



RAINFOREST
TRUST®
·UK·

Job Description

Job title	Major Donor Fundraising Manager
Reports to	CEO, RTUK
Number of hours	25-35 hours per week
Contract type	Maternity Cover - 12 months starting August/September 2024
Salary	£47-£55,000 full time equivalent, dependant on hours and experience
Location	Remote, but expected to work one day per month from shared office space in London, and attend London-based events/meetings

Rainforest Trust is a leading global organisation sponsoring the creation and expansion of protected and conserved areas, playing a central role in combating biodiversity loss and fighting climate change. We have already placed over 50 million acres under permanent protection across 72 countries, and recent surveys show that 99% of the rainforest we have protected since 1988 remains intact.

Rainforest Trust UK (RTUK) is set up as a separate charity to tax-efficiently raise funds from donors here in the UK for Rainforest Trust's conservation projects. We are currently a team of 8 (part-time) people, but we are affiliated to, and supported by, the Rainforest Trust team in the U.S., which has a team of about 45 staff.

In 2023 the global charity raised \$46 million for conservation projects in Africa, Asia-Pacific, and Latin America. The UK charity contributed £2.2m of this, and we are confident there is significant potential to increase our income from donors here. So, we are looking for an experienced, passionate, and highly personable fundraising professional to join our UK team, to help us identify, approach and cultivate relationships with new private individuals with the potential to make major contributions to our work.

This is a maternity cover contract so the successful candidate will need to get up to speed quickly, taking over responsibility for delivering the new Major Donor fundraising plan. The successful candidate will have previous experience of managing high level relationships and a track record of securing high value (5 and 6 figure) donations or new business. You will have outstanding interpersonal skills and be a confident communicator and able to build trusted relationships swiftly. As this is still a new role, in a relatively young charity, your ideas will help shape this work and you will play a crucial part in driving the growth and sustainability of our fundraising in the UK.

You might have existing experience working with high-value donors, however we also welcome applications from candidates who have transferable experience from other areas - for example a sales or account management background.

Key Responsibilities:

New donors (new business)

- Proactively research, identify, and cultivate a list of new potential donors (high-net-worth individuals), building a pipeline of people to approach for support.
- Mine contact database for lapsed or donors with the potential to give at a higher level.
- Lead a programme of relevant cultivation and networking events, including receptions and lunches.
- Act as a public-facing ambassador at events, representing the organisation and its values, engaging with attendees, and enhancing our public image and relationships.
- Develop inspiring and compelling 'case for support' literature, bespoke project information, thorough briefs and other supporting materials to use in approaching new prospects.
- Leverage the potential of our current partners to develop new relationships.
- Input to our UK PR strategy and campaigns to recruit new donors.

Stewardship and management of existing portfolio (account management)

- Build and strengthen relationships with both existing and new supporters - developing and personally managing and inspiring a portfolio of individual donors and prospects, soliciting 5 and 6-figure gifts.
- Regular stewardship including personalised updates, donor touches, invites to webinars/events etc.
- Creating engaging opportunities for donors to increase their giving to a higher level.
- Design and implement giving and stewardship plans for existing and prospective major donors, including annual and regular gifts, significant gifts, and planned gifts, using insights to plan appropriate communications.
- Provide engaging reports to donors on the impact of donors' gifts as required.
- Lead our Ambassador programme - maintaining regular contact and planning how each can deliver impact in their sphere of influence.

Fundraising strategy & systems

- Execute the Major Gifts fundraising plan in line with the ambitions of the charity's strategy and budget.
- Implement necessary systems and processes to promote the growth of major donor giving across the charity.
- Update and maintain our supporter database, ensuring all information relating to funders and prospects is accurate, up-to-date and adheres to data protection guidelines.
- Develop a new system for accepting gifts as shares/stocks.

General Duties

- Provide mentorship and shared learning opportunities to others in the team.
- Attend or support fundraising events.
- Ensure the effective implementation of RTUK policies and procedures.
- Undertake such other duties, appropriate to the grade and character of the work, as may be reasonably required.

Person Specification:

Experience:

- Track record of securing high value (5 and 6 figure) donations and meeting/exceeding targets.
- Experience of personally building and developing a pipeline of new donor or business opportunities.

- Experience of identifying significant new donor or business opportunities.
- Experience of designing and delivering high impact stewardship programmes (account management).
- Experience of designing and delivering high value events.
- Experience of working strategically and collaboratively with colleagues to improve and strengthen donor experience and the overall supporter journey.
- An established network of existing UK donors who are willing to support conservation and climate projects would be desirable.
- Experience fundraising for environmental causes would be desirable.
- Experience of PR campaigns would be desirable.
- Experience of fixed-term/interim work or covering a maternity post would be desirable.

Knowledge/Skills:

- Excellent stakeholder and relationship management skills.
- Strong interpersonal skills with the ability to motivate and inspire others to give.
- Effective public speaker and communicator who can successfully present proposals and adapt their style to different audiences.
- Strong writing skills with the ability to compose compelling funding proposals and reports.
- Quick learner and ready to hit the ground running.
- An understanding of GDPR and other regulatory compliance issues.
- High proficiency with remote working, donor databases, spreadsheets, document management, etc. Working knowledge of Google-Suite is desirable.
- Ability to work closely with leadership, senior volunteers and influencers to unlock peer connections and leverage new or uplifted support.

Values and behaviours:

- Commitment to Rainforest Trust UK's mission and a passion for protecting the environment, saving species and fighting climate change.
- Affinity with our core values of Nature & People; Efficiency; Transparency; Diversity, Equity, and Inclusion; Partnerships & Collaboration; Science & Innovation.
- Collaborative and able to work in a team.
- Discretion and sensitivity in handling confidential information.

Working Arrangements and Travel Requirements

Rainforest Trust UK staff work remotely and you will be expected to work primarily from home with an excellent internet connection. You may be based anywhere in the UK but you will be expected to work from a shared team space in London once a month, and your donor meetings/events are most likely to take place there. May be required to travel internationally if a major donor requires accompanying on a trip to the field, or to attend U.S. hosted events. The postholder will be required to host networking events and attend some online meetings with our partners in the U.S so some (early) evening working is required. We are also flexible as to how many hours this postholder works, and will consider a 3-5 day per week arrangement, depending on experience.

Equal Opportunity Employer:

Rainforest Trust UK is an equal opportunity employer and is committed to developing a diverse and inclusive working environment. We recognise that promoting diversity and eliminating discrimination in our work will bring benefits for our people, our organisation and our charitable purpose. We welcome applications from all individuals regardless of age, disability, sex, gender reassignment, sexual orientation, race, religion or belief or any other protected characteristic.

Benefits of joining Rainforest Trust UK:

When asked what they love most about working at Rainforest Trust UK our staff say it is feeling they are making a difference and taking direct action on some of the biggest issues of our time - climate change, biodiversity loss and Indigenous Peoples' rights. They also like being part of a small, friendly, and supportive team, where they feel they can have a direct input into decisions and our direction. We offer a host of other benefits too. See our [Staff Benefits Policy here](#).

How to apply

Closing date for applications: is **5pm on 19th June**. To apply, please go via the **Charity Job** website - [link to advert here](#). If you have been shortlisted we will let you know by the 26th June, and first interviews will take place on **3rd and 4th July**. Further information about our work can be found at: www.rainforesttrust.org