

JOB DESCRIPTION

IDENTIFICATION OF JOB

JOB TITLE	Fundraising and Communications Manager
TEAM	Senior management team
WORKING BASE	Choice of our offices (near Bridgend and Cilgerran) with scope to also work from home. Post covers the whole WTSWW area (counties of Glamorgan, Pembrokeshire, Carmarthenshire, Ceredigion and Brecknock).
RESPONSIBLE TO	Chief Executive Officer
RESPONSIBLE FOR	Up to 5 staff. Currently Communications Officer (F/T) and Legacy Officer (P/T)

OVERALL PURPOSE OF JOB

- Working with the CEO and Senior Management Team to help raise the profile of the Wildlife Trust as an active and reputable organisation.
- To build fundraising activities and lead on communications and fundraising strategies and action plans, working to fundraising targets. Our fundraising focus is currently on membership, legacies, major gifts and digital fundraising.
- To maintain an appropriate focus on the bigger picture in order to help the Trust move forward.

MAIN RESPONSIBILITIES

The key job requirement is to have a strong knowledge and empathy in relation to the Wildlife Trust movement and its core business. Specifically, the following tasks are an essential part of the job content.

- Engage in the intelligence processes and networks necessary to develop and target fundraising and profile-raising efforts. This includes joining the relevant Trusts' Communities of Practice and networking groups to share knowledge and experience and help develop joint campaigns.
- Develop strategies and annual action plans related to fundraising and comms activity and work with staff and volunteers to help deliver those plans.
- Help to find the resources necessary to implement fundraising plans, whether it be money, materials or volunteers and manage the departmental budget.
- Work with the Senior Management Team to explore and develop new ideas for financing the work of the Wildlife Trust to create a sustainable business model.
- To help with the more general Wildlife Trust activities that all staff are involved with e.g. membership recruitment, helping at events and shows etc.

FURTHER DETAILS

Our current focus is on:

- Website –monetization for fundraising and implementing Inclusive Communications recommendations, including engaging video content, use of EDI tools, digital trails and info for nature reserves.
- Supporting and working with the membership team: conversion of warm leads via Wildlife Trust campaign support e.g. via 30Days Wild; promotion of membership discounts; promotion of campaigns such as gift-aid sign-up, upgrade of subscription rates etc.
- Supporting the Legacy Officer to promoting stories that encourage legacy-giving and demonstrate the impact of legacies.
- Major donors – support the work of the Major Gifts Fundraiser (Wales).
- Appeals – developing and promoting specific and general appeals and donation routes.

- Supporter journeys: developing calls to action linked to social media channels including membership, donations and legacies, and developing easy routes back to giving online.
- Help with Team Wilder promotion and supporter journeys, from practical involvement to membership, fundraising, donations.
- Printed and email news routes: producing and editing the membership magazine, working with other staff to develop stories that inspire, communicate the impact we are having and include a call to action and review the design, content and timing of printed mailings to members.
- Supporting the Communications Officer with press releases, and handling media enquiries.

PERSON SPECIFICATION

JOB TITLE Fundraising and Communications Officer

TEAM Senior Management Team

Experience / Qualifications

- Significant practical experience in relation to fundraising and communications within a charity or social enterprise organisation, or with a private organisation that has similar aims to a charity.
- A clear understanding of and empathy with the Wildlife Trust movement is essential.
- A relevant qualification to degree or similar level is preferred but emphasis is placed on a good practical track record in relevant and related employment areas, and transferrable skills.

Competence, knowledge and skills

- Ability to carry out research related to the development of fundraising opportunities.
- Knowledge of fundraising issues and opportunities for a charity like the Wildlife Trust.
- Organisational skills – time management, management of priorities and an understanding of the process of project management.
- IT skills – an ability to communicate freely and manipulate information and data.
- Excellent communication skills, both written and oral – the ability to build relationships is a key aspect of this post.
- Ability to speak and write in Welsh would be an advantage.
- Design flair and knowledge of computer design software and use of social media is an advantage.
- Interpersonal skills (in relation to working with volunteers) and within a diverse team
- Driving licence is essential

Personal qualities

- Must be energetic, self motivated, organised and flexible
- Must be confident in working with a wide range of other organisations
- This would suit someone who is a 'big picture' thinker and also someone who is a 'finisher'.

Further details:

Salary: £37,000

Working hours: 35 per week. We operate a flexible/ TOIL working system to take account of the fact that some evening/ weekend work is required on occasion.

Holidays: 25 days, plus statutory holidays plus additional discretionary holiday over New year awarded by Trustees (usually between 3 and 5 additional days).

Working location: You will be expected to work from both main offices (Cilgerran and Bridgend) but can be based at either, with some home working acceptable. Our IT system is 'cloud-based' allowing access to emails and files from any location.

Travelling expenses: 40p per mile.

You will be provided with a laptop, mobile phone and branded clothing.

Background:

We are an environmental charity that is rich in assets, including over 110 nature reserves (including Skomer and Skokholm Islands) and 4 visitor centres. In comparison to other Wildlife Trusts our size, we have a small team of staff (therefore a 'flat' management structure) and all staff work flexibly, supporting each other and sharing skills. Our staff are used to working within very tight budgets and we are committed to keeping overhead costs low so that we spend as much money as possible on delivery of our charitable objectives. We benefit from the help of many volunteers and skilled Trustees. With a senior member of staff to lead in Fundraising and Communications, there is the potential to build up a larger team of volunteers to help with comms, marketing and fundraising work, including projects with students from local universities.

At the moment, a lack of unrestricted income is impacting our sustainability and resilience and holding us back from being more impactful. We need to increase the delivery of our charitable objectives given the joint nature and climate crises our country is facing, but currently we rely more on finding suitable grants. We have been successful with grants in recent years, and although the income is very useful, it is short-term, unpredictable and does not deliver full cost recovery. This particularly impacts our work with communities and with habitat creation and protection of vulnerable species (such as Red Squirrels), areas that depend on long-term input and management, and continuity of staff. Growing our unrestricted income would give a more dependable income source covering more of our core costs, and the ability to respond quickly to where local needs and opportunities arise. A better balance of unrestricted and grant income would allow us to deliver more work, more consistently and over the longer term to contribute towards our vision and strategy. Recent studies have shown significant opportunities for unrestricted income through fundraising and associated communications.

Given these opportunities we want to recruit a full-time person at a senior level with the appropriate skills and experience as a Fundraising and Communications Manager.