

JOB DESCRIPTION



Job Title: Fundraising & Partnerships Manager

Team: Fundraising Team

Reports to: COO

Hours: 35 hours per week (hybrid working)

Job Purpose / Summary

David Shepherd Wildlife Foundation (DSWF) are looking for a Fundraising and Partnerships Manager with a proven track record of successful and new income generation from individuals and commercial partnerships.

The charity has ambitious goals for growth and is building a talented fundraising team that will increase its income and grant giving capacity over the next five years. This exciting and busy role will build and manage a fundraising income pipeline to generate essential funds for investment in DSWF's wildlife conservation projects.

The successful candidate will take ownership for key fundraising activities (planning, management and delivery) through exciting and innovative fundraising campaigns and events and will be responsible for pro-active and direct fundraising. The Fundraising & Partnerships Manager will also take personal responsibility for the growth in revenue from new and existing high and mid-level individual donors, as well as increasing commercial partnerships.

This role will line manage and be supported by the Fundraising & Events Executive and Supporter Care & Database Executive roles. The Fundraising & Partnerships Manager will report to and work closely with the COO and the CEO to deliver DSWF's broad portfolio of fundraising initiatives and events.

Duties and Responsibilities

Overall

- Create, implement and monitor the overall fundraising strategy to meet agreed annual targets
- Line manage the Fundraising team to ensure delivery of a full fundraising and events portfolio
- Grow fundraising income generation through a variety of exciting activities, using DSWF's conservation, education, art and event portfolios to raise funds from commercial participation, donations, sponsorships, gifts in kind and art and other product sales
- Cultivate and engage new donors through targeted fundraising pitches and direct fundraising 'Call to Action' asks relating to DSWF's financial grant commitments
- Develop excellent relationships with existing donors to increase income and as well as maximising donor retention
- Ensure donor relationship management and communication is professionally executed with both the support of the fundraising team and senior management
- Work with the Communications and Marketing team to ensure relevant and high quality collateral and materials are produced for fundraising purposes
- Represent DSWF in donor meetings, at events and at corporate functions

Fundraising

To develop and grow key areas of fundraising including (but not limited to) the following:

Commercial partnership and engagement: A strong focus on the acquisition and development of new pipelines, alongside the stewarding and evolution of existing partnerships, to generate an increase commercial partners and income generating opportunities. Work with the COO to ensure all corporate relationships are account managed appropriately and accurately under DSWF's Commercial Participation Agreement system.

Individual giving: Specific focus on increased high and mid-level individual donor identification, acquisition and development, while managing overall growth of the whole donor base. Management of donor retention through stewardship and engagement programmes. This role will deliver an engaging and successful programme of direct and digital appeals and will maximise sales of the animal adoption programme.

Legacy and in memory: Including the management of the ongoing development and expansion of the legacy programme.

Events: Including the management of the development of DSWF's portfolio of fundraising events. The role will help support and guide the research, evaluate potential event opportunities and work with the Fundraising Events Executive on the planning and delivery of high value events such as the Wildlife Ball and Wildlife Artist of the Year.

General

To take responsibility for key areas of fundraising administration relating to the role including:

Data management: To be responsible for excellent data management relating to all fundraising areas, and adhering to relevant fundraising rules and regulations. Working with the Supporter Care and Database Executive to ensure that all supporter and event information is recorded accurately in our Raiser's Edge database to ensure efficient and compliant data management and segmentation of all donors to increase appeal conversion rates. Utilising targeting and segmentation techniques where possible and analysing success of activities post activity to continually refine the strategy.

Budget management: To manage all aspects of the financial budgets (income and expenditure) relating to each area of fundraising or event for which the role has responsibility. To recognise and implement changes in fundraising focus around projects and species that are proving hard to fund. Budgets will be agreed each year with the Senior Management team. To ensure high level regular reporting of fundraising income and data to the Senior Management team and Trustee Board.

Marketing, communications and promotion: To work closely with the Communications & Marketing team on the promotion of fundraising activities and events including website updates, direct supporter communications, social media, press and printed collateral. Also collaboration with the Policy & Programmes Manager to ensure the effective utilisation of project information for fundraising purposes and donor communication.

Person Specification

Knowledge, skills & experience	Essential	Desirable
Qualifications	GCSE English and Maths or equivalent A Level or equivalent level of education	Degree level qualification
Skills, knowledge & experience	<p>Experience of developing and managing income generating initiatives.</p> <p>Experience of working proactively with different stakeholders including commercial partners and high net worth individuals.</p> <p>Experience of setting, negotiating and agreeing contractual terms within a relevant setting.</p> <p>Experience of maximising ROI and managing income and expenditure budgets.</p> <p>Experience as both a user and manager of a CRM database including recording data, segmentation and targeting.</p> <p>A good understanding of excellent supporter networking, stewardship, techniques and management.</p> <p>Start-to-finish project management experience, excellent administration and planning skills.</p> <p>Excellent communication skills, both verbally in writing, to be assertive, tactful and persuasive.</p> <p>Good IT skills and good working knowledge and experience of Windows 10 and Office 365 applications</p> <p>Excellent ability to build, nurture and develop strong professional relationships.</p> <p>Self-motivated and able to work independently as well as part of a team.</p> <p>Able to work to deadlines whilst maintaining a high degree of accuracy and attention to detail.</p>	<p>Charity fundraising experience</p> <p>Direct experience of a charity CRM – and in particular Raiser’s Edge.</p> <p>Experience of working within the art sector and artist community.</p>