

CORPORATE FUNDRAISING OFFICER JOB DESCRIPTION

Location: Hybrid working, with office facilities available in Bangor and near Mold

Responsible to: Head of Strategy & Operations

OVERALL PURPOSE OF THE JOB

Overall responsibility for North Wales Wildlife Trust's relationships with businesses, focussing on their potential to contribute unrestricted income to underpin our organisational Strategy 2030: Bringing Nature Back

MAIN RESPONSIBILITIES

Corporate fundraising and relationship management

- Planning, coordinating and implementing all fundraising activities relating to relationships between businesses and North Wales Wildlife Trust
- Making a significant contribution to all non-fundraising-related aspects of relationships between businesses and North Wales Wildlife Trust
- Identifying and initiating contact with businesses who have not previously supported North Wales Wildlife Trust, with the aim of generating income through staff-led fundraising; participation in North Wales Wildlife Trust events and campaigns; corporate sponsorship, membership and donations; and cause-related marketing
- Managing relationships with existing business supporters, ensuring that supporters receive high-quality support – maximising the money raised alongside their engagement and increasing the likelihood of supporter retention or repeat support
- Identifying and initiating contact with lapsed business supporters, with the aim of securing a pledge to support North Wales Wildlife Trust
- Acting as the main point of contact for all incoming inquiries from potential and existing business supporters, and responding appropriately
- Managing all aspects of North Wales Wildlife Trust's existing corporate membership scheme, and updating it to reflect future fitness for purpose
- Using North Wales Wildlife Trust's CRM software to accurately record all information relating to corporate prospects and supporters
- Monitoring all income received from businesses and ensuring that agreed targets are met
- Proactively identifying opportunities to use corporate volunteers to support North Wales Wildlife Trust's work, with a focus on both fundraising- and conservation-related outcomes
- Ensuring that all relationships with businesses are assessed using a due diligence framework, with appropriate decision-making and risk-management tools in place

General duties

- Keeping abreast of corporate fundraising-related developments in the charity sector and Wildlife Trust movement, including through the use of peer networks, trade bodies and press
- Liaising with North Wales Wildlife Trust's Marketing and Communications team to ensure that all business-related communications are consistent with brand guidelines and messaging
- Liaising with relevant staff at other Wildlife Trusts to help identify cross-working opportunities where relevant
- Leading on communication and education, both internally and externally, on the importance of business relationships to the organisation
- Speaking on behalf of North Wales Wildlife Trusts at events/presentations as required
- Working closely with other members of staff to ensure corporate relationships are closely tied in to other areas of the charity

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

CORPORATE FUNDRAISING OFFICER PERSON SPECIFICATION

	Essential	Desirable
Personal Qualities		
Team player	✓	
Actively challenges the status quo to find new ways of doing things, looking for good practice	✓	
Problem-solver	✓	
Commitment to nature conservation, the work and objectives of the Wildlife Trust movement and the role we play in delivering positive outcomes for nature	✓	
Key competencies		
Financially literate	✓	
Outcome-focussed	✓	
Confident at engaging with stakeholders, including quickly building rapport with others and resolving complex issues effectively and efficiently	✓	
Self-directing; constantly showing ambition and initiative	✓	
Ability to absorb complex information quickly, and to communicate it to others in a concise and engaging way	✓	
Ability to identify and realise new business opportunities	✓	
Ability to communicate effectively, both verbally and in writing, ensuring tone and language are engaging and tailored to the audience	✓	
Fully IT literate, ideally including relevant specialist software packages	✓	
Highly organised, with a structured and methodical approach to managing supporters, prospects and deadlines	✓	
Excellent negotiator; able to focus on obtaining the best return on investment	✓	
Analytical and strategic thinker; able to identify trends and to make recommendations for increased income generation	✓	
Experience of ...		
Working for at least 2 years in a corporate fundraising or sales/business development role.	✓	
Securing large donations or high value sales from customers or supporters	✓	
Managing a supporter pipeline or sales pipeline, and of prioritising prospects to deliver the best return on investment	✓	
Delivering successful face-to-face pitch presentations <i>and</i> writing successful fundraising or sales proposals	✓	
Working in an organisation with high numbers of volunteers and creating products to enhance local volunteer fundraising		✓
Achieving income generation-related targets	✓	
Donor/customer relationship development and management	✓	
Using databases/CRM software to manage relationships and pipelines		✓

Working in third-sector fundraising, addressing its current challenges and opportunities		✓
Fundraising product development, and of developing innovative fundraising ideas for corporate audiences		✓
Knowledge and skills		
Degree/Master's Degree in a relevant subject		✓
Professional or accredited academic qualification in a relevant field		✓
Membership of appropriate professional bodies		✓
Good working knowledge of the environmental sector in Wales in general	✓	
Good working knowledge of legislation/regulations relevant to the role, including those relating to fundraising practices and data protection	✓	
Full UK driving licence	✓	
Ability to speak, read, understand and write in Welsh		✓