

Job Title: Fundraising Manager
Organisation: East Devon Pebblebed Heaths Conservation Trust
Location: East Devon
Reporting to: Head of Wildlife & Conservation
Term: Fixed-term contract (18 months with potential to extend). Part Time
Closing Date: 28th February 2022
Hours: 2.5 days per week - 9am - 5pm (flexible)
Salary: £30,000 pro rata

Website: <https://www.pebblebedheaths.org.uk>

The Pebblebed Heaths Conservation Trust was established by Clinton Devon Estates in 2006 (www.clintondevon.com). We are passionate about wildlife conservation and believe in the importance of nature in supporting the health and wellbeing of society. We have management responsibility for the East Devon Pebblebed Heaths National Nature Reserve (1,000 hectares) and the Otter Estuary Site of Special Scientific Interest (33 hectares). These sites are of international conservation significance and amongst the top wildlife-rich recreation locations in East Devon with a combined 800,000+ visits annually. The Otter Estuary is currently the site of a major climate adaptation scheme re-creating over 50 hectares of rare mudflat and saltmarsh from agricultural land (www.lowerotterrestorationproject.co.uk).

We are looking to recruit an experienced, inspiring and creative individual to join our small but dynamic team to lead on the shaping and delivery of our fundraising strategy to ensure we achieve our charitable objectives and vision in the long term.

Our Charitable Objectives: To promote, for the benefit of the public, the conservation, protection and improvement of the physical and natural environment of the East Devon Pebblebed Heaths and the Otter Estuary.

Our vision for the sites we manage: Places whose special qualities and rich history are understood by all; whose ecosystems are resilient, and where wildlife can flourish and adapt in the face of a changing climate; places where society's ever-changing needs for recreation, health and learning can be fulfilled; places where we can all have confidence in its stewardship for future generations.

Supported by an Engagement Ranger the role will secure financial support for our activities from the community through articulating our need for funds and how we can be supported financially to enable us to achieve our vision. This will be based on a strong foundation of public engagement undertaken by the Engagement Ranger that increases our profile in the local community and which builds strong relationships and supporting behaviours.

The fundraising role will lead on fundraising activities for the Trust, working with a wide range of stakeholders. The work will include: the refinement of existing key public-facing messages; launching a communications campaign focusing on our needs for funds; developing a membership scheme to act alongside our existing volunteer network; securing corporate sponsorship; assisting with grant proposals; providing the foundation for legacy giving. We anticipate that relevant experience is likely to come from working in a significant fundraising role in another charity or development office.

Essential Competencies, Skills and Experience

- Understanding of the motivations for philanthropy and an awareness of and belief in the goals and vision of the Pebblebed Heaths Conservation Trust.
- Minimum of 2-4 years of fundraising experience with key fields including donor cultivation, stewardship and solicitation experience or ability to demonstrate transferable skills and experience from other roles. Must be able to demonstrate past successes.
- Proven ability to build strong relationships with a broad range of stakeholders through excellent interpersonal skills and strong oral and written communication skills.
- Strong social media and digital experience and skills; with the world moving increasingly on-line, the successful applicant will have experience in the digitisation and online communication of fundraising activities to maintain our social media presence and turn online engagement into cash donations.
- Experience of writing successful grant funding applications.
- Experience building and managing a membership structure and working to support and grow that membership
- Creative and flexible self-starter able to work both individually and as a member of small team with colleagues based both in the office and on site. You will work closely with an on-the-ground Engagement Ranger.
- Outstanding organisational and administrative skills, with proficiency with Microsoft office suite.
- Experience with CMS database (ideally setting up and managing)
- Ability to maintain a high level of discretion and confidentiality due to the nature of work.
- Full driving license

Desirable

- Knowledge of or interest in the environment, conservation and or land management.
- Certification to one of the fundraising governing bodies (ideally, a member of the Institute of Fundraising or a member of the Chartered Institute of Marketing).
- Experience in the development of legacies.

Key Roles and Accountabilities

The role will involve:

1. Leading fundraising strategy development and fundraising activities for the Trust, including administration, management, and reporting to the Head of Wildlife and Conservation and our Board of Trustees.
2. Increasing the Trust's profile in the local community working alongside the Engagement Ranger.
3. Building links with corporate entities to secure financial support.
4. Identifying sources of grant income and leading on the writing of grant applications.
5. Creating and developing a membership scheme.
6. Managing communication with donors and growing our grassroots fundraising activity year-on-year.
7. Leading on legacy development and generating long-term income streams.

8. Marketing and Communications, including promoting and planning high-quality fundraising events; writing clear comms to inspire current and potential donors; creating collateral and marketing materials to promote our work to potential donors; and making use of social media to raise awareness and convert engagement into cash donations.

We are looking for applicants who can start from May 2022.

Benefits:

Flexible working hours; group personal pension plan

Work from home opportunities, access to on site gym

Application process

Please send a CV and covering letter telling us what motivated you to apply for this role and the key skills, knowledge and experience you have that demonstrates that you can fulfil the role requirements.

Deadline for applications: 12 noon 4th March 2022.

All applications should be sent by email to Jayne Savage: jayne.savage@clintondevon.com

Interviews will be held mid March.