



The  
**Wildlife**  
Trusts

# Major Gifts Fundraiser

RECRUITMENT PACK

**Salary: Up to £45,000**

**Location: Home based with occasional travel to Newark office/UK**

**Full time: 35 hours per week (Mon-Fri)**

**Permanent contract**



Royal Society of Wildlife Trusts  
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## About Us

The Wildlife Trusts are a federation of 46 charities, supported by a central charity, the Royal Society of Wildlife Trusts. Together we have over 940,000 members, 32,500 volunteers and 3,400 staff across the UK.

From precious peatlands and wildflower meadows to Britain's lost rainforests, Wildlife Trusts have restored and care for some of the most special places for wildlife in the UK. We've re-wiggled rivers, brought back beavers to the UK and helped thousands of communities take matters into their own hands to bring back nature on their doorsteps. Collectively we manage more than 2,600 nature reserves, operate 123 visitor and education centres and own 29 working farms. We undertake research, we campaign for wildlife and wild places under threat, and we help people access nature.

But we're not standing still. The next few years will be critical in determining what kind of world we all live in. We need to urgently reverse the loss of wildlife and put nature into recovery at scale if we are to prevent climate and ecological disaster. We have an ambitious new strategy to address this, setting out our bold vision of nature in recovery with many more people taking action for wildlife.



## About You

We are seeking an exceptional major gifts fundraiser to join one of the UK's most cherished nature charities at an exciting time in our 112-year history. You will be instrumental in expanding our network of high-net-worth individuals. Working closely with our major donor fundraising lead, chief executive, senior leadership team and Wildlife Trust colleagues, you will focus on prospecting and building high-quality, long-lasting relationships, that deliver a step-change for nature's recovery in the UK.

You will be a confident and engaging major gifts fundraiser, with the ability to express The Wildlife Trusts' case for support in tackling the nature and climate emergencies, both through our work on nature's restoration on the ground, and through our influencing, policy and campaigning work. You will be highly experienced in initiating and developing mutually beneficial relationships with individuals to achieve fundraising targets, with a proven track record of securing significant unrestricted funds.

**The Wildlife Trusts value passion, respect, trust, integrity, pragmatic activism and strength in diversity. Whilst we are passionate in promoting our aims, we are not judgmental and are inclusive. We particularly encourage applications from people who are underrepresented within our sector, including people from minority backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.**



## About You

The Royal Society of Wildlife Trusts takes our safeguarding responsibilities extremely seriously. Please click [here](#) to read our commitment statement. RSWT is committed to safeguarding and promoting the welfare of children and adults at risk. For applicable roles, applicants must be willing to undergo checks with past employers and Disclosure and Barring Service checks at the eligible level.

As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

RSWT are committed to increasing the diversity of its staff through its Levelling the Field recruitment pledge and will put any ethnic minority applicants that meet all the essential criteria for the post through to the next stage of recruitment.

Please do not use artificial intelligence tools to assist you to complete the application form. We may not accept applications that have been completed utilising AI tools. If you would usually use tools such as these to assist you in filling in a form, please contact [tash.stewart@iris.co.uk](mailto:tash.stewart@iris.co.uk) to discuss this further and understand other options.

## Job Description – Overall Purpose

- Expand our portfolio of high-net-worth individuals within the UK and beyond. Achieve and exceed an agreed income target.
- Contribute to The Wildlife Trusts' collective skills and capacity within major donor fundraising through sharing evidence-based advice and good practice and seeking continuous improvements in our systems and processes.

## Job Description – Main Responsibilities

- **Develop and manage high-value relationships with individuals from the UK and elsewhere with the objective of securing major gifts and pledges (i.e. in excess of £10,000) to support The Wildlife Trusts' fundraising priorities:**
  - Recruit major-donor prospects new to The Wildlife Trusts' movement from own research and network development and understand their giving priorities.
  - Work with senior team to craft compelling and persuasive proposals to solicit donations.
  - Maintain accurate funder records in CRM database and progress prospect donors through the donor pipeline;
  - Managing donor retention levels, developing a pipeline of high value time, talent and monetary contributions.
  - Ensure best use of Chief Executive and other senior staff time in developing relationships with individuals.
  - Ensure an effective stewardship programme is in place for all major donors to RSWT.
  - Assist with our programme of national major donor events, for example RHS Chelsea and with our programme of more intimate events for major gift donors.
  - Play an active role in the major donor fundraising community of practice across The Wildlife Trusts.
  - Produce high-quality reports and deliver engaging webinars to communicate data and insights around major giving in the UK and elsewhere.
  - Support individual Wildlife Trusts on establishing and developing major giving programmes.
  - Engage with our digital transformation programme to understand what opportunities this may bring to enhance our major donor programmes.

## Job Description – Main Responsibilities

- **Other responsibilities:**
  - Undertake own administration.
  - 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.
  - The post will require occasional travel and possible overnight stays at conferences.
- **All staff are ambassadors for the organisation both internally and externally and are expected to act in a professional manner at all times. 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.**

## Person Specification

### Essential

- Personal Qualities:
  - Organised with excellent time management skills
  - Ability to work alone, and as part of a team
- Key Competencies:
  - Ability to build relationships
  - Ability to write a compelling case for support
  - Ability to work under pressure, managing multiple priorities
- Experience:
  - Managing a major donor programme, including researching and developing new prospects, and policies and protocols
  - Delivering a major donor programme to achieve significant income targets.
  - Developing Key Performance Indicators for major donor fundraising
- Knowledge and skills:
  - Excellent communicator who engages and inspires others
  - Experience of providing best practice donor stewardship to secure donations
  - Experience of identifying, cultivating and soliciting prospects
  - Comprehensive understanding of major giving principles
  - Excellent knowledge of donor and pipeline management
  - Good Knowledge of CRM system

### Desirable

- Personal Qualities:
  - An interest in nature and a passion to inspire others
- Key Competencies:
  - A good storyteller



## Additional benefits of working for The Wildlife Trusts

- Private medical insurance
- Electric vehicle salary sacrifice scheme
- 26 days holiday per year plus 8 bank holidays
- 4 Concessionary Days
- Non-contributory Life Assurance Scheme
- Generous pension contribution
- Charity worker discount
- Employee Assistance Programme

**Closing date for applications: 26<sup>th</sup> January 2025**

**First interview: 5<sup>th</sup> February 2025**

**Second interview: 11/12 February 2025**

