

**Job description: Head of Fundraising and Engagement**

**Role: Head of Fundraising and Engagement**

**Job purpose:** Strategic lead overseeing the delivery and development of the Trust’s fundraising, membership, public engagement and communications programmes including managing and directing programme leads. This role will be a key member of the Senior Management Team of the Trust and will include deputising for the Chief Executive as necessary.

**Duration:** Full time, permanent contract (35 hours per week)

**Salary:** c £50,000 per annum.

**Reporting to:** Chief Executive Officer

**Responsible for:** Senior Fundraising Officer, Senior Membership Officer, Engagement Team Leader and Communications Lead.

**Other key relationships:** Head of Conservation, Head of Finance and Operations, Reserves Team Leader, Hon. Officer for Resources, fundraising, membership, communications and engagement team members, Local Group leads and volunteer fundraisers.

**Key areas of activity**

We are Worcestershire’s leading nature conservation charity, committed to protecting wildlife and the natural environment. We are supported by over 21,000 individual members. Our 40 staff are supported by our 500 volunteers, who are vital to the delivery of our work. We manage 80 nature reserves across the county covering 12.5 square kilometres of land and provide land management advice across around a quarter of the county. We also work to inspire people to take action for nature and this includes work with schools and young people, communities and local businesses.

As the current postholder has been promoted to be the Trust’s new Chief Executive at the end of the year, we are seeking an inspiring Head of Fundraising and Engagement to join the Trust at this exciting and important time. The successful candidate will be responsible for the Trust’s programmes for fundraising, membership, communications and public engagement, which are vital in delivering our vision of a wilder Worcestershire where there is more nature everywhere, for everyone.

Our three strategic goals set out in our [strategy to 2030](https://www.worcswildlifetrust.co.uk/sites/default/files/2023-03/WWT%20Strategy%202023-2030%20spreads.pdf) are:

* Nature in recovery: 30% of land for nature by 2030.
* Action for nature: 1 in 4 taking action for nature by 2030.
* Sustaining our future: more diversity, more funding and carbon zero by 2030.

We are one of 46 independent Wildlife Trusts operating across the UK.

**ROLE SPECIFICATION – Head of Fundraising and Engagement**

1. **Team leadership**
* Providing strategic input into new strategies for fundraising and membership, engagement and communications.
* Key member of Trust’s Senior Management Team and deputising for the Trust’s Chief Executive when appropriate.
* Lead the preparation of annual work programmes and budgets for the team.
* Devise and operate systems and structures to enable all team members to work effectively and efficiently together and with other teams in the Trust.
* Regular team planning and review meetings for staff and key volunteers.
* Carry out individual reviews and appraisals to an agreed procedure and timetable.
* Identify training requirements for the team and implement agreed training and development plans.
* Oversight of relevant monitoring and evaluation requirements relevant to the team.
* Engagement with peers in other Wildlife Trusts and with national office staff on initiatives relevant to fundraising, communications and engagement.
* Initiate and produce proposals to maintain, develop and expand the team’s work.
* Attend and contribute to meetings of Senior Management Team, Trust Council, whole staff and team meetings and others as required.
1. **Programme support and delivery**
* Developing and overseeing the Trust’s income framework to include sustainable growth in income from sources including fundraising and earned income.
* Oversee the Trust’s fundraising work with National Lottery distributors, Trusts and Foundations, donors and supporters, membership, corporates and community fundraising.
* Lead on key supporter relationships including with donors and funders.
* Oversight of Trust’s membership and supporter CRM database ensuring donations and interactions are recorded accurately.
* Ensuring effective supporter journeys, from new and existing members to donors, funders and legators.
* Support the team and wider Trust to build a nature action network for the county.
* Oversight of funded projects and their delivery within the team, including being project sponsor at times.
* Oversight of reporting to funders of engagement projects to ensure high quality and timely reporting.
* Developing and maintaining key stakeholder relationships.
* Developing the Trust’s digital offer, including digital marketing.

# Contribute to the overall work of the Trust

* Ensure the team’s activities operate within agreed policies and procedures.
* Contribute towards Trust wide programmes including equality, diversity and inclusion, and our climate change and wildlife strategy.
* Manage activities and volunteers to ensure that all legal (e.g. health and safety, data protection, taxation) and contractual obligations are fully met, working with other staff where appropriate.
* Ensure adherence with the Fundraising Code of Conduct and compliance with General Data Protection Regulations.
* Assist with, attend and support Trust events, activities etc as required.

**PERSONAL SPECIFICATION**

**Experience and knowledge:**

* Senior level experience of developing fundraising and other income generating programmes.
* Meeting and exceeding income targets.
* Planning communications and marketing programmes to a range of audiences and stakeholders.
* Developing, supervising and delivering public engagement programmes including at a community level.
* Advocacy to funders, key stakeholders and partner organisations.
* Leading, managing and supervising a team of staff and volunteers.
* Understanding of fundraising regulations and fundraising best practice.
* Understanding of data protection and General Data Protection Regulations.
* Understanding of developing and monitoring budgets.
* Health and safety requirements and implementation.

**Skills:**

* Effective communicator.
* Data management focused on fundraising, communications and public engagement including use of a CRM database.
* Ability to network with a range of stakeholders.
* Able to organise and plan work effectively.
* Able to work co-operatively as part of a team.
* Able to work independently and lead when required.
* Excellent verbal and written communication skills.
* Computer literate including the Microsoft Office suite.
* Clean driving licence.

**Personal Qualities:**

* Personal enthusiasm for the Trust’s aims.
* Flexible and able to respond to changing circumstances and demands.
* Commitment to equality, diversity and inclusion.
* Well organised and methodical.
* Leadership.

October 2024