

## JOB DESCRIPTION



**Job Title:** Fundraising Manager  
**Reports to:** CEO  
**Hours:** 35 hours per week  
**Term:** Permanent

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### **About Helping Rhinos**

Helping Rhinos is an international charity who works with expert conservationists to create and expand Rhino Strongholds; ecosystems where sustainable populations of rhino and other critically endangered wildlife can thrive. By protecting the rhino and conserving their natural habitat we are securing rich biodiverse environments for the long-term and helping local communities to benefit and prosper from their natural heritage.

### **About the Role**

As the Helping Rhino Fundraising Manager, you will be responsible for the delivery of the charity's fundraising goals through multiple income streams. There will be a focus on stewarding and growing the charity's major donor database (both individual and corporate), delivery of successful engagement and fundraising events and producing creative online appeals. The role will also require the successful candidate to drive income from legacies and guide the Charity and Fundraising Administrator to deliver our community fundraising and every day giving targets.

The role will be supported by the CEO and the Charity and Fundraising Administrator.

This is a fantastic opportunity that would suit an individual with a proven track record of achieving ambitious fundraising targets and someone who will play a key role in the growth of Helping Rhinos over the next 5 years. We are looking for someone currently working in a similar role or someone who has experience of multi-stream fundraising and is ready to step up to deliver an initial target of £600k in year one, rising to £5m in 5 years.

### **Primary Duties and Responsibilities**

#### **Major Donor Cultivation and Relationship Management**

- Work closely with the CEO to create compelling and tailored proposals for major donors with five/six figure gift propositions.
- Nurture and develop existing and new relationships with high value individuals, including pitching giving opportunities via impactful presentations, face to face visits, correspondence and personal conversations.
- Grow the Rhino Guardians programme to ensure repeatable, sustainable income from major and mid-level donors is achieved.
- Maintain a dynamic prospect list through research.

### **Corporate Fundraising**

- Nurture and develop existing and cultivate new corporate partners that are managed under Commercial Participator Agreements and under Logo License in line with our Working with Corporates and Ethical Policies.
- Produce corporate specific reporting to support individual corporate relationships.
- Maintain a dynamic prospect list of potential corporate supporters matched to industry segments.
- Work with the Fundraising Administrator to maintain a topical, compelling and variable set of challenge event offerings for corporate teams.

### **Fundraising & Engagement Events**

- Plan and manage the annual Helping Rhinos major fundraising event that engages both existing and potential supporters.
- Identify opportunities, plan and manage in person and online events.
- Identify and secure event sponsorships, partnerships, and in-kind donations to minimise costs and maximise revenue.
- Develop creative event concepts and execute unique fundraising experiences that leave a lasting impact on attendees.
- Support the Charity and Fundraising Administrator to coordinate event logistics, including venue selection, budget management, guest invitations, vendor management, and post-event activities.
- Maintain project management focus and supervise the post event evaluation and ensure follow ups are completed and capturing conversions and outcomes.

### **Other Income Streams**

- Create and deliver a Legacy giving proposition.
- Work with the Charity and Fundraising Administrator to develop existing and execute new strategies to acquire, retain and upgrade regular donors through various channels, including compelling digital campaigns, community fundraising initiatives and merchandise sales.
- Support the Charity and Fundraising Administrator to optimise the successful Helping Rhinos Adoption programme to increase revenue and retention.
- Support the Grants Manager to identify Trust and Foundation Grant opportunities and manage some grant applications.
- Collaborate with the rest of the Operations team to analyse donor data and market trends to identify opportunities for improving regular giving programs and increasing donor retention rates.

### **Fundraising Strategy**

- Support the CEO in devising the charity's fundraising strategy to deliver the charity's fundraising goals.
- Collaborate with other Helping Rhinos Operations team members to create compelling fundraising materials, including donation appeals, impact reports, and donor recognition materials in line with our stewardship policy and strategy.
- Create your own multi-income stream fundraising sub strategies and monitor and evaluate fundraising activities to measure progress towards your goals, and where necessary, identify areas for improvement and make strategic adjustments as needed.

## **Relationship Management**

- Build strong relationships with external stakeholders, auction item donors and corporate partners.
- Build strong relationships with internal stakeholders, including CEO, Communications Manager, Charity and Fundraising Administrator and Members of the Board of Trustees.
- Maintain accurate donor records using the charity's CRM platform and ensure timely and appropriate acknowledgment of donor contributions in accordance with Helping Rhinos' Stewardship Programme.
- Work closely with the Charity and Fundraising Administrator on the support for and development of our Art Ambassador community and oversee progress.
- Matrix management of the Charity and Fundraising Administrator.

## **External Environment**

- Stay informed about emerging trends, best practices, and regulations in fundraising and philanthropy, and apply relevant knowledge to enhance fundraising strategies.
- Represent the organisation at external events and identified networking opportunities.

## **Skills and Experience:**

- Minimum 3 years experience in fundraising with a demonstratable proven track record in growing major donor income streams.
- Proven experience in achieving multi-stream fundraising targets, manage plans and budgets and demonstrating best practices across the industry.
- Highly organised with the ability to plan, prioritise and deliver to tight time frames and to work intuitively with a "can do", flexible approach, in a small, fast-paced and dynamic team.
- Decisive and straightforward; low ego and a team player; high levels of drive and energy and a sense of humour.
- Solutions-focused. Resilient in the face of setbacks and challenges.
- Excellent communication and interpersonal skills with the ability to engage and build relationships with diverse stakeholders/make a compelling case for support.
- Exceptional organisational and project management skills, with a strong attention to detail and the ability to prioritise and meet deadlines.
- A strong empathy and engagement with the work of Helping Rhinos, and the desire to drive it forward, bringing energy and determination to our mission.
- Experience of working in the conservation sector, particularly in rhino protection, is preferred.
- Proficiency in using basic Microsoft packages (Word, Excel and PowerPoint), fundraising software and CRM systems, project management systems and creative packages such as Canva.
- A fundraising qualification, such as a CloF certificate of Fundraising or equivalent is preferred.

**Working Hours**

This is a full-time position (35 hours per week), with the working week being Monday to Friday, 9am to 5pm. Flexible working patterns will be considered.

**Work location**

Helping Rhinos does not run a central office. The successful candidate will therefore be required to work remotely. The successful candidate will be UK based, and while no geographical location is preferred, will be required to attend occasional meetings in the London and Brighton area and work on their Own Devices.

**Training**

The successful candidate will have an understanding of rhino and wildlife conservation and the role of international NGOs. Full training will be given on Helping Rhinos platforms and strategies.

The charity has a full library of policies and maintains a consistent level of best practice as set out within the Helping Rhinos Fundraising Standards Policy. The successful candidate will receive a full induction.

**Benefits include:**

- Competitive pension
- Working From home to help you maintain a healthy work-life balance
- Selected travel, leisure and retail discounts through Bright Exchange

**Note:**

This job description outlines the roles, duties and responsibilities of the post. It is not intended to detail all specific tasks. Helping Rhinos reserves the right to alter the content of this job description to reflect the changing needs of the organisation but is a correct reflection of the main duties of the post at the time of writing.

Helping Rhinos is an Equal Opportunities employer and positively encourages applications from suitably qualified and eligible candidates, regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity.

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert at any time. Helping Rhinos politely requests no contact from recruitment agencies or media sales. We do not accept speculative CVs from recruitment agencies nor accept the fees associated with them.

Closing date 5pm Friday 6<sup>th</sup> September 2024. Please note that we will review applications throughout the advertising period and may close the advert early if a suitable applicant is found so you are encouraged to apply as soon as possible.

If you do not receive an invitation for an interview by 9<sup>th</sup> September, then you have unfortunately not been shortlisted. Thank you for your interest.