



# **Post of: Fundraising Manager (Full-time)**

## **Job information Pack**

**June 2024**

Secret World Wildlife Rescue (SWWR) exists to relieve the suffering of British wildlife, to encourage respect and tolerance for wildlife and to further its conservation. SWWR strives to do this by:

- providing a public rescue, rehabilitation, and release service for injured, sick and orphaned wildlife.
- providing a learning and outreach programme, public education, and access to a unique wildlife experience.
- disseminating information and data, delivering professional training, and helping conservation projects, to improve knowledge and raise standards of wildlife care across the UK.

## **Our Vision**

Our vision is to prevent wildlife suffering needlessly and to inspire in everyone, a love and understanding of wildlife and the countryside.

## **Our Mission**

SWWR's mission is to:

- Provide a rescue service caring for sick, injured, and orphaned wildlife.
- Rehabilitate the animals in our care and return them to the wild wherever possible.
- Be a respected source of expertise and centre of excellence where all British wildlife can receive the best care.
- Inspire learning about the world of British wildlife, encouraging everyone to discover what they can do to protect it.

## **Our Work**

We believe that no creature, no matter how small, should be left to suffer, that we have a duty to intervene to relieve that suffering and to care for them until they are strong and fit enough to return to the wild.

The Charity operates 24/7, 365 days a year and work predominately across Somerset, Bristol and the surrounding area. As a result of our expertise, our reputation has grown, and we frequently take cases from across the UK including many from the Royal Society for the Prevention of Cruelty to Animals (RSPCA) and the Wildlife Trusts. Our volunteer response drivers are equipped and trained to rescue all types of British mammals and birds, and bring them back to Secret World for treatment, or take them direct to the nearest veterinary surgery as appropriate. A team of around 45 works alongside a strong and committed volunteer workforce. Our new purpose-built Wildlife Treatment Centre provides an excellent working environment, alongside our wildlife rehabilitation facilities.



	<ul style="list-style-type: none"> <li>• Able to work flexibly, including weekends, bank holidays and variable hours.</li> <li>• A good eye for detail.</li> <li>• Competent in word, excel, websites and databases.</li> <li>• Tact, diplomacy and sensitivity.</li> <li>• A full clean licence is required to drive company vehicles.</li> <li>• Excellent communication skills.</li> <li>• You will need to have self-discipline and be self-aware, motivated and have a good understanding of grants in the Charity sector.</li> <li>• An understanding of the voluntary sector and its challenges.</li> <li>• Experience of working for or with animal charities in a similar role.</li> </ul>	<ul style="list-style-type: none"> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Essential</li> <li>• Desirable</li> <li>• Desirable</li> <li>• Desirable</li> </ul>
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**Advert**

**Fundraising Manager**

**Salary: £28,000.00**

**Location: Highbridge, Somerset**

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The Charity operates a 24/7, 365 days a year, and operates across Somerset, Bristol and the surrounding area. A team of around 45 works alongside a strong and committed volunteer workforce. Employees and volunteers and Response drivers are equipped and trained to rescue all types of British mammals and birds. After appropriate veterinary care, these animals are rehabilitated on site and eventually released back to the wild. Our new purpose-built Wildlife Treatment Centre provides an excellent working environment, alongside our wildlife rehabilitation facilities.

**Responsible to:** Head of Education & Public Relations

The postholder is expected to foster excellent working relationships with employees and volunteers across all departments, external contractors and strengthening current relationships as well as forging new ones. The postholder is also expected to work inclusively and collaboratively across the organisation with other employees. At all times working within the SWWR Behaviours Framework.

## **Main Responsibilities:**

### **1. To develop and implement an agile fundraising and external relations strategy.**

- A. Devise and implement a strategy appropriate to our work and your skillset, based around an annual fundraising calendar incorporating the charity's main seasonal activities and events.
- B. Plan activities and communications that engage and update our various supporter groups: regular givers, volunteers, companies, charitable trusts, event attendees and learning service users.
- C. Keep abreast of national and local issues affecting charities and fundraising, and identify any trends, themes and developments that SWWR can relate its work to.
- D. Raise brand awareness in the areas we operate by networking, and planning how to link all Charity touchpoints to the fundraising strategy.
- E. Use data from our customer relationship management (Donorflex) and other platforms to influence decision making and identify areas for growth.
- F. Look to the future and explore new fundraising avenues. Identify key demographics and work on ways we can reach them.
- G. Develop and implement a sound and sustainable income generation strategy, identifying and building relationships with key stakeholders to maintain existing and develop new funding sources, with a focus on increasing the charity's income from grants and legacy gifts.
- H. Develop links with corporate supporters to maximize income potential from such sources.

### **2. Maintain a diverse range of income streams**

- A. Agree annual targets for fundraising in conjunction with the Executive Director and Finance Manager.
- B. Corporate: Steward and celebrate our existing supporters and identify new ways to engage them and help them achieve their own corporate social responsibility goals. Research and network to find new companies to approach.
- C. Community and events: Support Events Manager to maximise reach and income from SWWR events. Arrange stalls and collections at external events and other relevant sites. Identify opportunities for collaboration with other organisations and groups.
- D. Grants: maintain a strong pipeline for grant applications to support core costs and specific projects. Steward existing donors according to their reporting requirements. Research and speak to potential new funders. Liaise with colleagues to identify funding needs.
- E. Direct marketing: prepare a minimum of two themed fundraising appeals every year, plus raffle, invites to special events, and seasonal appeals. Build appropriate mailing lists for all email and postal appeals. Prepare literature and liaise with designers and printers to achieve planned delivery dates. Contribute to monthly e-news and plan bespoke email campaign and bi-yearly newsletter.
- F. Press and media: be on the lookout for interesting stories about our work to share with the media. Develop relationships with local press and identify opportunities to collaborate through the social media team.
- G. Regular giving: Engage current supporters and acquire new donors. Manage and advertise wildlife adoptions, and Friends of Secret World with relevant seasonal promotions.
- H. Website and social media: Share news and updates to grow SWWR's audience and encourage unsolicited donations. Add fundraising events and tickets to the Charity website, review and update content regularly. Plan and implement paid Facebook advertising for events and appeals.

Post regular Facebook fundraisers and appeals for donations, working alongside the social media team.

- I. Legacies: Promote SWWR's free will writing service, utilising national campaigns. Effectively communicate the impact and importance of legacy gifts.
- J. Fundraisers and challenges: Plan challenge events for supporters to participate in and encourage them to come up with their own. Assist with their fundraising, provide required materials and ensure compliance with fundraising regulations.
- K. Charity shops: Overseen by our Head of Retail. Utilise the fundraising opportunities our stores provide.

### **Specially:**

#### **3. Bid Writing & Reporting**

- A. To meet and ideally exceed the grant income target within the agreed expenditure.
- B. To research and maintain an up-to-date register of prospective grant making trusts and foundations whose interests are in line with the Charity's aims and highlight deadlines for upcoming grant applications.
- C. To monitor other grant or funding opportunities from local authorities and other statutory/non-statutory sources and prepare grant applications for submission to these.
- D. To prepare and submit well-written, compelling and complete funding applications, working in conjunction with other SWWR personnel to respond to funding needs and priorities.
- E. To establish productive relationships with Senior Trust, foundation and other grant source personnel.
- F. To track and maintain an accurate timetable of acquired grant funding, pending applications and prospects and to record funder interactions.
- G. To prepare concise and timely reports to funders on the impact of their giving.
- H. To write content for online and physical supporter materials, as required.
- I. To attend funding events as a representative of SWWR as required.

#### **4. Legacy fundraising**

- A. To develop communication and marketing plans for successful supporter journeys, from new supporters all the way through to legators, including identifying ways to enhance the reach and value of legacy fundraising at SWWR.
- B. To build and manage mutually beneficial relationships with new and existing supporters, pledgers, solicitors and other stakeholders to enhance the reach and value of legacy fundraising at SWWR.
- C. To develop and organise visits, meetings, events and campaigns with the intention of creating new legacy pledges, and to enhance and steward relationships as required.

#### **5. Corporate relationships**

- A. To establish links with, and maintain ongoing relationships with, local and national corporate partners to solicit one-off or ongoing financial or in-kind support for SWWR activities.

#### **6. Supporter engagement (working with other SWWR fundraising personnel):**

- A. To grow SWWR's supporter base and donations received in line with agreed targets.
- B. To process and appropriately acknowledge donations.

- C. To increase the number of animal adoptions, manage adoption renewals and send adoption packs to new members.
- D. To re-establish communications with lapsed supporters.
- E. To maintain records and prepare reports about appeal performance.
- F. To develop and design social media campaigns to recruit new members and supporters.
- G. To organise, attend and support sponsored events, fairs, promotional events and other fundraising initiatives (sometimes out of hours).
- H. To help organise and run fundraising activities on and off site, including Fun Days, sponsored events, theatre talks, community activities, etc.

## **7. Other general responsibilities**

- A. Monitor fundraising expenditure and maintain a healthy budget
- B. Be mindful of the need to protect SWWR's brand and reputation, identifying potential conflicts of interest or activities that may be counter to the Charity's vision and mission.
- C. In liaison with the Executive Director, to set and regularly monitor income and expenditure budgets to ensure targets are met and suggest remedial action in a timely manner where necessary.
- D. To deliver presentations as and when required to internal and external parties, including trusts and foundations, companies, third party fundraisers and visitors.
- E. To manage marketing requirements to support fundraising events (Patron's talks, etc.).
- F. To ensure all donations and major communications are logged on the Charity's database (Donorflex) in a timely manner.
- G. To ensure all records are held in compliance with GDPR, SWWR policies and procedures and the Code of Fundraising Practice.
- H. To help recruit and manage fundraising volunteers as required.
- I. To undertake other administrative and general duties as requested by SWWR senior personnel from time to time.
- J. To work within SWWR policies and procedures and legal frameworks, particularly Health & Safety, Safeguarding and GDPR regulations.
- K. To comply with the Code of Fundraising Practice at all times.
- L. Attend events as a representative of SWWR.
- M. Encourage a fundraising culture across our organisation and empower employees and volunteers to contribute ideas and, where appropriate, help out with fundraising.

### **Note:**

This job description is not exhaustive and will be reviewed from time to time and amended. The postholder will receive regular reviews together with an annual job appraisal with the Head of Education & Public Relations to review progress, job description and performance in post.

## **Employment Details:**

Salary: £28,000

Hours: 37.5 Hours per week

Probation: 6 months probationary period

Holidays: Holiday year runs from March - April. 30 days FTE

Benefits: SWWR provides a workplace pension to eligible employees, Employee Assistance Programme, eLearning opportunities and employee and volunteer discount scheme, free parking.

A current, clean driving licence is essential.

Please note you must have a legal right to work in the UK.

## **How to apply**

Interested candidates should send a CV (maximum 2 pages) and a covering letter (maximum 1 page) that illustrates your applicable experience and explain why you are applying for the role, to [jobs@secretworld.org](mailto:jobs@secretworld.org)

Shortlisted candidates will be asked to complete an application form.

Initial and informal enquiries may be discussed please email [jobs@secretworld.org](mailto:jobs@secretworld.org) to arrange this.

**Closing date for applications:** 1<sup>st</sup> July 2024

**Indicative interview dates:** Week commencing 8<sup>th</sup> July 2024