



Job Description – Fundraising Assistant

About Wicksteed Park

Wicksteed Park, in Kettering, Northamptonshire, is one of the UK's oldest leisure parks, founded in 1921 by Charles Wicksteed. Managed by the Wicksteed Charitable Trust, it offers over 25 rides, 281 acres of parkland, playgrounds, and walking trails, catering to all ages. The park also hosts events including live entertainment and workshops, with venues available for weddings and parties. Entry to the parkland is free, making it an ideal destination for families and nature lovers to enjoy year-round.

Role Outline

Reporting directly to the Head of Fundraising, the Fundraising Assistant will support the Trust’s long term funding strategy. The position plays an integral role in both current and future fundraising initiatives and campaigns, including capital, annual, programmatic and legacy campaigns. Collaborating closely with the Marketing and Finance teams, this position encompasses managing administrative and operational tasks, aiding annual, planned, major, and transformative giving efforts, and offers both technical and strategic support throughout the donor life cycle. This role is responsible for providing timely and accurate quantitative and qualitative data and material handling, overseeing customer relationship activities, and preparing reports and presentations.

The ideal candidate will have previous fundraising or charity experience, with strong communication and relationship building skills.

This is a full-time position on a temporary contract for an initial period of three years, with potential to become a permanent position. Wicksteed Park operates a 40-hour working week, primarily based onsite. Consideration will be given to requests for flexible working.

Salary: £29,000 per annum

With thanks to the players, this role is initially funded under a grant from The National Lottery Heritage Fund: Securing a Sustainable Future for the Home of Children's Play.

Key Role Responsibilities

Our values shape how we do things at Wicksteed Park. By using our values framework to define our job descriptions we can see how each role contributes to the Group’s success.

Value	Responsibility - Key Performance Area
Customer	<ul style="list-style-type: none"> • Ensure all supporter/donor/grantor approaches, contacts and donations are effectively recorded and thanked appropriately. • Provide administrative support to new grant applications and maintain systems to collate returns and monitoring data.

	<ul style="list-style-type: none"> • Embrace the Trust’s mission to raise donations, grants and other philanthropic funds to support the long-term sustainability of the Park. • Support in creating and delivering a supporter journey and annual stewardship programme. Research, identify, approach and manage new corporate community and individual contacts to secure short- and long-term partnerships. • Organise and attend fundraising and marketing committee meetings to help develop marketing and fundraising strategies, collating notes and action points for all members. • Work with other departments, notably Community and Heritage, Finance and Marketing and the charitable Trust.
Community	<ul style="list-style-type: none"> • Understand community-based fundraising trends. • Actively promote customer events and drive supporter engagement with our heritage. • Support team in delivering and attending events with a focus on supporter engagement and maximising fundraising. • Develop networks with local supporters, suppliers and contacts to benefit the organisation. • Champion the link between community and heritage and our experiences.
Collaboration	<ul style="list-style-type: none"> • Support the production and analysis of fundraising data to inform income targets and financial plans. • Proactively work with teams across the organisation to support the development and implementation of the fundraising strategy. • Use strong problem solving, organisational and planning skills to meet deadlines in a dynamic environment. • Work closely with the marketing team to drive creativity and storytelling in fundraising strategies.
Creativity	<ul style="list-style-type: none"> • Champion innovation and continued improvement at a team level. • Identify new sources of funding and sponsors. • Listen to others and share ideas on improvements. Identify opportunities to implement changes to strengthen our vision and values. • Work with the business to facilitate change. Manage and champion change in your work areas.

Reports to: Head of Fundraising

Person Specification

Essential	<ul style="list-style-type: none"> • Previous experience in a fundraising role or other relevant charity experience. • Highly effective communication and interpersonal skills with the ability to build strong relationships with donors, funders, local service providers and volunteers. • Ability to work flexibly in line with the organisation’s requirements.
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	<ul style="list-style-type: none"> • Strong time management skills to work and thrive under pressure and maintain accuracy whilst meeting tight and relevant deadlines. • Strong attention to detail with excellent organisational skills. • Extensive knowledge of the Microsoft suite to include Excel skills.
Desirable	<ul style="list-style-type: none"> • Excellent communication skills to inspire supporters to bring the charitable cause to life. • Ability to successfully adapt to changing demands and conditions within an environment of change and growth. • Experience of managing multiple priorities simultaneously while still providing the highest level of customer care to all supporters.

This role profile is not exhaustive and may be subject to change to meet the operational needs of the organisation.