



Peak District  
National Park  
**Foundation**

**Role:** Fundraising Officer

**Responsible for:** N/A

**Responsible to:** Director

**Salary:** £25,000-£27,000 dependent on experience. Full time (37.5 hours) but we welcome part-time applicants

Location: Hybrid with 1-2 days per week in our Bakewell office

### **About the role**

We are seeking a Fundraising Officer 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. This is a key role within the Foundation and is a great opportunity for someone wanting to build experience across all areas of fundraising, as well as grant-making.

This role is an opportunity to develop your fundraising skills and gain experience across a broad range of incomes streams while also providing essential administrative support across our small charity. You will support the Director and Fundraising Manager with fundraising from grant makers, individual donors and corporate partnerships. You will already have strong digital skills and will take the lead on developing our digital fundraising through expanding the effectiveness and reach of our social media. You will oversee the administration of our Peak Partners scheme for businesses and lead on signing up new bronze and silver level partners. You will also lead on community fundraising - supporting individuals and groups who want to fundraise for the Foundation. The role will also include helping to distribute much-needed grants to projects across the National Park.

This role would be ideally suited to someone with a digital communications background who wants to develop skills in fundraising, or an individual with some fundraising or sales experience who is looking to move into the environmental sector. You will be a confident communicator and willing to muck in and be a key part of our small friendly team.

### **About Us**

The Peak District is the UK's oldest National Park and has a special place in so many people's hearts. But the Park is in crisis. We need to restore threatened habitats, create homes for wildlife, protect our cultural heritage and inspire the next generation of nature champions to protect the park in the future. The reality of climate change means that repairing our natural landscapes is more important and urgent than ever.

The Peak District Foundation is an independent charity which works to create a Peak District which is thriving for nature and people and is protected for future generations. We want to see more land managed for nature, more rare habitats protected and more people able to enjoy the Peak District National Park.

We are building a community of supporters who are working with us to protect and improve the Peak District for everyone, forever.

All our work is delivered in collaboration with the Peak District National Park Authority, utilising the specialist knowledge of their ecologists, scientists, rangers and education and heritage experts. By working with the Authority and its partners including landowners, farmers, charities and other local authorities, we can ensure that our work delivers significant impact in the Peak District, for nature and for our local communities.

## **What you will be doing / key responsibilities**

### **Fundraising**

#### *Lead on:*

- Digital Fundraising through social media, managing the website and developing digital and web content
- Community fundraising – supporting groups and individuals who are fundraising for the Foundation
- Expanding the Peak Partners scheme for small and medium businesses, including administration of the scheme, coordinating Peak Partners 'experience days' and signing up new bronze/silver partners. Supporting the Director and Fundraising Manager with onboarding and stewarding new Gold Partnerships.

#### *Support on:*

- Support Director and Fundraising Manager on researching, securing income from and stewardship of grant makers, individual giving (including major donors & appeals), visitor giving and corporate partnerships.
- Carry out research for the team on high-value opportunities across all income streams
- Work with the Fundraising Manager and Director to ensure that the charity delivers on commitments to funders, and that funding partnerships reach their maximum potential.

### **Grant-making**

- To administer the Foundation's open grant-making programmes (including the Connect Fund and the Community Nature Fund). This includes being the first point of call for applicants before submission, arranging payment of grants, and securing information on the impact of our grants.
- Support with the promotion of our open grants, including the creation of marketing and resources

### **Fundraising Comms and Administration:**

- Work in collaboration with the Team to create content for quarterly impact reporting for corporate partners and our newsletter
- Keeping our fundraising CRM up to date, and utilising its capabilities effectively for the team
- Be responsible for providing general administrative support for our small charity as required, including the governance of organisation. e.g. taking minutes, organising meetings, creating income reports and co-ordinating board papers etc.
- Support with event planning and management
- To work with the team to raise awareness of the Foundation amongst the National Park Authority and other bodies/partners.

### **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
- 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

	<b>Essential</b>	<b>Desirable</b>
<b>Personal qualities</b>	Passion for the Peak District National Park	Knowledge of and passion for environmental issues and/or widening access
	An interest in nature, and its role in a healthy, thriving society	
	Works efficiently with attention to detail and accuracy	
	Highly organised, with strong time management	
<b>Experience</b>	Experience of working in a fundraising, marketing, communication or sales role	Experience in a digital role
	Experience of working to and achieving targets	Experience of raising fundraised income including from corporates, grant-making trusts and individual giving
	Experience in developing and stewarding high-value relationships	
	Experience working with CRM systems	Experience of a fundraising CRM (preferably Beacon)
	Experience coordinating events and/or fundraising activities	
		Experience of grant-making
<b>Knowledge and skills</b>	Digitally confident, with skills in digital communications, social media	Experience in digital fundraising
	The ability to build strong and lasting relationships, and to liaise with people at all levels on the telephone, face to face and in writing	
	Excellent written communication skills, including the ability to grasp and convey information clearly and persuasively	Good financial skills and the ability to develop project budgets
	Strong research skills	
	High degree of competence in MS Office	
	Ability to manage multiple projects, to prioritise and meet deadlines	
		Understanding of the UK charitable sector and fundraising regulations
	Driving licence and access to own vehicle.	

### **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
- Opportunity 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 5pm on Tuesday 30 July 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](mailto: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 in the week commencing 5 August 2024.

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](mailto:roisin@peakdistrictfoundation.org.uk) to schedule this.

**Thank you for your interest**