Senior Leadership Team, as well as the wider Wildlife Trusts' movement, in developing long-lasting partnerships that deliver a step-change for nature's recovery in the UK.

Who we are

The Wildlife Trusts are a federated movement of 46 charities, supported by a central charity, the Royal Society of Wildlife Trusts. Together, we have 870,000 members, 38,000 volunteers and 2,800 staff across the UK. We are at an exciting moment in our 100-year history, with the development of an ambitious new strategy, setting out a vision of nature in recovery, with abundant, diverse wildlife and natural processes creating wilder landscapes where people and nature thrive.

The next 10 years will be critical in determining what kind of world we all live in. We need to urgently reverse the loss of wildlife and put nature into recovery at scale if we are to prevent climate and ecological disaster. This will require big, bold changes in the way The Wildlife Trusts work and how we mobilise others to take action, and it will require an increase in the scale and diversity of funding available for nature's recovery.

The unique offer of The Wildlife Trusts to major donors (our federated movement facilitates access to our senior staff, and their expert knowledge and passion), sets us apart from other large NGOs. Combined with our ability to provide expert advice to landowners, our deep local relevance alongside our collective national impact and growing profile within climate action, there is scope to grow our major gifts programmes significantly.

As part of an exciting and evolving Marketing and Development team, the Major Gifts Fundraiser will play an important role in enabling The Wildlife Trusts to grow support from high net worth individuals who share our passion for nature's recovery.

About you

You will be a confident and engaging major gifts fundraiser, with the ability to express The Wildlife Trusts' case for support in tackling the nature and climate emergencies, both through our work on nature's restoration on the ground, and through our influencing, policy and campaigning work. You will be highly experienced in initiating and developing mutually beneficial relationships with individuals to achieve fundraising targets, with a proven track record of securing significant unrestricted funds.

We want our people to be as diverse as nature, so we particularly encourage applications from people who are underrepresented within our sector, including people from minority backgrounds and people with disabilities. We are committed to creating a Wildlife Trusts movement that recognises and truly values individual differences and identities.



As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

Closing date for applications: 21 November 2021

First interview: Provisional 30 November 2021



MAJOR GIFTS FUNDRAISER JOB DESCRIPTION

IDENTIFICATION OF JOB

Team: Marketing and Development
Working base: Newark and/or home based
Responsible to: Director of Marketing, Communications & Development

OVERALL PURPOSE OF THE JOB

- **Develop and manage a donor-centric major gifts portfolio with high net worth individuals within the UK and beyond to agreed income generation targets.**
- **Contribute to The Wildlife Trusts' collective skills and capacity within major donor fundraising through sharing evidence-based advice and good practice and seeking continuous improvements in our systems and processes.**

MAIN RESPONSIBILITIES

Develop and manage a donor-centric major gifts portfolio with high net worth individuals within the UK and beyond to agreed income generation targets.

- Take the lead for the implementation of major donor giving policy and protocols for RSWT, consulting with The Wildlife Trusts' movement on effective ways of working.
- Develop and manage high-value relationships with individuals from the UK and elsewhere with the objective of securing major gifts and pledges (i.e. in excess of £10,000) to support The Wildlife Trusts' fundraising priorities.
- Recruit major-donor prospects new to The Wildlife Trusts' movement from own research and network development and understand their giving priorities.
- Work with senior team to craft compelling and persuasive proposals to solicit donations.
- Managing donor retention levels, developing a pipeline of high value time, talent and monetary contributions.
- Ensure best use of Chief Executive and other senior staff time in developing relationships with individuals.
- Ensure an effective stewardship programme is in place for all major donors to RSWT.
- Work with our Events and Ambassador Manager to programme effective national major donor fundraising events, for example annual President's reception; and with our senior leadership team to create a programme of more intimate events for high value supporters.
- Provide regular (eg quarterly) reports to relevant committees.
- Updating CRM records for own contacts to ensure data quality is maintained at all times.



Contribute to The Wildlife Trusts' collective skills and capacity within major donor fundraising through sharing evidence-based advice and good practice, and seeking continuous improvements in our systems and processes.

- Help build a major donor fundraising community of practice across The Wildlife Trusts to enhance the effectiveness and impact of our fundraising in this discipline.
- Produce high-quality reports and deliver engaging webinars to communicate data and insights around major giving in the UK and elsewhere.
- Provide one-to-one tailored advice to individual Wildlife Trusts on establishing and developing major giving programmes.
- Engage with our digital transformation programme to understand what opportunities this may bring to enhance our major donor programmes.

Other responsibilities:

- Undertake own administration.
- Be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives.
- In order 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 and any other reasonable duties required.
- The post will require occasional travel and possible overnight stays at conferences.

All staff are ambassadors for the organisation both internally and externally and are always expected to act in a professional manner. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.

MAJOR GIFTS FUNDRAISER PERSON SPECIFICATION

	Essential	Desirable
Personal Qualities		
Donor centric and able to build mutually beneficial relationships	✓	
A creative thinker, able to solve problems and recommend improvements to ways of working.	✓	
Flexible and open-minded, able to adapt to changing situations. and willing to step in where needed.	✓	
Ability to work both alone and co-operatively as part of a team.	✓	
Highly organised, with excellent time management.	✓	
Engaging and personable manner and inspires confidence in others.	✓	
An interest in nature and a passion for inspiring others		✓
Key competencies		
Fundraising techniques, particularly with high net worth individuals	✓	
Ability to build relationships with prospective major donors	✓	
Ability to craft and convey a compelling case for support	✓	
Working to agreed income targets	✓	
Working under pressure and managing multiple priorities.	✓	
Thinking clearly, assessing information and developing a rationale for action.	✓	
Using own initiative to drive projects forward, within the remit of the role.	✓	
Experience		
Delivering a major donor programme to achieve significant income targets.	✓	
Establishing a new major donor programme, including researching and developing new prospects, and policies and protocols	✓	
Planning and co-ordinating multiple tasks and stakeholders to deliver within tight timescales.	✓	
Developing Key Performance Indicators for major donor fundraising	✓	
Experience of working in the environment/conservation sector		✓
Knowledge and skills		
Excellent communication and presentation skills (written and verbal, formal and informal, for internal and external audiences).	✓	
Strong interpersonal skills.	✓	
High level administrative and organisational skills.	✓	
Negotiating and Influencing skills		✓
Knowledge of GDPR and relevant data protection processes.	✓	
Excellent MS Office skills, in particular Excel, PowerPoint, Word.	✓	
Working knowledge of customer relationship management systems (CRMs)	✓	



Understanding of wildlife and environmental issues in the UK.	✓	
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