

INDIVIDUAL GIVING MANAGER JOB DESCRIPTION

Location: Hybrid working, with office facilities available in Bangor and near Mold

Responsible to: Head of Strategy & Operations

OVERALL PURPOSE OF THE JOB

Overall responsibility for North Wales Wildlife Trust's unrestricted income-related fundraising from individuals as required to underpin our organisational Strategy 2030: Bringing Nature Back

MAIN RESPONSIBILITIES

Strategic oversight and budget management

- Working with the Head of Strategy & Operations to implement specific objectives from North Wales Wildlife Trust's existing fundraising strategy
- Developing organisational cases for support for North Wales Wildlife Trust and building successful campaigns around it
- Devising and managing all aspects of North Wales Wildlife Trust's individual giving-related budgets, including re-forecasting and contingency planning, income and expenditure forecasts, and tracking financial performance
- Leading on communication and education, both internally and externally, on the importance of fundraising from individuals for the organisation
- Speaking on behalf of North Wales Wildlife Trusts at events/presentations as required
- Working closely with other members of staff to ensure individual giving-related products and initiatives are closely tied into other areas of the charity

Line management of fundraising team

- Line management for specific members of North Wales Wildlife Trust's fundraising team, including those responsible for membership, legacies and major donors
- Leading, managing and inspiring all North Wales Wildlife Trust staff to create a positive, innovative and can-do culture relating to individual giving, encouraging cross-team and cross-organisational working

Specific fundraising responsibilities

- Developing and implementing all North Wales Wildlife Trust activities relating to one-off fundraising appeals, membership upgrades and general donations
- Building and managing beneficial and productive relationships with third-party fundraising and marketing agencies as required to deliver the above
- Developing a donor development framework for North Wales Wildlife Trust as a whole; ensuring effective, donor-focused supporter journeys are in place by maximising the potential of Customer Relationship Management software and other tools

- Acting as the 'guiding mind' overseeing North Wales Wildlife Trust's membership scheme and its role within a wider donor development framework
- Ensuring that best-practice supporter care is in place for managing the response to all North Wales Wildlife Trust fundraising activity relating to individuals

Other duties

- Keeping abreast of fundraising developments in the charity sector, especially through the use of peer networks, trade bodies and press
- Liaising with North Wales Wildlife Trust's Marketing and Communications team to ensure that all supporter communications are consistent with brand guidelines and messaging
- Liaising with fundraising teams at other Wildlife Trusts to help identify cross-working opportunities where relevant
- Supporting North Wales Wildlife Trust's Supporter Data Officer to ensure that the Trust complies with good practice at all times

For the organisation to work effectively you may be required to assist with other areas of work. You should therefore be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.

All staff are ambassadors for the organisation both internally and externally and are expected to always act in a professional manner. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.

INDIVIDUAL GIVING MANAGER PERSON SPECIFICATION

	Essential	Desirable
Personal Qualities		
Team player	✓	
Actively challenges the status quo to find new ways of doing things, looking for good practice	✓	
Problem-solver	✓	
Commitment to nature conservation, the work and objectives of the Wildlife Trust movement and the role we play in delivering positive outcomes for nature	✓	
Key competencies		
Financially literate	✓	
Outcome-focussed	✓	
Confident at engaging with stakeholders, including quickly building rapport with others and resolving complex issues effectively and efficiently	✓	
Self-directing; constantly showing ambition and initiative	✓	
Ability to absorb complex information quickly, and to communicate it to others in a concise and engaging way	✓	
Proven ability to lead, motivate and guide a team through to successful outcomes	✓	
Ability to identify and realise new business opportunities, including preparing business case documents	✓	
Ability to communicate effectively, both verbally and in writing, including in high-profile, public-facing situations	✓	
Fully IT literate, ideally including relevant specialist software packages	✓	
Demonstrates strategic thinking and takes into account long-term goals and impact of decisions on the wider organisation	✓	
Experience of ...		
Working for 3-5 years in the charity sector		✓
Managing multi-disciplinary fundraising teams	✓	
Creating new fundraising products, projects and/ or appeals	✓	
Working in an organisation with high numbers of volunteers and creating products to enhance local volunteer fundraising		✓
Achieving financial and non-financial targets and supporting team members to do the same	✓	
Working with and reporting to external agencies and partners		✓
Donor relationship development and management	✓	
Preparing organisation- and project-level cases for support	✓	
Developing sponsorship agreements, including pitching, contracts and delivery of benefits		✓
Knowledge and skills		
Degree/Master's Degree in a relevant subject		✓
Professional or accredited academic qualification in a relevant field		✓

Membership of appropriate professional bodies		✓
Good working knowledge of the environmental sector in Wales in general	✓	
Good working knowledge of legislation/regulations relevant to the role, including those relating to fundraising practices and data protection	✓	
Full UK driving licence	✓	
Ability to speak, read, understand and write in Welsh		✓