**Head of Fundraising and Development**

**Be part of a Wilder Future**

**Role:** Head of Fundraising and Development

**Contract Type:** Permanent

**Hours:** Full time 35 hours per week

**Pay Band:** £50,000 pa

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

**Reporting to:** Chief Executive

**Managing:** Grants & Philanthropy Manager, Strategic Membership Manager, Marketing and Communications Manager.

**Join Our Movement**

Thank you for your interest in applying for the role of Head of Fundraising and Development for Staffordshire Wildlife Trust.

Staffordshire Wildlife Trust protects and enhances the wildlife and wild places of Staffordshire and promotes understanding, enjoyment and involvement in the natural world.

A registered charity established in 1969, the Trust is one of 46 independent county Wildlife Trusts throughout the UK and is supported by more than 22,000 members.

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.

We care for 45 nature reserves across the county, covering an area of over 2,000 hectares, and carry out pioneering conservation projects to protect and restore our special landscapes and wildlife.

We work with partners and communities to improve the wider landscape to make it a better place for wildlife, offering volunteering, educational and events programmes to promote understanding, enjoyment and involvement in the natural world.

Working for Staffordshire Wildlife Trust is an opportunity to make a difference. You will be a key part of a passionate and enthusiastic team who are building a wilder future for Staffordshire and inspiring more people to take meaningful action for wildlife.

Our 130 staff are based in six locations around the county including our Headquarters at Wolseley Bridge, Stafford.

You can find our latest strategy here:

[Our vision | Staffordshire Wildlife Trust](https://www.staffs-wildlife.org.uk/what-we-do/about-us/our-vision)

You can find our latest Annual Report and Accounts here:

[Our finances | Staffordshire Wildlife Trust](https://www.staffs-wildlife.org.uk/what-we-do/about-us/our-finances)

**The Role**

Staffordshire Wildlife Trust had an income of £4.7m in year ending March 2024, excluding an exceptional legacy of £2.2m. To enable us to push ahead with our vital work to restore the natural environment across Staffordshire, and to meet our strategic goals by 2030, we must increase our income.

The Head of Fundraising and Development role is a unique opportunity for an ambitious and innovative fundraising professional to develop and deliver a comprehensive fundraising strategy.

You’ll be leading our dedicated fundraising and communications team. The fundraising team is made up of 10 staff (6.9 FTE): 8 in membership, a part-time Major donor / Legacy officer and a part-time Fundraising officer. The Marketing and Communications team is made up of two permanent staff.

This position is a new one, and one of the key recommendations of a fundraising research assignment conducted at the end of 2024. The report recommends a five-year period of foundation-building including: making targeted investments into roles and structures to increase income and maximise Return on Investment (ROI); bringing in talented experts to conduct further research into areas where the Trust may have more fundraising opportunity; and, making changes to planning and budgeting systems to support successful collaboration and effective analysis.

The Head of Fundraising and Development will report to the Chief Executive and be a member of the Senior Leadership Team.

**Who we’re looking for**

To help create a wilder future for Staffordshire, we are seeking a driven and passionate Head of Fundraising and Development who can develop and deliver a fundraising strategy which will generate a significant portion of our income.

You will have an evidenced track record of success in growing voluntary income in charities across a range of channels. You will understand the requirements for successful fundraising across grants (charitable trusts, the National Lottery and Landfill Communities Funding), companies, individual giving, major donors and legacies.

Experience in managing membership schemes and an understanding of generating income from Trading activities would be an advantage.

You will have experience of change management, and an understanding that sustainable change requires taking people with you, and that this requires consultation, patience, flexibility and adaptability.

Your experience should be heavily-weighted towards fundraising rather than communications, although an understanding of communications and how it supports fundraising, is essential.

You will be an effective leader; comfortable delegating authority in areas where you have less expertise to the experts in your team.

Developing, implementing and evaluating strategy across a range of income streams will be business as usual for you.

An inspiring leader, you will have exceptional people management skills, with the ability to influence at all levels. You should be willing to work flexibly as your team requires it, this may involve working at events outside of normal hours to support your team.

**What you will deliver**

The Head of Fundraising and Development will develop and deliver a fundraising strategy, creating an enabling environment for fundraising across the organisation. You will be responsible for planning, directing, and coordinating activities to secure and maintain funds, and for managing relationships with key stakeholders.

In year one, we expect that the Head of Fundraising and Development to recruit a Grants and Philanthropy Manager to build on our successful track record of grant fundraising. This post will develop a project board process and deliver a pipeline of future bids to Trusts, Foundations and Funders.

You will support the team to refresh and increase its digital marketing.

With a focus on growing unrestricted income, you will explore ways of growing individual givers and legators. You will direct teams to focus effort where Staffordshire Wildlife Trust has the most fundraising opportunity and support them to phase out activity where there is limited opportunity, in order to improve ROI. You will support teams to develop a supporter journey (from visitor to legator) and ensure that across all fundraising communications there is consistent messaging on the importance of unrestricted funds.

You will set targets and objectives for your team, and through continuous monitoring ensure they are met. You will report regularly on threats and opportunities to income and growth. You will seek to diversify our income channels and products, ensuring effective team working across the department.

**Key Tasks**

1. Develop and implement a five-year fundraising strategy with annual plans and budgets which includes activities that deliver significant and sustainable increases to voluntary income, enabling Staffordshire Wildlife Trust to extend its reach, influence and impact
2. Develop a fundraising culture across the Trust, providing inspiration, support and guidance, embedding warm lead and supporter journey awareness into all areas of the organisation
3. Co-develop bottom-up, evidence-led income forecasts with your team and relevant SLT members
4. Oversee the project board process led by the Grants and Philanthropy Manager to ensure a rich and varied pipeline of projects enabling income opportunities to be realised across the team
5. Take overall responsibility for all fundraising, delivering excellent stewardship for donors to sustain strategic relationships that support income growth, meeting all donor requirements and working with the CE / wider team to ensure high quality impact reporting
6. Oversee the exploration of new income generating opportunities, applying a research and evidence-led approach to decision making on new investments to be made and new income channels / products to be prioritised
7. Oversee the management of all fundraising systems/processes (fundraising database and financial information), and ensure that systems, databases, and procedures are maintained and used appropriately
8. Be responsible for all internal and external communications, ensuring that they are on message and building our brand, supporters and awareness of our work
9. Embed a culture of high performance, line managing and coaching team members so that they develop in their roles and function effectively
10. Play an active role on the SLT, supporting the Chief Executive to lead the long-term strategic direction of the Staffordshire Wildlife Trust.
11. Ensure continuous development of skills and knowledge required for the post, undergoing training and performance review as required
12. Keep abreast of programme developments in delivery teams
13. 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, as delegated by your line manager.

**What we’re looking for – person specification**

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| **Criteria** | **Essential** | **Desired** |
| **Qualifications** | | |
| Certificate in Fundraising Management or similar professional qualification and accreditation with a relevant body such as Institute of Fundraising |  | X |
| Full Driving Licence | x |  |
| Educated to Degree level in a relevant subject |  | X |
| **Experience** | | |
| Leading a fundraising team in a charity environment: inspiring, managing and developing people to achieve success with high standards of donor care | x |  |
| Track record of success in growing voluntary income across a range of channels in a charity | x |  |
| Demonstrable experience of successful change management | x |  |
| Developing, implementing and evaluating fundraising strategies | x |  |
| Developing and monitoring income and expenditure budgets | x |  |
| Track record of success as a fundraiser in one of more disciplines, managing relationships with individual/major donors or public or private sector donors | x |  |
| Leading a comms/ marketing function in a small-medium size charity |  | x |
| **Skills/knowledge/ abilities & attributes** | | |
| Knowledge of requirements for success across grants (charitable trusts, national lottery and landfill), companies, individual givers (including membership schemes), major donors and legacies. | x |  |
| Excellent interpersonal skills: a confident networker/ public speaker with inspiring, engaging communications skills and the ability to communicate to stakeholders and donors at all levels | x |  |
| Excellent planning and organisational ability, strategic and evidence led in approach | x |  |
| Knowledge of Fundraising Codes of Practice, GDPR and Fundraising Regulations | x |  |
| Exceptional people management skills, with the ability to influence at all levels, building strong relationships within the team and across the charity | x |  |
| Consultative and collaborative; able to apply patience, flexibility/ adaptability | x |  |
| A can-do attitude, with strong personal motivation and integrity | x |  |
| Excellent IT and CRM database skills i.e. Microsoft Office package: Word, PowerPoint and Excel and fundraising databases | x |  |
| Awareness of effective and successful marketing and comms approaches |  | x |
| Knowledge of the conservation sector and/or environmental issues and a commitment to the goals and values of Staffordshire Wildlife Trust |  | x |
| Knowledge of generating income from Trading and Charitable Activities |  | x |
| **Other** | | |
| Job involves travel around Staffordshire and occasional travel beyond, and occasional weekend working | x |  |
| Ability to understand and maintain confidentiality | x |  |

A fern in a field of purple flowers

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**Working for Us**

At Staffordshire Wildlife Trust we don’t just offer jobs,we offer careers. 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 and 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 cafe
* PPE and uniform provided as required.

**We’re wild about inclusion**

We aim to put equality, diversity and inclusion at the heart of Staffordshire Wildlife Trust to ensure that everyone has the opportunity to 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 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, the health and wellbeing of our communities and to wildlife.

**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.

**How to apply**

For more information and to request an application pack contact Staffordshire Wildlife Trust on [jobs@staffs-wildlife.org.uk](mailto:jobs@staffs-wildlife.org.uk) or visit our website [www.staffs-wildlife.org.uk/jobs](http://www.staffs-wildlife.org.uk/jobs)

Please send your completed application pack to [jobs@staffs-wildlife.org.uk](mailto:jobs@staffs-wildlife.org.uk) by 9am on Wednesday 7th May.

The first-round of interviews will be held online on 16th May.

The second round of interviews will be held in person at the Wolseley Centre, during the week of the 19th May. Details will be shared with candidates invited to interview.

This is a UK-based post and applicants must be living in and have the right to work in the UK.

If you have any questions or any specific interview requirements, please contact us in advance at 01889 880100

*Staffordshire Wildlife Trust is committed to keeping children and young people safe, you can see our policy here:*[*https://www.staffs-wildlife.org.uk/our-policies*](https://www.staffs-wildlife.org.uk/our-policies) *Safeguarding and protecting our visitors, customers, members, staff and volunteers is the responsibility of every trustee, employee, and volunteer at Staffordshire Wildlife Trust*

A group of people working in a garden

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