



Protecting trees
Enriching lives

Job description

Job title:	Fundraising Manager
Salary:	£36,000 - £40,000 per annum, depending on experience
Location:	Hybrid 60% Westonbirt Arboretum, 40% remote
Working hours:	Full Time - 35 hours p/w
Benefits:	Generous benefits package including 10% employer's pension contribution; Life Insurance and complimentary joint membership.
Reporting to:	CEO

Westonbirt Arboretum and the Friends of Westonbirt Arboretum

Westonbirt, The National Arboretum is one of Britain's finest tree collections, with the vision to be a world leader in trees, inspiring people through conservation, education and participation. With over 600 acres homing 15,000 specimens and 2,500 species of tree from all over the world, the arboretum plays a vital part in research and conservation, and is a significant visitor attraction, drawing over 500,000 visitors each year.

Westonbirt Arboretum's story began in the 1850s with the wealthy Victorian landowner, Robert Holford's passion for a natural world. Owner of the large estate centred around Westonbirt House, on a quest to discover rare and extraordinary plants, he used his family fortune to finance and plant collecting expeditions all over the world. These species were brought back to the arboretum and have resulted in the site not only being a breathtaking, diverse landscape but also a world-renowned botanical collection.

From the early 1880s Robert's son, Sir George Holford expanded the arboretum into Silk Wood creating vast drives with wide verges and bays of ornamental trees. With no heir, his nephew sold the estate; and the land was divided with the mansion becoming a girls' school. In 1956, the entire 600 acres was handed over to the Forestry Commission (now Forestry England) who has continued to improve and expand on the work of the family. The arboretum and Downs landscape is designated a Grade I Registered Park and Garden by English Heritage.

In 1985, a small group of enthusiasts who saw the need to work with the Forestry Commission to preserve, enhance and enlarge this unique landscape, met for the first

time. This group became the Friends of Westonbirt Arboretum, a registered charity. Today the charity employs a small number of staff who manage a supporter base of almost 38,000 members, some of whom volunteer at the arboretum. In addition, in 2020 the charity formed an enterprise trading subsidiary, which is now responsible for managing and running the Westonbirt Shop.

Working for the Friends of Westonbirt Arboretum

Join our team of passionate and dedicated people who are committed to making a difference. This is a key role in shaping our future and building our capability. We have a strong track record of fundraising for the site and a positive working alliance with our partners at Forestry England who run and manage the site often delivering on projects or supporting our campaigns. You will play a pivotal roll in leading and managing all fundraising activity and nurturing these collaborative relationships.

As an employee of The Friends, you will be part of a team that is passionate about trees and dedicated to inspiring people through education, participation, and conservation. We work closely with Forestry England to support and develop Westonbirt Arboretum as both organisations work towards accomplishing our joint 10-Year Vision for Westonbirt to be a world leader in trees.

Your role with The Friends will contribute to our efforts to nurture and grow our community of over 35,000 supporters and to further public enjoyment and knowledge of Westonbirt. We are a registered charity that supports Westonbirt, and our mission is to inspire people to connect with trees, improving quality of life and securing the arboretum's sustainable future.

Our culture is built on the values of **Integrity, Collaboration, Innovation** and **Clarity**. We are a team that respects and encourages diverse opinions and perspectives. We work collaboratively towards a shared purpose and actively seek to improve ourselves through self-reflection and continuous learning. We take pride in our ability to be agile and creative, which enables us to be forward-thinking and progressive. We are committed to ethical decision-making, holding ourselves accountable for our actions. We communicate skilfully, ensuring we inform and engage people effectively to showcase our impact.

Most importantly, we place the well-being of our colleagues, customers, volunteers, and partners at the heart of everything we do.

If you are passionate about trees and committed to making a difference, then The Friends is the place for you. We offer a challenging and rewarding career where you can make a real impact on the world around you.

Join us and help create a better future for Westonbirt Arboretum, the world of trees and our local community.

Role purpose

Our fundraising approach is due for a shake up, after we've spent the last couple of years refocussing our efforts and consolidating our approach. We're looking for a candidate that can continue to build on our successes, boosting the donations and opportunities we already have, but importantly can take the lead on launching a stand-out year of fundraising to celebrate our 40 years as a charity. It's a role that needs creative vision and dedicated delivery to make 2025 everything that it has the potential to be.

We're embarking on an intensive 3-year fundraising strategy that will enable Westonbirt Arboretum to achieve their 10-year vision. We work with a bid writing agency to secure all major grants, and we're looking for a Fundraising Manager that can add equal attention to our individual giving strategy. The successful candidate will manage our existing fundraising real estate including our benches, leaves for life, and Wills & legacies campaigns, while adding a fresh view on opportunities for our birthday celebrations next year. The role reports to the CEO and is responsible for developing and implementing our fundraising strategy as well as managing relationships with key stakeholders.

As an added bonus, this is a role that comes with opportunity to contribute at an impact level, understanding how the money you help raise goes on to shape and change the arboretum. You will Chair our Joint Fundraising Committee with our partners at Forestry England; lead on the pipeline development; project manage activities across trust & grant fundraising, individual giving, major donors and appeals; and support the CEO with awarding grants and reporting the impact.

Key work areas

Person Specification

For this role, you will ideally be:

- ✳ a strategic thinker with the ability to plan for long-term fundraising success.
- ✳ able to build and maintain relationships with strong interpersonal skills.
- ✳ highly organised with excellent attention to detail.
- ✳ results-driven and able to work effectively under pressure.
- ✳ passionate about the mission and values of the Friends of Westonbirt Arboretum.

Responsibilities and key results areas:

Strategy and planning

- ✳ Deliver an annual fundraising operational plan and meet financial targets.
- ✳ Deliver and develop a Fundraising Strategy with the aim of growing income and the number of active supporters.
- ✳ Manage budget and resource to develop areas that will achieve the greatest return on investment.
- ✳ Develop The Friends' fundraising messaging, working with the Brand & Marketing Manager.
- ✳ Champion digital fundraising and lead the growth of this within the charity.
- ✳ Oversee fundraising campaigns based on the arboretum's core themes and project delivery.
- ✳ Keep up to date with developments and trends in fundraising and use this insight to develop The Friends' portfolio to ensure it is engaging and competitively positioned.
- ✳ Ensure that all activities are delivered safely and in line with the Fundraising Code of Practice, GDPR and the charity's policies and procedures.
- ✳ Helping to draft the business case (with CEO and Finance Director) to the Board to champion further investment for fundraising as and when required.

Donor Stewardship and cultivation

- ✳ Identify, engage with and steward prospective donors to increase further giving opportunities.
- ✳ Develop a network of mid-high value supporters (£500-£5000+ p/a giving bracket).
- ✳ Work closely with The Friends' CEO and Trustees to foster relationships with the Royal Patron and Ambassador.
- ✳ Steward donors, ensuring gifts are acknowledged and thanked appropriately, making sure that all supporters are provided with the highest level of care in every communication and at all contact points.
- ✳ Organise events and activities to celebrate the success of The Friends-funded projects and engage supporters with future initiatives needing philanthropic support.
- ✳ Working with the Brand & Marketing Manager and Supporter Operations Manager to develop key messaging.
- ✳ Liaise with local organisations to identify fundraising partnership opportunities for the arboretum.
- ✳ Ensure that all fundraising events and activities are properly risk assessed and carried out safely in line with The Friends' standards and procedures.

- ✳ Manage relevant agency and supplier relationships with those who are working for the charity either on a paid or pro-bono basis.

Giving Initiatives

- ✳ Develop and maintain a Regular Giving programme that incentivises supporters to give philanthropically.
- ✳ Develop cyclical thematic appeals to increase giving sentiment and generate unrestricted funds.
- ✳ Maintain and develop the Legacy programme, innovating new ways to track and steward legacy gift pledgers.
- ✳ Maintain and develop current commemorative offers including the Leaves of Life, Support a Square and Bench Sponsorship programmes.
- ✳ Develop on-site fundraising messaging to drive visitor donations.
- ✳ Maintain and develop fundraising challenge events such as, the Westonbirt 10K – Run for the Trees race to raise awareness and motivate 'DIY fundraisers.
- ✳ Develop compelling appeals that successfully generate restricted funds. Working closely with the Forestry England Project Management Team, and project stakeholders to manage asks and acknowledge supporters.
- ✳ Work with the Supporter Operations Manager and the Finance Team to ensure all donation income is recorded accurately and reconciled.
- ✳ Work alongside the Brand & Marketing Manager to create philanthropic content to drive further giving and co-ordinate events, utilising in-house CRM tools wherever possible.
- ✳ Liaise with the Supporter Services Team for donation processing and general fundraising administration.

CRM Management

- ✳ Act as one of two Database Administrators, championing best practice use of the CRM, Raiser's Edge.
- ✳ Remain informed of product updates to Raiser's Edge NXT to support ongoing improvements to current ways of working.
- ✳ Help to create fundraising related processes within Raiser's Edge to enable high data quality input, supporter segmentation, accurate reporting and embed the relevant processes amongst staff by regular updates to the Design Document.
- ✳ Ensure all donation and grant income is accurately recorded within Raiser's Edge, working with the Supporter Services and Finance Teams to make sure income is reconciled.

- ✳ Ensure donor interactions are accurately recorded and maintained to develop appropriate stewardship opportunities to maintain donor gifts.

Working in Partnership

- ✳ Work in partnership with Forestry England initiating and instigating further giving concepts.
- ✳ Engage with stakeholders, key supporters, volunteers, trustees and site partners to raise the profile of further giving.
- ✳ Provide updates and presentations to The Friends and Forestry England staff at management and team meetings to maximise fundraising related opportunities.

Measuring & Reporting

- ✳ Devise and use financial reporting, analytical tools and non-financial KPIs to monitor performance and ROI.
- ✳ Provide monitoring reports to the CEO and Finance Director regarding fundraising income and activities.
- ✳ Aim to grow income targets as agreed with the CEO and Finance Director.
- ✳ Work with the CEO and Finance Director to provide an annual report of fundraising income against annual targets/KPIs and review related developments undertaken that financial year.

Other duties:

- ✳ In addition, you will be required to attend regular organisation and Forestry England meetings and training sessions.
- ✳ Continue professional development by attending subject matter specific training and maintaining a CIOF membership subscription.
- ✳ On occasions you may be required to carry out other reasonable tasks as directed by The Friends' management, with reasonable consideration for the health and safety of colleagues and visitors, in a courteous manner and effectively.
- ✳ At all times you will uphold the values of The Friends and behave in such a way as not to bring the organisation into disrepute.

Person specification

Essential skills & experience

- ✳ At least 3 years of experience in fundraising.
- ✳ Excellent written and verbal communication skills.
- ✳ Strong strategic and analytical skills, with the ability to influence stakeholders at all levels.
- ✳ Experience in managing stakeholder and funder relationships.
- ✳ Strong understanding of a range of fundraising methods and tools and best practices, with the ability to create engaging and effective fundraising appeals.
- ✳ Events project management and delivery.

Desired skills

- ✳ Experience of communicating charity impact to stakeholders at all levels.
- ✳ Proficient in Raiser's Edge CRM and Office 365 software suite.

What we're looking for

- ✳ Experience of working in a fundraising environment within the charity sector.
- ✳ Excellent proven leadership skills with experience of managing a dynamic hybrid team.
- ✳ Excellent financial planning skills and the ability to manage large and complex budgets.
- ✳ Experience of planning, delivering and evaluating fundraising activities and events with the aim of continuous improvement.
- ✳ Experience of fundraising or marketing campaigns including acquisition and retention campaigns.
- ✳ Developing relationships with supporters who are devising and undertaking their own fundraising activities.
- ✳ Data Protection and Risk Assessment in charities.
- ✳ Leadership – ability to bring together a group of people including senior colleagues and CEO to deliver a shared aim.
- ✳ Strategy development and delivery.
- ✳ Campaign development and execution.
- ✳ Excellent written skills – ability to tell a compelling story.
- ✳ Strong face-to-face interpersonal skills with the ability to communicate with confidence and fluency.
- ✳ Data curation and selection.
- ✳ Numeracy and attention to detail.
- ✳ Analytical skills.

- * Self-motivation and ability to work independently.
 - * Competency in Microsoft Office, particularly SharePoint, Excel and Word, and using databases, preferably Raiser's Edge.
 - * Experience of writing proposals.
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How to apply

Closing date: 5 August 2024

If you wish to apply for this exciting role, please email the following information to recruitment@fowa.org.uk:

1. CV (max 2 pages)
2. Covering email / letter highlighting why you are the most suitable candidate for this role
3. Completed Equality & Diversity Monitoring Form

All applications and communication will be treated as confidential.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.