

PHILANTHROPY MANAGER JOB DESCRIPTION

Location: Hybrid working with office facilities available in Bangor/Aberduna

Responsible to: Director of Income, Membership & Engagement

OVERALL PURPOSE OF THE JOB

To lead and grow North Wales Wildlife Trust's philanthropy and individual giving programme, generating sustainable income through mid-value donors, individual giving campaigns, fundraising appeals, legacy gifts and in memory donations.

The postholder will develop meaningful relationships with supporters, delivering exceptional stewardship and donor journeys that inspire long-term engagement and investment in North Wales Wildlife Trust's mission. Working collaboratively across fundraising, membership, marketing and communications teams, the Philanthropy Manager will identify opportunities to increase supporter lifetime value and maximise philanthropic income.

MAIN RESPONSIBILITIES

Individual Giving and Donor Development

- Working with the Director to develop and deliver North Wales Wildlife Trust's individual giving strategy, increasing income from one-off and regular donors.
- Build, manage and grow a pipeline of mid-value supporters and prospective donors capable of making one-off and recurring gifts.
- Identify, research, cultivate, solicit and steward individual supporters through tailored engagement and relationship management plans.
- Re-engage lapsed supporters and develop strategies to convert new and existing supporters into higher value donors.
- Deliver outstanding donor stewardship through written, telephone, online and face-to-face engagement.
- Ensure all supporters receive timely, personalised and impactful communications that demonstrate the value of their contribution.

Appeals and Campaign Fundraising

- Lead the planning, delivery and evaluation of fundraising appeals across digital and offline channels.
- Work closely with the Marketing and Communications team to develop compelling fundraising campaigns, appeals and supporter journeys.
- Ensure fundraising communications effectively demonstrate the impact of supporters' gifts and inspire continued engagement.
- Monitor and evaluate campaign performance, using insight and learning to improve future fundraising activity.

Legacy and In Memory Giving

- Lead the development and delivery of North Wales Wildlife Trust's legacy and in memory fundraising programme.
- Develop and implement strategies to increase legacy pledges and legacy awareness amongst supporters.
- Manage relationships with legacy pledgers and potential legators in a sensitive, professional and supporter-focused manner.
- Act as the first point of contact for enquiries relating to gifts in wills and in memory giving.
- Oversee legacy administration, working with solicitors, executors and family members as required.
- Develop and maintain relationships with will-writing providers, legal professionals and other relevant partners.
- Ensure records relating to legacy pledges, gifts in memory and legacy income are accurately maintained and securely stored.

Supporter Experience and CRM

- Work closely with the Data Manager to ensure the CRM system supports effective relationship management, donor stewardship and accurate reporting.
- Ensure donor records, engagement activity and income are recorded accurately and consistently.
- Use CRM data, supporter insights and analysis to identify opportunities for growth and improve fundraising performance.
- Develop and enhance supporter journeys to maximise supporter retention, engagement and lifetime value.

Cross-Team Working

- Work closely with Membership, Fundraising, Marketing and Communications colleagues to deliver integrated supporter journeys.
- Collaborate with colleagues across the organisation to identify opportunities to engage supporters with projects, reserves, campaigns and strategic priorities.
- Support colleagues in developing donor-centric approaches to engagement and fundraising.
- Work collaboratively with colleagues across the Wildlife Trust movement to share best practice and identify opportunities for partnership working.

Planning, Budget Management and Reporting

- Lead on budgeting, forecasting and income planning for individual giving, appeals, legacy and in memory fundraising.
- Monitor performance against targets and provide regular reports, forecasts and pipeline updates.
- Manage expenditure budgets effectively and ensure resources are used efficiently to maximise return on investment.
- Prepare reports and performance updates for senior management, committees and trustees as required.

Compliance and Best Practice

- Ensure all fundraising activity complies with fundraising legislation, the Fundraising Regulator Code of Practice, GDPR and other relevant regulations.

- Support the Trust in maintaining high standards of supporter care, data protection and fundraising ethics.
- Keep abreast of developments in fundraising best practice and identify opportunities to apply innovation and learning within North Wales Wildlife Trust.
- Ensure all fundraising activity reflects the Trust's values and commitment to delivering an excellent supporter experience.

Organisational Leadership

- Champion philanthropy and supporter engagement across the organisation.
- Promote a culture that places supporters at the heart of fundraising and communications activity.
- Contribute to the development and delivery of organisational fundraising and engagement strategies.

For the organisation to work effectively you may be required to assist with other areas of work and therefore, you should 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.

PHILANTHROPY MANAGER PERSON SPECIFICATION

Personal Qualities

Essential

- Passionate advocate for nature recovery and the work of North Wales Wildlife Trust.
- Supporter-focused, with a genuine commitment to building meaningful and lasting donor relationships.
- Excellent relationship builder, able to establish credibility and trust with a wide range of supporters and stakeholders.
- Highly motivated and proactive, with the ability to work independently and take ownership of fundraising objectives.
- Resilient and adaptable, able to manage competing priorities and respond positively to changing circumstances.
- Creative and innovative, with the confidence to test new approaches and identify opportunities for income growth.
- Collaborative and team-oriented, with a willingness to work across departments to achieve shared goals.
- Strong emotional intelligence and interpersonal skills, particularly when working with legacy and in memory supporters.
- Excellent attention to detail and commitment to delivering a high standard of work.
- Commitment to equality, diversity and inclusion.

Key Competencies

Essential

- Building and managing donor relationships to secure and grow philanthropic income.
- Developing and delivering individual giving and supporter engagement strategies.
- Planning and delivering successful fundraising appeals and campaigns.
- Legacy and in memory fundraising development and stewardship.
- Prospect research, pipeline development and donor cultivation.
- Donor stewardship and supporter journey development.
- Budget management, forecasting and income monitoring.
- Effective use of CRM systems and donor data analysis.
- Cross-organisational working and stakeholder engagement.
- Excellent written and verbal communication skills, including persuasive fundraising communications.
- Prioritisation, project management and delivery against targets.
- Compliance with fundraising regulation, GDPR and supporter data management requirements.

Experience

Essential

- Experience of delivering income growth through individual giving, philanthropy, membership, fundraising appeals or a related fundraising discipline.
- Experience of managing and stewarding donors through a relationship-based approach.

- Experience of developing and delivering fundraising campaigns or appeals across multiple channels.
- Experience of working with CRM systems to manage supporter relationships and fundraising activity.
- Experience of using donor insight, data and performance reporting to inform decision making.
- Experience of developing supporter journeys that improve retention, engagement and lifetime value.
- Experience of managing fundraising budgets, income targets and expenditure.
- Experience of working collaboratively with marketing and communications teams.
- Experience of producing reports, forecasts and performance updates for senior managers and stakeholders.
- Experience of working to fundraising targets and achieving measurable outcomes.
- Experience of delivering excellent supporter care and stewardship.

Knowledge & Skills

Essential

- Strong understanding of fundraising principles and donor-centred fundraising approaches.
- Knowledge of individual giving, supporter development and stewardship best practice.
- Excellent written communication skills, including the ability to produce compelling fundraising copy and supporter communications.
- Excellent verbal communication and relationship management skills.
- Strong understanding of CRM systems and their role in fundraising and supporter engagement.
- Ability to analyse data, identify trends and make recommendations based on evidence.
- Strong financial literacy, including budgeting, forecasting and income monitoring.
- Ability to manage multiple projects and priorities simultaneously.
- Understanding of GDPR, data protection and supporter confidentiality requirements.
- Knowledge of Fundraising Regulator guidance and fundraising best practice.
- Strong planning, organisational and problem-solving skills.
- Ability to communicate the impact of North Wales Wildlife Trust's work in a compelling and inspiring way.

Desirable

- Welsh language skills or an appreciation of the importance of bilingual communications in Wales.

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