

DIRECTOR OF FUNDRAISING JOB DESCRIPTION

Location: Hybrid/Bangor/Aberduna

Responsible to: CEO

OVERALL PURPOSE OF THE JOB

To deliver ambitious, sustainable income growth while deepening audience engagement and enhancing organisational profile—ensuring we have the resources, relationships, and reputation needed to achieve our mission at scale.

KEY RESPONSIBILITIES

Strategic Leadership & Delivery

- Develop and implement an Income and Engagement Strategy aligned to organisational priorities, delivering ambitious and sustainable income growth
- Contribute to overall organisational strategy and performance as a member of the Senior Leadership Team
- Identify and lead major income-generating opportunities, partnerships, and investment propositions
- Directly line manage c. 4-6 team leads, whilst providing leadership to ensure a high-performing, innovative team with clear accountability, strong culture, and aligned objectives
- Develop and manage budgets, KPIs and performance reporting, providing clear strategic insight to the Board and its committees
- Act as a senior ambassador and spokesperson, building influence and profile at regional and national levels
- Deputising for CEO and other senior leaders as required.

Income Generation & Fundraising

- Drive growth and diversification across all income streams, including:
 - Trusts, foundations, and grants
 - Corporate partnerships and sponsorship
 - Major donors and high-net-worth individuals
 - Individual giving and membership
 - Legacies and in-memory giving
 - Appeals and campaigns
 - Nature finance and innovative funding
 - Trading subsidiary
- Build and maintain a strong, diverse funding pipeline with robust forecasting and reporting
- Lead the development of compelling cases for support, bids, and fundraising propositions
- Embed excellent supporter journeys to maximise acquisition, retention, and lifetime value
- Ensure compliance with fundraising regulation, GDPR, and sector best practice
- Leverage digital channels and data insight to optimise performance and return on investment

Audience, Brand & Communications

- Lead an integrated approach to marketing, communications, and audience engagement that strengthens brand and drives support
- Build a clear, compelling organisational narrative that inspires people to act for nature
- Oversee delivery across all channels (digital, PR, campaigns, publications), ensuring consistency, creativity, and impact
- Develop targeted campaigns to grow audiences, income, and influence
- Use audience insight and data to inform strategy and improve engagement
- Protect and enhance organisational reputation, including oversight of PR and crisis communications

Membership & Supporter Engagement

- Grow a strong, engaged membership base that underpins long-term support and income
- Continually evolve the membership offer and supporter products to remain relevant and compelling
- Strengthen supporter engagement through excellent experiences, communications, and stewardship

Partnerships, Influence & Collaboration

- Develop strategic partnerships with businesses, funders, and stakeholders to unlock new opportunities and income
- Work collaboratively across the organisation to align income generation with programme delivery and impact
- Engage actively with the wider Wildlife Trust movement to maximise collective impact and shared opportunities
- Build networks that increase influence, advocacy, and support for nature

Governance, Culture & Compliance

- Ensure compliance with all relevant regulations, policies, and best practice standards
- Champion equity, diversity and inclusion across the team and wider organisation
- Foster a collaborative, high-performing culture with a focus on continuous improvement and innovation
- Lead, develop, and inspire teams through effective management, coaching, and clear direction
- Organisational lead for GDPR compliance

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.

DIRECTOR OF FUNDRAISING PERSON SPECIFICATION

Personal Qualities

Essential

- Confident, credible and inspiring communicator able to influence at senior level
- Collaborative leadership style fostering cross-organisational working
- Strategic and forward-thinking mindset with ability to challenge constructively
- Strong commitment to nature, conservation and environmental impact
- Resilient and adaptable in complex and changing environments
- Creative, solutions-focused and entrepreneurial approach
- Strong emotional intelligence and relationship-building capability
- Commitment to equality, diversity and inclusion

Key Competencies

Essential

- Strategic leadership and organisational decision-making
- Development and delivery of income growth strategies
- High-level stakeholder engagement and influencing
- Track record of driving organisational change and performance improvement
- Ability to build and lead high-performing teams
- Strong commercial acumen and results-driven approach
- Use of data and digital insight to inform performance

Experience

Essential

- Senior leadership experience
- Proven success in multi-stream income generation
- Experience of leading marketing, communications or audience engagement functions
- Experience of developing and delivering strategy at organisational level
- Experience of managing substantial budgets, income targets and financial performance
- Demonstrable success in building and managing high-value partnerships
- Experience of working with Boards and governance structures

Desirable

- Experience of working within the conservation, environmental and/or charity sector

Knowledge & Skills

Essential

- Excellent leadership and people management skills, including coaching and development
- Strong understanding of fundraising principles, regulation and best practice
- Knowledge of marketing, brand and communications strategy
- Highly developed written and verbal communication skills
- Strong financial literacy, including budgeting, forecasting and reporting
- Understanding of data protection, GDPR and compliance



Ymddiriedolaeth Natur
Gogledd Cymru
North Wales
Wildlife Trust

- Skilled negotiator with strong influencing and problem-solving abilities
- Ability to build, maintain and leverage strategic relationships and networks

Desirable

- Understanding of nature finance or innovative funding models
- Knowledge of the Welsh language and empathy with the Welsh language, culture and heritage.

*Info for insurance purposes only:
Percentage of clerical vs manual tasks in this role:
100% clerical/0% manual*