



Peak District
National Park
Foundation

Role: Fundraising Manager

Responsible for: N/A

Responsible to: Director

Salary: £36,750 full-time (37.5 hours) but we welcome part-time applicants

Location: Aldern House, Bakewell & home working

About the role

We are seeking a Fundraising Manager to join the Foundation during an exciting period of growth. You will work as part of a small team to deliver our fundraising strategy – we aim to grow fundraised income to £1 million annually by 2027 to fund vital work in the National Park.

You will look after a mixed portfolio of supporters and prospects and take the lead on building a pipeline of potential supporters, creating high impact proposals and pitches, and building long-term meaningful relationships with grant-making trusts and foundations, corporate partners and individual donors. The role will also include helping to distribute much-needed grants to projects across the park.

This is a varied role that will work as part of a small, cross functional team to ensure we raise the funds needed to support the Peak District to be enjoyed by everyone, forever. You will help to fund vital projects including:

- **Protecting our peatlands.** The Park contains some of the most degraded upland peatland anywhere in Europe. We're working to restore Peak District blanket bogs and peatland back to health, conserving this vital carbon capturing habitat for the future.
- **Restoring habitats.** Nature is in crisis even in our National Park. We're working to create bigger, better and more joined up habitats across the Peak District, supporting biodiversity and providing essential corridors for wildlife.
- **Connecting people and communities to nature.** The more people who are connected to nature, the more people will want to protect it. We working to ensure people of all ages and backgrounds have opportunities to experience and care for our National Park.
- **Access.** There are over 1,600 miles of paths within the National Park. We're working to fund high quality path repair, improve access for people with disabilities and help more people enjoy their right to roam.
- **Protecting our Cultural heritage.** The Peak District landscape has been shaped by people. We're working to protect and conserve these irreplaceable heritage sites, from historic buildings and industrial structures to pre-historic features.

We are looking for a talented individual with excellent relationship building skills and a passion for the Park to enhance and maximise the fundraising potential at the Foundation. This is a unique opportunity for a motivated, proactive and imaginative fundraiser to make real impact and drive growth. We are open to individuals looking to transition from other sectors.

What you will be doing / key responsibilities

Grants fundraising

- Work closely with the Director to develop an ambitious 'Project Bank' of funding-ready projects across the park suitable for grants fundraising
- Research, coordinate and write compelling funding applications to grant-making trusts and foundations
- Provide timely and accurate monitoring, outputs and evaluation reports as per funder requirements
- Keep in regular communication with funders to build and maintain relationships
- Ensure that the charity delivers on commitments to funders, and that all funding partnerships reach their maximum potential.

Individual and corporate fundraising

- To lead on securing new Gold Peak Partners (our corporate membership scheme) and work with the Fundraising Officer to identify opportunities to increase value and return on investment
- To work with the Director to identify high-value corporate partnership prospects, including major businesses headquartered in the Park or adjoining cities, and companies nationally investing in climate change mitigation or biodiversity
- To develop approach to identify mid to high value prospects, including from existing donor database and community fundraiser networks
- Steward donors and corporate partners to maximise ongoing giving including ensuring invoices are issued in a timely manner, ensuring that any benefits are delivered to a high level and to monitor projects and report to supporters on impact
- Work with the Fundraising Officer on social media/email campaigns aimed at building individual and corporate giving.

Grant-making

- To work with the Director to review applications to public grant opportunities (including the Connect Fund and Community Nature Fund) and select grantees in line with our priorities and objectives
- To work with the Director to raise awareness of the Foundation amongst the National Park Authority and other bodies/partners, and build a strong and efficient funding pipeline, and evaluation process.

Organisational responsibilities

- Be a strong advocate for the Foundation, its activities and ambitions
- Support, promote and implement equality, diversity, access and inclusion across all our work
- Keep the CRM system (Beacon) updated including donor/partner records, contact permissions and donations information
- To monitor and report on progress of our fundraising targets and expenditure lines and work collaboratively with the Director to fulfil our team objectives

- Ensure that robust agreements which meet charity commission and fundraising regulators best practice are in place with supporters
- To meet regularly with relevant staff from the authority to develop fundraising priorities and agree projects we fund
- Prepare reports for the trustee board as required to show our impact and update on how we are meeting our fundraising targets
- To perform such other duties as may reasonably be required including flex across income streams to support the wider team and attending out-of-hours activities and functions such as fundraising events, external networking events and presentations.

Person specification

	Essential	Desirable
Experience	Demonstrable experience of securing significant income against target, including from face-to-face asks	Experience of raising fundraised income including from corporates, grant-making trusts and individual giving
	Demonstrable experience representing an organisation to high profile and high-value individuals or companies	Experience of delivering formal pitches or funding applications
	Experience in working with strict budgets and income targets	
	Experience in developing and stewarding relationships of high financial value	
	Experience working with CRM systems	Experience of Beacon CRM
		Experience of grant-making
Skills	Excellent relationship-building skills with the ability to engage and inspire a range of stakeholders, including donors, volunteers, and staff.	
	Excellent written and oral presentation skills, particularly with experience presenting to potential income providers	
	Digitally capable, with ability to create compelling calls to action	Experience in public appeals or campaigns
	Ability to manage multiple projects, to prioritise and meet deadlines	
Knowledge	Understanding of the UK charitable sector and fundraising regulations	Understanding of running a fundraising charity
	Passion for the Peak District National Park	Knowledge of and passion for environmental issues and/or widening access

What we can offer you

- 25 days annual leave + your birthday off + bank holidays
- 2 days volunteer leave per year
- Flexible working - we are flexible to the hours worked and we want to focus on outcomes
- Getting to work in and around our beautiful Peak District National Park

It may be necessary for the post-holder to undertake occasional duties outside of the normal working week (e.g. evenings and weekends) for which time off in lieu is given. Post-holder must have the ability to travel to meetings and events as required by the duties of the post.

How to apply

The deadline for applications is 9am on Monday 11 November 2024.

Please send a copy of your CV and a covering letter that details how you meet the Person Specification for this role to hello@peakdistrictfoundation.org.uk. Please specify in your covering letter whether you are looking to apply for the role on a full-time or part-time basis – if part-time, please specify the number of days you would ideally like to work (minimum 3 days per week).

Interviews will take place on Thursday 14 November and Monday 18 November.

If you would like an informal conversation about the role before you apply, Roisin Joyce (the Foundation's Director) is happy to do so. Please email her directly on roisin@peakdistrictfoundation.org.uk to schedule this.

Thank you for your interest in this post.