



## JOB DESCRIPTION

<b>Job Title</b>	Philanthropy Campaigns Manager		
<b>Department</b>	Supporter Income & Engagement		
<b>Reports to</b>	Principal Gift Specialist		
<b>Location</b>	This role has an 18-month UK-based contract and as such, you must have the right to live and work in the UK. You'll be required to work at your contracted office which will be <b>The Living Planet Centre, Woking, Surrey, GU21 4LL</b> and will need to be able to commute to this location.		
<b>Job Level</b>	5		
<b>Flexibility</b>	WWF-UK operates a hybrid working arrangement with a minimum of 20% of contracted hours collaborating in-person with colleagues each month, with the balance being worked from home. Additionally, we have a flexible working policy which can be used to consider individual requests to tailor working patterns, whilst continuing to meet the needs of the role, team and organisation.#		
<b>Safeguarding Level</b>	Level 1 - 2x employment references & sign declarations		
<b>Hours</b>	35	<b>FTE</b>	18-month contract
<b>Date</b>	<b>December 2024</b>		

### CONTEXT OF ROLE

This role sits within the Philanthropy team which engages with wealthy and influential individuals, trusts and foundations to create a lever for income, door-opening and influence to help fund critical conservation, drive positive environmental change and inspire people to engage with WWF's mission. The team also manage supporter engagement through events. In partnership with these supporters, we tackle the critical challenges facing our planet: now and in the future.

This role will support a new approach working across all our high value income streams (philanthropy, corporate partners and public sector funding) to develop a shared case for support to halt deforestation, setting up an engagement plan and activities, building a pipeline and coordinating with programmatic and fundraising teams within WWF UK and our global network. The role will be crucial in helping us achieve a key result in our new strategy to drive £30m of income to halt deforestation over the next 3 years.

The role will support our already outstanding team currently delivering c£12m per year and our strategy to shift our focus to a principal giving level (gifts of £250k+ with a growing

pipeline of multi-million-pound global partners) and to identify transformational opportunities to accelerate solutions to bring our world back to life.

## **MAIN PURPOSE AND SCOPE OF THE JOB**

This role will lead the development and co-ordination of a high-value fundraising campaign leveraging major support from corporate partnerships, public-sector partners, and a philanthropic audience giving £250,000 and upwards.

The post holder will be responsible for developing a comprehensive case for support that outlines a vision for halting deforestation in the world's most important forest basins – the Amazon, the Congo, and the Borneo-Mekong-South-East Asia basins which together account for 80% of the world's remaining tropical forests and are home to two-thirds of terrestrial biodiversity.

The post holder will take a leading role in coordinating with colleagues across WWF-UK and the network of WWF offices to secure commitment to the Three Basins and halting deforestation at COP30. To support this, they will design and manage an 18-month engagement plan to maximise high-level engagement opportunities and deliver excellent stewardship to unlock multi-million investment from global funders.

## **KEY RESPONSIBILITIES AND ACCOUNTABILITIES**

- To plan, organise and coordinate a campaign plan and vision to unlock £30m of income from high value audiences to halt deforestation in the Three Basins by 2030;
- To create a compelling case for support that outlines our narrative to halt deforestation through a theory of change, and budgeted high impact programmes and activities to achieve our vision.
- To build and coordinate a high value pipeline across philanthropy, corporate partnerships and public sector funding and to ensure that the needs of these different audiences are met in the context of the case for support and engagement activities.
- To map and engage a network of influential support across philanthropic, policy and corporate audiences to support our ambitions at COP 30.
- To develop strategies to identify and cultivate new funders, creating a suite of engagement opportunities and assets to articulate and inspire a high value audience; from events to infographics.
- To collaborate globally with key WWF network offices, our science and policy experts and our Global Forest Practice to drive a coordinated approach which ensures that halting deforestation secures global commitment at COP 30.
- To strengthen the philanthropic culture across WWF-UK
- To actively network within the environmental funding sector;
- To undertake any other duties as may reasonably required in the post.

## **PERSON SPECIFICATION**

### **EXPERIENCE, QUALIFICATIONS & KNOWLEDGE**

- Extensive experience in high-value fundraising and a track record of success in securing significant funding partnerships at the highest levels (£250k+); and or experience of managing a fundraising campaign.
- Experience of developing complex, multi-national, multi-stakeholder cases for support; turning complexity into compelling clarity.

- Experience of working with senior volunteers and people of influence.
- Experience of designing cultivation activities including events and collateral that meet the needs and interest of a high value audience.
- Experience of strategy development and project management required to deliver it;
- Experience of working collaboratively as part of an integrated team and strategy
- Understanding of contemporary fundraising techniques including leveraged and matched funding opportunities, and a genuine desire to innovate.

## SKILLS AND COMPETENCIES

- Articulate with persuasive and engaging verbal communication skills;
- Outstanding written communication skills with the ability to unlock and edit winning proposals anchored in theory of change methodology;
- Demonstrated ability to galvanise lead and motivate internal and external stakeholders through matrix-working and with multiple reporting lines;
- Highly organised with strong project design and management skills;
- Strong networking, relationship building and diplomacy skills;
- Planning and managing budgets and forecasting in a philanthropic context;
- Ability to work on own initiative and demonstrate outstanding collaboration;
- Creative flair in fundraising communications with the ability to develop original ideas;
- Willing to adapt and learn new skills;
- Knowledge of, and interest in, the natural world and WWF's core mission;

## WWF-UK'S VALUES

WWF-UK's values are: Courage, Integrity, Respect, and Collaboration. These values should be embedded in your work and behavior, and any associated policies and processes adopted consistently.<sup>3</sup>

*WWF UK are committed to an inclusive and accessible recruitment process. As a Disability Confident Employer, we acknowledge that some candidates may require additional support to overcome barriers experienced during the application process. If you require any reasonable adjustments to support your application or interview, please reach out to the Talent Acquisition team via [recruitment@wwf.org.uk](mailto:recruitment@wwf.org.uk).*

***This document sets out key responsibilities of the role and is not intended to be an exhaustive list of tasks and duties. We reserve the right, at our sole discretion, to reasonably vary the responsibilities from time to time depending on the needs of the organisation without changing the level of the role.***