



**Suffolk**  
Wildlife Trust

## Individual Giving & Major Gifts Manager Recruitment Pack

### **Martlesham Wilds**

Our newest nature reserve, Martlesham Wilds holds incredible stories to share

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**Could this be your next step?**

This is a career defining opportunity and the chance to make a real impact for nature

# The opportunity

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We know that with the climate crisis upon us and biodiversity on the decline, raising vital funds to bring nature back to Suffolk is needed now more than ever.

**This is your challenge - and opportunity!**

**We will be the enablers of change, creating opportunities for everyone to connect to nature and play their part in nature's recovery as part of a countywide movement for nature.**

Based at our office in Ashbocking, this role is central to unlocking fundraising potential and supporter engagement across Suffolk.

With a focus on Individual Giving and Major Gifts fundraising, you will lead your team, developing inspiring and creative campaigns, cases for support and products to bring in a new era of fundraising at Suffolk Wildlife Trust.

This is a leadership role, working with the Head of Philanthropy & Partnerships to drive the development and delivery of our fundraising strategy across Suffolk.



## Creating impact

Inspiring new and existing audiences will be central to your role

## Suffolk Wildlife Trust is the county's nature charity – protecting and restoring Suffolk's wildlife.

Since the Trust was founded in 1961, we have been leading conservation efforts in Suffolk and have safeguarded some of the county's most important wildlife areas as nature reserves.

As a grass-roots organisation, we aim to deliver our vision to '**Bring nature back**' by inspiring people and empowering communities to care and to act for nature – as well as managing our 51 nature reserves and advocating for wildlife.

We are championing two collective targets in Suffolk that everyone in society can help to achieve:

- To protect and restore 30% of Suffolk's land and sea for nature recovery
- To inspire and support 1 in 4 people in Suffolk to take action for nature and climate



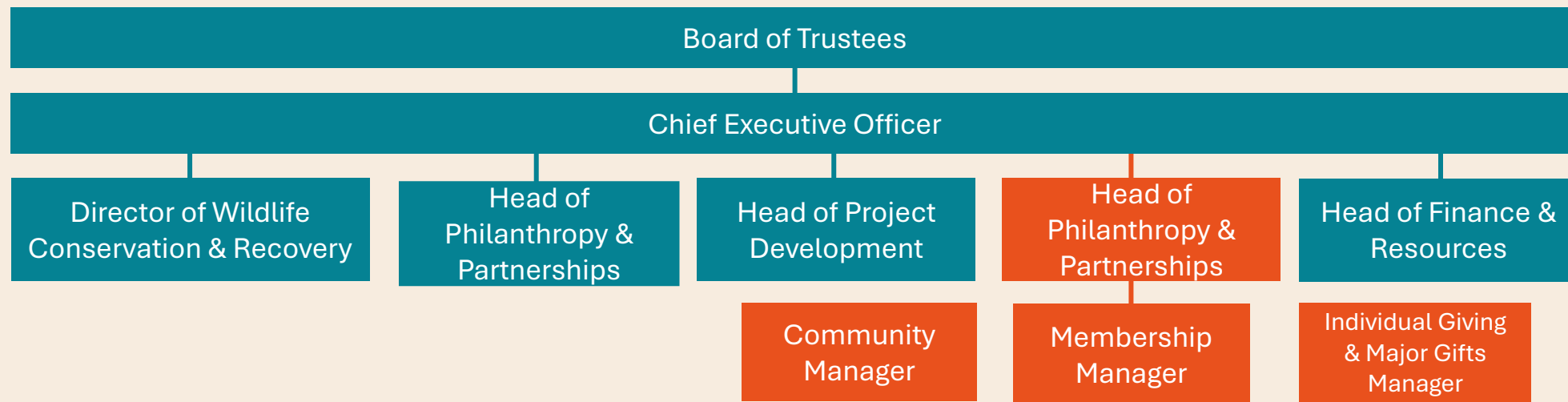
### **Our ambition – and your challenge**

To create a diverse and engaging portfolio of income generating activity to support our ambition

## Suffolk Wildlife Trust is an organisation that makes a difference.

We are a registered charity with a Board of Trustees, 100 members of staff, 1,300 volunteers and 28,000 members. The Trust is part of The Wildlife Trusts – a UK federation of 46 local Wildlife Trusts that together has a powerful collective voice with over 850,000 members and caring for more than 2,300 nature reserves.

We have five departments across the charity, each with a senior leader or ‘Head of’ and a team of Managers who bring operational leadership to their area of activity.



Our Philanthropy & Partnerships team supports our strategic Goal 3

**The charity is stronger, more resilient & a more effective champion for nature**

Every staff role has three key areas of focus to support our mission to bring nature back:

## 1. GROWTH AND INNOVATION

- Grow the Major Gifts and Legacy programme year on year through creative case for support and bid development, identifying and cultivating new and existing relationship opportunities both internally and externally
- Using data and insights, develop and deliver inspiring multi-channel fundraising campaigns and products to grow income and reach new audiences
- Proactively identify and pursue new and innovative ways to increase income and engagement from individuals through horizon scanning and networking



**Enhance existing and embrace new**

Building on the strong foundations we have to elevate our fundraising potential

## 2. DONOR EXPERIENCE AND IMPACT

- Deliver an exceptional supporter experience through engaging and meaningful communications, ensuring that all supporters feel valued and understand the impact of their gift
- Plan and deliver cultivation and stewardship events that showcase the work of the Trust and serve to strengthen the supporter's relationship
- Ensure that robust and accurate records are kept enabling audience segmentation and bespoke supporter communications



### **Strong supporter focus**

Ensuring we hold the supporter at the heart of all we do and provide an exceptional experience

## 3. LEADERSHIP

- As part of the Operational Leadership Team (OLT), work with the Head of Philanthropy and Partnerships to develop the Individual Giving and Major Gift strategy in line with organisational ambition
- Be a positive and active member of the OLT, working with colleagues to drive the organisation forward through fundraising success
- Lead on major funding projects to secure 6 figure and multiyear funding opportunities
- Develop year on year operational plans, leading and inspiring the team to deliver success
- Develop and manage income and expenditure budgets, providing updates and reports to the Head of Philanthropy and Partnerships as required
- Manage the database framework and segmentations for Individual Giving and Major Gifts activity to ensure accurate audience data, insights and segmentations
- Ensure that all activity is evaluated and analysed to ensure ROI and KPI targets are met
- Stay up to date with fundraising regulations to ensure all activity is compliant and adheres to best practice e.g. Fundraising Regulator, GDPR



### **Business impact**

Building excellent relationships will enable you to maximise fundraising opportunities across the business



## HOW WE WORK

**Our culture matters to us and enables us to achieve more for wildlife.**

Your role description explains the core purpose of your role. What is equally important is how you do it:

Suffolk Wildlife Trust is a gutsy organisation that seeks to learn from experience and embraces new ideas.

We are driven by our shared passion for nature and support each other to be the best we can.

We constantly strive to communicate and collaborate brilliantly, representing the Trust in a friendly, professional and well-informed manner.

## YOUR TEAM

**You will bring leadership and management support to:**

Grants Officer



**Our culture fosters leadership**  
We strive to empower our teams with a 'freedom within a framework' approach

# The skills we need you to bring

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A personal commitment to Suffolk Wildlife Trust's mission to bring nature back	✓
Track record of operational leadership and team development in a business or charity setting	✓
Track record of developing and managing successful fundraising, sales or marketing activities and plans	✓
Target driven with proven success of increasing income and engagement from supporters or customers	✓
A confident communicator, with a flair for creating inspiring and compelling stories of impact	✓
Financially savvy, with budgeting, activity planning and ROI analysis part of your day to day	✓
Track record of forging productive, collaborative relationships with a wide range of partners	✓
Track record of effective business planning and delivery	✓
Organised and efficient, with finely honed juggling skills!	✓
A supportive and approachable colleague with a high degree of personal integrity	✓
Personal resilience to operate under pressure within the urgency the nature and climate crisis demands	✓

# And in return...

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**This role is based at our Head Office in Ashbocking. Regular travel around Suffolk will be integral to the delivery of this role and a full driving licence is an essential requirement.**

This is a permanent full-time role (37.5 hours per week) which will involve working regular weekends and evenings as standard to fulfil the role.

**Salary £35,875 - £38,375 pa dependent on experience**

- 9% pension contribution with no mandatory employee contribution
- 33 days annual leave including bank holidays, increasing to 38 over your first five years
- Bonus day off for your birthday
- Dedicated 24-hour Employee Assistance Programme for you and your household
- Free life insurance to give you a little reassurance
- Free online access to a private GP for you and your household
- Discounts in high street retail outlets
- 10% staff discount in our cafes and shops
- Joining a passionate organisation dedicated to improving our natural world
- Working across some of the most beautiful locations in the county



# How to apply

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If you're excited by the opportunity, tell us why we need you on our team.

To apply, please **send a CV and covering letter** (maximum three sides A4) addressing the following four points:

1. **Why you?** Tell us about the personal qualities and leadership experience you would bring to the role.
2. **Where should we focus our efforts?** In your opinion, what are the major opportunities presented by this role? What are the challenges?
3. **What makes you proud?** Tell us about three career highlights and your role in them.
4. **Why Suffolk Wildlife Trust?** Why would we be your chosen career move?

This is a senior role, reporting to the Head of Philanthropy & Partnerships, Sarah Archer. If you would like an informal chat with her about the role, please email Sarah directly on: [sarah.archer@suffolkwildlifetrust.org](mailto:sarah.archer@suffolkwildlifetrust.org)



# How to apply

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## CLOSING DATE FOR APPLICATIONS:

Wednesday 17 July 2024

## SEND YOUR APPLICATION TO:

[recruitment@suffolkwildlifetrust.org](mailto:recruitment@suffolkwildlifetrust.org)

Please use the subject line 'Application for Individual Giving & Major Gifts Manager'

## INTERVIEWS WILL BE ON:

Week commencing Monday 29 July 2024

Please indicate your availability with your application.

Thank you for your interest in bringing your talents and skills to Suffolk Wildlife Trust – we look forward to meeting you.



### Aerial view of Carlton Marshes

The wetland habitats are a magnet for wildlife offering year-round interest for visitors



**Suffolk**  
Wildlife Trust



**Together, we can create a  
wilder Suffolk for everyone**