

Fundraising Development Officer

Job description



Overall job purpose	Proactively develop and grow income for Worcestershire Wildlife Trust by identifying, developing and delivering fundraising opportunities across trusts and foundations, community fundraising, in-memory and legacy giving, fundraising appeals, supporter events and other emerging income opportunities. The postholder will work collaboratively across the Trust to develop fundable projects, build strong relationships with supporters and partners, identify new income opportunities and help diversify and grow sustainable income.
Place of work	Worcestershire Wildlife Trust, Lower Smite Farm, Hindlip, WR3 8SZ with up to 40% WFH
Hours	Full time (35 hours per week) working 9am – 5pm Monday to Friday with some evening and weekend work as required. Would consider part-time for right candidate (minimum 21 hours per week)
Contract Type	Permanent
Salary	£27,500 per year FTE
Responsible to	Senior Fundraising Officer
Key relationships (internal)	Head of Fundraising and Engagement, communications team, membership team, engagement team, conservation team
Responsible for	No direct line reports

About us

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 75+ 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.

Our three goals set out in our strategy to 2030 are:

- Nature in recovery: 30% of land for nature by 2030
- Action for nature: one in four 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.

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 also means cultivating inclusive workspaces that are free from discrimination, where differences are valued and everyone can be themselves and flourish, just like nature! As a Disability Confident Committed employer, we actively welcome applications from disabled candidates. Applicants who meet the minimum requirements required and choose to apply under the scheme will be offered an interview.

Job specification

Develop supporter engagement

- Build on the Trust's existing supporter events and donor visits by developing a wider programme of opportunities for supporters to experience and connect with our work, such as guided walks, reserve visits, talks, project updates and other special events.
- Work with colleagues across the Trust to plan and develop these opportunities.
- Support delivery and development of Big Give and other public fundraising appeals and campaigns.
- Review events and campaigns to understand what worked, what they achieved and how future activity could be improved.

Develop fundraising stories and case studies

- Work with colleagues, supporters, corporate partners and communities to identify and develop compelling stories and case studies that demonstrate the impact of the Trust's work.
- Gather stories about people, communities, projects and wildlife that has benefited from the Trust's work, including appropriate quotes, testimonials, photographs and other supporting material.
- Adapt stories and case studies for use in funding applications and reports, supporter communications, website pages, e-newsletters, social media, corporate communications and fundraising campaigns.
- Work closely with communications colleagues to ensure fundraising stories are shared effectively and consistently across appropriate channels.

Develop community fundraising and fundraising events

- Proactively grow the Trust's community fundraising activity and presence across Worcestershire, building relationships with individuals, schools, community groups, clubs and local organisations.
- Encourage and support people to fundraise for the Trust through sponsored activities, their own events and other supporter-led fundraising, providing resources and guidance to make it easy for them to get involved.
- Develop and deliver new fundraising events and activities to generate income and attract new supporters, such as dinners, auctions, social events and other creative fundraising opportunities.
- Attend relevant community events and make connections that could lead to new fundraising opportunities and longer-term support.
- Review the performance of community fundraising and events activity and identify opportunities to develop and grow income.

Support in-memory and legacy giving

- Support the development of the Trust's approach to in-memory giving, ensuring families and supporters have clear, sensitive and appropriate ways to remember someone through donations, funeral collections, tribute giving and other forms of support.
- Improve the information and support available for in-memory giving and identify appropriate ways to raise awareness of this option.
- Work with the Head of Engagement and Fundraising and Senior Fundraising Officer to gently develop legacy giving, raising awareness of gifts in wills in an appropriate and sensitive way.
- Develop opportunities to promote legacy giving, such as Make a Will Week, working with local solicitors, events, website content, supporter stories and Trust publications.

Develop fundraising products and the raffle

- Support the development of fundraising products and initiatives, including the online shop and seasonal fundraising opportunities, focusing on income growth, performance and supporter appeal.
- Lead the development and promotion of the Trust's raffle, including sourcing attractive prizes, reviewing performance and return on investment and identifying opportunities to increase participation and income.
- Work with colleagues, volunteers and administrative support to ensure the operational elements of fundraising products and the raffle are delivered effectively.

- Use sales and fundraising data to identify trends and recommend improvements to products, pricing, promotion and activity.

Develop, manage and grow income from trusts and foundations

- Research trusts, foundations and grant-making organisations.
- Work with colleagues to identify projects suitable for funding.
- Develop project budgets with colleagues.
- Work with the Senior Fundraising Officer to write and submit high-quality funding applications.
- Manage application deadlines, reporting requirements and relationships with funders.
- Maintain accurate CRM and funding records.
- Keep up to date with funding trends, new grant opportunities and changes in funder priorities.

Develop new fundraising opportunities

- Regularly research and review fundraising activity across other Wildlife Trusts and the wider charity sector, identifying successful approaches, new income streams, emerging trends and opportunities that could be adapted or tested by Worcestershire Wildlife Trust.
- Proactively identify and research prospective funders, partners and supporters, maintaining a pipeline of opportunities and recommending which should be prioritised and progressed.
- Identify and develop opportunities across digital fundraising, payroll giving, regular giving, workplace fundraising and other individual giving activity.
- Develop proposals and business cases for new fundraising initiatives and, where agreed, take responsibility for testing and developing them.

Support the lead for corporate fundraising when required, including:

- prospect research, partnership development, events and volunteering activities, communications, relationship management and due diligence.

Fundraising systems, analysis and reporting

- Maintain accurate and useful fundraising records within the CRM and ensure prospects, approaches, applications and outcomes are recorded consistently.
- Monitor and analyse fundraising activity and performance, producing information that helps inform priorities and future activity.
- Support reporting to funders by gathering relevant information, evidence, stories and input from colleagues across the Trust.
- Use data, feedback and learning to identify opportunities to improve fundraising activity and supporter experience.

Contribute to the overall work of the Trust

- Work collaboratively with colleagues across departments to identify and develop fundraising opportunities.
- Represent the Trust at relevant meetings, networking events, conferences and community events.
- Chair meetings and lead fundraising projects where appropriate.
- Attend and contribute to team meetings, committees and events as required.
- Deputise for your line manager and colleagues as required.
- Assist with, attend and support Trust events and activities as required.
- Contribute material to support the Trust's communications through its website, publications and other media.

Person specification

Experience and knowledge

- Experience of fundraising, income generation, relationship development, community engagement or a related area desirable.
- Experience of developing persuasive written proposals, funding applications or similar written communications desirable.
- Experience of building and maintaining relationships with a range of people and organisations.
- An understanding of fundraising within the charity sector or an ability and enthusiasm to develop this knowledge.

Skills

- Excellent written communication skills, with the ability to produce clear, engaging and persuasive funding applications, case studies and supporter communications.
- Strong organisational and project management skills, with the ability to plan ahead, manage competing priorities and meet deadlines.
- Good event planning and organisational skills, with the ability to develop and deliver engaging fundraising events.
- Strong relationship-building and communication skills, with the confidence to engage with supporters, community groups, funders, businesses and colleagues.
- Ability to research and identify opportunities, generate ideas and think creatively about how they could be developed.
- Ability to analyse fundraising activity and results, draw useful conclusions and identify opportunities for improvement and growth.
- Good attention to detail, particularly when preparing funding applications, reports and fundraising communications.
- Good IT skills, including Microsoft Office, with the ability to learn and use CRM and other digital fundraising systems.
- Full UK Driving Licence

Personal qualities

- Proactive and self-motivated, with the initiative to identify what needs doing and take things forward without always needing direction.
- Curious and outward-looking, with an enthusiasm for finding, exploring and developing new ideas and opportunities.
- Confident and willing to meet new people, make connections and represent the Trust.
- Reliable and able to take ownership and see things through.
- Creative and willing to try new approaches, learn from what works and look for ways to improve.
- Positive and collaborative, with excellent interpersonal skills and an ability to work effectively with colleagues, supporters and external contacts.
- Committed to the aims and values of Worcestershire Wildlife Trust.

What we offer

We offer a supportive, friendly and purpose driven working environment where your contribution genuinely makes a difference for wildlife and local communities. As part of Worcestershire Wildlife Trust, you'll benefit from:

- A generous annual leave allowance of 6.6 weeks including bank holidays
- A holiday purchase scheme
- A contributory pension scheme with 4%/8% employer contributions
- Flexible and hybrid working options, where possible
- Enhanced parental leave policies
- Group life assurance at 3x annual salary
- Employee assistance programme
- Annual volunteering days
- Savings and discount hubs