



Job Description

Job Title:	Individual Giving Manager
Location:	The Wildlife Trust for Bedfordshire, Cambridgeshire, and Northamptonshire The Manor House, Broad Street, Cambourne, Cambs, CB23 6DH
Accountable to:	Head of Fundraising
Salary:	£30,000 to £34,000 pa
Hours:	Full Time
Job Type:	Permanent
Transport:	You will be required to provide your own car, but will be reimbursed for business-related mileage (currently 45p per mile for cars over 1000cc)
Employment subject to:	Satisfactory references <ul style="list-style-type: none">• 6 month probationary period;• evidence of right to work in the UK

About The Wildlife Trust BCN

The Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire is a registered charity (and a company limited by guarantee), whose mission is to:

- conserve local wildlife, by caring for land ourselves and with others;
- inspire others to take action for wildlife; and
- inform people, by offering advice and sharing knowledge.

We are among the largest and most effective of 47 Wildlife Trusts across Britain and we are a major contributor to the nationwide work of the Royal Society of Wildlife Trusts. We currently manage over 100 nature reserves, covering almost 3,945 hectares, and two education centres. Our work also includes the acquisition and application of information about biodiversity. The Trust's turnover in 2015/16 was c £5million and its capital assets more than £20 million, of which over half (£13million) is classified as heritage assets. This Trust was the first to promote the concept of Living Landscapes: large-scale conservation schemes which aim to ensure that wildlife can thrive alongside the human population across an entire landscape. Our conservation activity is increasingly focused on these Living Landscapes, including the first to be established - the Great Fen in Huntingdonshire – as well as the Ouse Valley, the Nene Valley and the North Chilterns Chalk.

The Trust's annual report and accounts are posted on our website:

<http://www.wildlifebcn.org/annualreview>

The work of the Trust is directed by the 2015 -20 five-year vision which can be found at:

<http://www.wildlifebcn.org/2020>

To achieve the targets within this plan, the Trust is managed and directed by an Executive Board of five Directors.

The Trust evolved from a group of committed volunteers, and volunteering is still central to its ethos. The working culture of the Trust encourages a professional approach, with a commitment and enthusiasm for nature and its conservation. Mutual respect and teamwork are highly prized among both staff and volunteers. In all its dealings the Trust tries to be fair but firm and in all its activities it aims to be environmentally responsible. Systems, processes and bureaucracy are kept to the necessary minimum for effective performance.

The Chief Executive reports to the Trust's Council of 14 Trustees, who are elected annually from the membership (presently standing at almost 37,000). Council and its two Committees (Conservation, Education & Community; and Resources) meet quarterly. There are 100 staff members, with main offices in Bedford, Great Cambourne, Northampton, and Peterborough, and over 1,000 active volunteers. The Executive Board consists of the Chief Executive and the Directors. Reporting to the Executive Board is a team of senior managers including this role.

Individual Giving Manager

Main purpose

To secure restricted and unrestricted income by initiating, managing and developing a comprehensive programme of cultivation and stewardship activities for high value individuals, ensuring this is coordinated with other fundraising activity in the team.

Main Objectives

- To optimise income generation across mid and high value individuals managing the resources of the individual giving team to achieve this.
- To work closely with the Head of Fundraising to develop a robust strategy that will improve the management of current sources of fundraised income, introduce new initiatives to grow income, and develop relationships through a carefully planned donor development programme.
- To implement the strategy in cooperation with fundraising and other colleagues at WT BCN for high value individual giving that complements and supports the Wildlife Trust Development Plan.

Key Responsibilities

- To develop, implement and manage a portfolio of donors and prospects to ensure the smooth running of the major gift programme, including research, cultivation, briefing, gift ask and stewardship phases
- To manage a research programme that identifies and helps to establish contact with new donors (high value individuals), keeping accurate and updated records of where these contacts may be realised to generate additional income to the Trust.
- To initiate, develop and manage a planned programme of marketing and stewardship activities for individual giving
- To raise income with a focus on securing single gift donations in excess of £5,000 from individual supporters
- To ensure a comprehensive relationship management programme is in place with existing and potential funders to add strength to the donor journey and build support for the work of the Trust
- To work closely with colleagues, specifically Executive Board and Trustees, to ensure all opportunities for cross-functional cultivation and stewardship are identified and deliver best value for the donor and the Trust.

<ul style="list-style-type: none"> To work with the wider fundraising and communications teams to initiate and produce relevant and appropriate communications to fulfil any funder obligations.
<ul style="list-style-type: none"> To deputise for the Head of Fundraising when required
<ul style="list-style-type: none"> Continually review processes to ensure that they meet the needs of business
<ul style="list-style-type: none"> Build in systems to monitor and review milestones, taking action to deal with significant changes to cost, time or quality
<ul style="list-style-type: none"> Act as a role model for the Wildlife Trust values
Staff and volunteers
<ul style="list-style-type: none"> Line Management of the Donor Development Officer and volunteers you recruit to deliver the programme of work
<ul style="list-style-type: none"> To carry out team meetings, appraisals and one to ones with staff and volunteers where appropriate
Partnership and stakeholders
<ul style="list-style-type: none"> To develop an Ambassador programme to support the development of and contact with new donors (high value individuals)
<ul style="list-style-type: none"> To work in cooperation with colleagues at RSWT and WT BCN to ensure organisation and administration of data is undertaken in compliance with the Trust's adopted policies and procedures
<ul style="list-style-type: none"> To understand the role of RSWT in relation to the Trust and liaise closely with the relevant members of staff with regard to fundraising activities at Wildlife Trust BCN
Communication and promotion
<ul style="list-style-type: none"> To work with the Donor Development Officer and other fundraising staff to contribute to appeal design and manage messaging with particular reference to engaging mid-level and major Trust supporters.
<ul style="list-style-type: none"> Develop marketing materials and events, in conjunction with fundraising colleagues, for legacies and in memoriam giving which engage mid-level and major Trust supporters
Data Protection and risk
<ul style="list-style-type: none"> To ensure that data held about donors complies with data protection and is relevant, up to date and accessible to ensure Trust business can be conducted in the most efficient manner.
<ul style="list-style-type: none"> Make risk based analyses to focus effort upon the most appropriate fundraising activities with the highest chance of success.
<ul style="list-style-type: none"> Anticipate and manage business risk
Health and safety
<ul style="list-style-type: none"> Produce risk assessments and any additional H&S requirements as required.
Other duties
<ul style="list-style-type: none"> Contribute to general Trust working and any other duties as directed by line managers.
<ul style="list-style-type: none"> Undertake training as the need arises.
<ul style="list-style-type: none"> Go about duties in a resource-efficient way and minimise impacts to the environment.
<ul style="list-style-type: none"> Actively follow Trust policies including Equal Opportunities policies
<ul style="list-style-type: none"> Maintain an awareness and observation of Fire and Health & Safety Regulations.
<ul style="list-style-type: none"> To present a positive and welcoming image of the Trust to everyone

Notes:

- As duties and responsibilities change, this job description will be reviewed and amended in consultation with the post-holder.
- This job description cannot cover every issue or task that may arise within the post at various times. Therefore, the post-holder will be expected to carry out any other duties as are within the scope, spirit, and purpose of the job as requested by the Line Manager, Head of Department, or Director.
- This job description does not form part of the contract of employment.

Individual Giving Manager - Person Specification

E= Essential; D=Desirable

Competencies		
Experience and Qualifications		
	To hold a degree, vocational or equivalent qualification or experience and be a member of the Institute of Fundraising	E
	Proven experience of major gift fundraising, with a strong background in initiating new relationships and securing high value donations	E
	High level experience of participating in successful organisational strategic planning processes	D
	Experience in the management and development of staff and volunteers	E
	Significant experience of managing multiple projects and working to strict deadlines	E
	Significant experience of budget management, financial monitoring and reporting	D
	Proven experience of using a client relationship database system	E
	Hold a current driving licence and be able to use own vehicle for work purposes on occasion	E
Knowledge		
	Excellent knowledge and understanding of the interrelationships between high value donors and other fundraising functions and the importance of the donor journey in fundraising	E
	Excellent knowledge of the variety of funding streams in a not for profit environment, an understanding of how the Trust might use these, and a proven track record of effective fundraising.	E
	Sound knowledge of how to accurately and securely collect, process, and maintain data in line with WT BCN policy and GDPR	E
	Sound knowledge of how material can be collected and used for interrogation, analysis and review in a safe, legal and accessible way.	E
	Ability to take a creative and imaginative approach to projects and applications	D
	Broad knowledge of campaign development and implementation	D
	Keep up to date with best practice in fundraising and comply with relevant legislation and regulation using this to work within the organisation's policies and procedures, and ensure that good practice is observed	E
Skills and Abilities		
	Proven research skills and an ability to extract and make use of relevant information	E
	Considerable ability to think strategically on innovative fundraising	E
	Excellent business, communication, marketing and fundraising skills	E
	Highly competent in use of Windows/Microsoft Office-based computing skills, including word, Excel, CRM database, email etc.	E
	Strong administrative, project management, financial and organisational ability to consistently deliver programmes or projects to time, cost and quality standards	E
	Excellent oral and written communication skills with the ability to	E

	construct and complete funding proposals to engage a variety of audiences	
	Proven ability to produce concise and persuasive written reports, identifying the key issues, examining options and proposing a way ahead	E
	Highly resourceful and creative, with a proven ability to solve problems	E
	Self-assured; able to work under pressure and ensure the best from their team delivering to deadline	E
	Strong ability to build, maintain and improve relationships with key external and internal partners to achieve best practical outcomes Influence senior managers and others through factual persuasion and by clearly demonstrating a grasp of the other party's objectives	E
	Actively develop a relevant network of internal and external contacts to be aware and informed of possible future opportunities and developments	E
	Strong people management skills; ability to motivate, inspire and build a high performing team	E
	Expertise in creating communications messages and building common purpose	E
	Able to manage complexity and communicate complex issues, simply and clearly	E
Behaviours		
	Demonstrable experience of identifying, understanding and giving priority to delivering the needs of the customer and taking responsibility for providing a service that meets customers' needs.	E
	Demonstrable ability to work flexibly within a team environment and to work across functions to deliver successful outcomes, and in contributing to environments that demonstrate equality, foster trust, respect, and challenge.	E
	Demonstrable ability to foster a learning culture where you and your staff are committed to continuous improvement and development	E

Terms and conditions: summary for candidates

The following terms and conditions are typically offered to The Wildlife Trust BCN staff on fixed-term or permanent contracts, and are set out here for your information only. Terms and conditions may vary according to circumstances and this summary does not form part of any subsequent employment contract.

- Probationary period:** Six months with a review at three months. During the probation period the contract may be terminated with one week's notice.
- Annual leave:** 25 days annual leave and 8 bank holidays per annum (*pro rata* for part time staff and those working less than a year). Three additional days of annual leave are *non-pro rata* and must be taken between 25th December and 1st January.
- Pension:** Contributory pension. The Trust contributes 5% salary. The employee will be automatically enrolled after 3 months.
- Other Information:** Occasional weekend and evening working will be required, for which time off in lieu can be taken.

Equality and Diversity

We value diversity and welcome applications from all sections of the community.