



**Somerset**  
Wildlife Trust



# Wilder Somerset

## 2030



More space for nature where wildlife thrives  
with more people on nature's side



**Job description:**  
**Fundraising Development**  
**Manager**

Somerset Wildlife Trust is a local independent charity and the only organisation uniquely focused on improving the natural environment of Somerset for the benefit of wildlife and people. We champion Somerset's stunning, diverse, and important natural environment, making the case for nature to the public and politicians. We protect wildlife and lead the recovery of the environment by example, including on our nature reserves.

Somerset Wildlife Trust is one of 46 Wildlife Trusts across Britain which together with the *Royal Society of Wildlife Trusts* collectively form *The Wildlife Trusts*. We are the biggest charity movement in the UK working solely for nature and we believe that restoring nature on a landscape scale is essential for tackling climate change and biodiversity loss.

The climate and ecological crises require comprehensive, ambitious solutions and urgent action across all sections of society. The crises are also inexorably linked so it is vital that our new strategy, ['Wilder Somerset 2030'](#) is delivered with both at its core. We recognise that people are part of the solution and everyone has a role to play in restoring nature and averting the worst of the climate change. Research suggests that if 1 in 4 people in society take action then social tipping points can be achieved and widespread positive change can happen. This underpins one of our key strategic goals and Team Wilder is our delivery approach to inspiring and empowering others to help nature recover.

### Our New Vision

To deliver a Somerset wide nature recovery network creating more space for wildlife, benefiting everyone, and playing its part in helping us reverse biodiversity loss and tackle the climate crisis.

### Our New Mission

To champion the change needed to rebalance our relationship with wildlife and the natural world.

### Our Goals for 2030:

To ensure that nature is improving across the county, supported by restored natural processes, and is connected and protected through a Nature Recovery Network, with at least 30% of land and sea managed positively for nature.

For nature to be valued and protected by everyone, building a movement with at least 1 in 4 people taking action for nature's recovery across Somerset.

By 2030 to tell the story of nature's recovery in Somerset through a shared, live online State of Nature tool that monitors progress and informs action.



### About the post

The Fundraising Development Manager role is a real opportunity to help Somerset Wildlife Trust develop a sustainable fundraising strategy and bring together the Fundraising and Supporter Development Team to retain and grow donations. Responsible for our 23,000 members, as well as appeals, adoptions, our online shop and member events, the Fundraising Development Manager will lead the team to bring in a significant proportion of unrestricted income, as well as managing the relationships with some of our most passionate supporters.

We are looking for an insightful fundraising manager who can help us maintain our existing fundraising channels as well as developing our corporate membership strategy and investigating new sources of giving and opportunities we have yet to take advantage of – essential if we are to achieve our ambitious strategy. You'll be working with the entire wider fundraising team to help develop leads and pipelines to support the wider fundraising efforts, as well as having the opportunity to diversify our fundraising actions.

<b>Job Title</b>	Fundraising Development Manager
<b>Grade</b>	Manager Grade Level 3
<b>Reports To</b>	Head of Fundraising
<b>Team</b>	Fundraising
<b>Responsible for</b>	Supporter Care Co-ordinator, Database Officer
<b>Job Purpose</b>	Managing our donors and corporate members, as well as helping to diversity our individual fundraising strategy and building a warm lead development programme
<b>Position</b>	Full time, with approximately 2-3 days a week office working. Flexibility around days/hours will be considered.
<b>Working Relationships</b>	<i><b>Internal:</b></i> Fundraising, Comms and Engagement Teams, Chief Executive Officer and Senior Leadership Team, and other colleagues, including trustees <i><b>External:</b></i> Existing and potential major donors, Corporates and our existing membership supporter base. Supporting organisations such as South West Wildlife Fundraising Limited (SWWFL), Printers, Designers and other companies
<b>Benefits of working for Somerset Wildlife Trust</b>	We offer some fantastic benefits including: <ul style="list-style-type: none"><li>• 7% employer pension contribution</li><li>• Life insurance</li><li>• An annual professional institution subscription if applicable</li><li>• Flexible and agile working</li><li>• Wellbeing support – EAP, wellbeing champions</li><li>• Diversity networks through RSWT/TWT</li><li>• Paid volunteer days</li><li>• Continuous Professional Development opportunities</li><li>• 33 days of holiday (25 + bank holidays)</li><li>• Staff social calendar and events</li></ul> <p><b>The opportunity to make a real and positive difference to nature, communities and the climate</b></p>

## **Job Description – Key Responsibilities and Tasks**

### **Meet Fundraising Strategic Targets**

Supervise and line manage the Fundraising and Supporter Care Team by building integrated programmes of supporter development activities that retain and grow donations and fundraising from existing supporters and deliver growth in income by recruiting new financial supporters to achieve financial targets.

### **Responsibility 1: Leading Public Fundraising Activity**

Manage fundraising activity through:

- Leading the fundraising team to build integrated programmes of activities that increase donors and deliver growth in income.
- Growing annual membership numbers by managing and maintaining current recruitment channels. Oversee relationships and engagement with our membership including complaint management.
- Managing the relationship with the Trust's face to face membership recruitment company, SWWFL, to deliver best efficiency and returns on investment.
- Planning and implementing integrated appeals and other ways for members and the public to give which deliver strong results to support the Trust's fundraising priorities and targets.
- Working as fundraising leadership team with the Philanthropy and Trusts & Grants Managers, supporting the Head of Fundraising on strategic projects.
- Developing and testing activities based on insights and analysis to ensure the best return on investment across all segments of the supporter base, to support fundraising colleagues
- Managing existing corporate relationships to maintain and improve corporate fundraising levels, supporting account management of corporate partners.
- Establishing a data collection strategy in line with current data protection rules and which creates a pool of warm leads to convert into donors.
- Ensuring our new supporter database (Raiser's Edge) is fully developed within the Trust and developed to maximise our integration with existing systems. Supporting teams across the organisation to use RE to increase knowledge of existing relationships and creating opportunities for fundraising and engagement.
- Managing the workload, performance and personal development of the supporter development team to drive more support and income for Somerset Wildlife Trust.
- Being accountable for setting the Supporter Development budget and reporting on performance against targets, to help inform planning and product development.
- Championing the use of best practice marketing techniques, including data collection and GDPR, throughout the Trust, with a particular commitment to delivering high standards of supporter care and fundraising practice.

### **Responsibility 2: Developing sustainable income streams**

Be proactive and nurture strong relationships by:

- Identifying, developing and testing new individual giving fundraising activities based on insights and analysis, to ensure sustainable fundraising income across a variety of sources that target all segments of the supporter base.
- Identifying and testing membership recruitment diversification channels and growing annual membership income via techniques including upgrades.
- Designing and implementing a fundraising strategy for corporates, including identifying targets, developing relationships, and significantly increasing income from this fundraising channel. Work with other corporate functions across the Trust to ensure a combined corporate offering that benefits everyone.

### **Responsibility 3: Developing Fundraising pipelines**

Provide management and accountability by:

- Working collaboratively with colleagues to contribute ideas and knowledge to deliver integrated engagement and fundraising campaigns and the growth of other income streams, including gifts of £1k+, gifts in wills, Community Fundraising and Grant Fundraising.
- Creating user journeys and stewardship for our supporters to help retention and increase giving propensities.
- Developing a warm lead generation and development program to increase the number of potential donors within our database, supporting all areas of individual giving including Community Fundraising, Legacies, Major Donors and Patrons.
- Working with the Database Officer, Philanthropy Manager and Community Fundraising Manager to identify segments within the database that could be developed into Major Donors or to support other fundraising income streams.
- Investigating and developing an event strategy to help support specific demographic groups including Corporates, members and other key supporters, including the annual AGM and members day

### **General**

- The job holder is required to follow and comply with all policies and procedures of Somerset Wildlife Trust which includes our health and safety and safeguarding procedures, ensuring the personal safety of all staff, volunteers, young people and vulnerable adults involved in the project.
- To carry out other duties relevant to your post as reasonably required by your line manager including out of hours work and the occasional weekend.
- To reflect the Somerset Wildlife Trust Values all areas of work.
- To work collaboratively with other Wildlife Trusts to share learning and achieve greater impact collectively.
- Somerset Wildlife Trust is committed to creating a more digital culture across the organisation. We aim to become more collaborative, agile and efficient through the use of digital technology. A basic level of digital skills is expected of all staff with the opportunity to improve these skills with career progression.
- Somerset Wildlife Trust has an Equality, Diversity and Inclusion Plan and is committed to continuing to improve the equality, diversity and inclusion of every aspect of our work; we know we need to engage with everyone to live our Values and achieve our goals. We welcome applications from everyone and are happy to discuss any accommodations or arrangements that would make the recruitment process better for you, and the working environment should you be employed.

## PERSON SPECIFICATION

To succeed in this role you will need to demonstrate:

	<b><i>Essentials</i></b>	<b><i>Desirables</i></b>
<b>Qualifications</b>	A degree, similar qualification or proven related work experience in fundraising or marketing	Current full driving license and able to use own vehicle for work when necessary.  Member of the Institute of Fundraisers.
<b>Experience/Knowledge</b>	<p>Knowledge and solid fundraising experience with at least five years' experience of direct marketing techniques – testing, profiling, segmentation, ROI, etc to drive income generation.</p> <p>Understanding of successful Fundraising Strategic Plans and experience of running integrated marketing campaigns using traditional and digital media.</p> <p>Proven ability to plan and manage marketing campaigns from inception to completion Experience working with corporates</p> <p>Excellent understanding of marketing communications and customer care</p> <p>Knowledge and experience of using a CRM system to support decision-making through data insights and segmentation and to improve operational effectiveness</p> <p>Knowledge of Fundraising Regulation, Gift Aid and GDPR</p> <p>A proven track record of delivering income against agreed targets and timescales.</p> <p>Proven ability to work collaboratively across departments to achieve organisational ambitions.</p> <p>Line management experience</p> <p>Experience of income and expenditure budget development and management</p>	<p>An understanding of fundraising trends and what motivates supporters to give.</p> <p>Use of Raiser's Edge CRM</p> <p>Knowledge of Direct Debit processes</p>

<p><b>Skills</b></p>	<p>Strategic thinking and analytical skills: including to interpret data to inform direction and plans</p> <p>Excellent written and oral communication skills, with the ability to communicate effectively in a wide range of media and audiences.</p> <p>Ability to analyse complex information and compile into concise reports and proposals.</p> <p>Good organisational and workload management skills, with the ability to prioritise and work under pressure.</p> <p>Creativity to find solutions with limited budgets and ways to inspire supporters</p> <p>High computer literacy with comprehensive knowledge of Microsoft Office applications</p>	
<p><b>Attributes</b></p>	<p>A team-minded approach - taking others on the journey with you and sharing knowledge / expertise for the benefit of the wider fundraising team.</p> <p>Demonstrable commitment to continuous learning and improvement.</p> <p>Motivated by raising funds to support nature's recovery in Somerset.</p> <p>Celebrates success.</p> <p>Resilient in the face of setbacks and challenges.</p>	<p>Committed to the aims of the Wildlife Trust movement</p>





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## SOMERSET WILDLIFE TRUST'S WORKING VALUES AND EXPECTATIONS

### Developing Somerset Wildlife Trust

To deliver our Wilder Somerset 2030 plan we, Somerset Wildlife Trust, will need to build our charity, be clear in our priorities and ensure our own actions support our aims. We have a new set of Values that will inform all our decision-making and actions to bring about nature's recovery across Somerset.

- We are passionate about nature.
- We believe everyone can contribute to nature's recovery.
- We love Somerset - its amazing wildlife and its communities.
- We are confident and brave in standing up for nature.
- We encourage innovative thinking and action for nature's recovery.

### To deliver our strategy we will:

- Support, inspire and enable others to act while leading by example.
- Develop a Climate and Environment Strategy that delivers on our own environmental commitments within the Trust covering all areas of our operation and land use including procurement, utilities, facilities, and transport to achieve carbon neutrality by 2030.
- Use our resources efficiently and effectively, harnessing the diversity, talent and commitment of our staff and supporters.
- Expand our supporter base and sources of income, including through embracing new opportunities to generate income streams that are compatible with our strategic goals and maintain financial stability.
- Embrace new ways to grow our impact and reach, with a particular focus on expanding our digital knowledge and experience.

