



Leicestershire & Rutland Wildlife Trust

ROLE DESCRIPTION

Job title:	Senior Fundraising Officer
Responsible to:	Fundraising and Marketing Manager
Location:	Leicestershire and Rutland Wildlife Trust Offices (Consideration will be given to hybrid working).
Salary:	£30,910.88 pa, initial 12 month FTC
Hours:	Full-time (35 hours per week)

Purpose of post:

Leicestershire and Rutland Wildlife Trust is looking for an enthusiastic, creative and ambitious Senior Fundraising Officer to help secure vital income that enables us to restore nature across Leicestershire and Rutland.

This is an exciting role for an experienced fundraiser who is equally passionate about marketing, communications and relationship management. Directly supporting the Fundraising and Marketing Manager, developing and delivering engaging fundraising campaigns, inspiring supporters, building strong partnerships and helping grow unrestricted income through project management of community fundraising, corporate partnerships, philanthropy and events. Deputising for the fundraising and marketing manager.

You will be a confident communicator who enjoys networking, building long-term relationships and representing the Trust at events and within local communities. You will understand how compelling storytelling and effective marketing can inspire people to support nature's recovery and be passionate about leading the way in nature conservation.

Main responsibilities:

Fundraising

- Project management, development and delivery of fundraising campaigns to support the Trust's strategic priorities through a diverse portfolio of fundraising activities.
- Identify and secure new funding opportunities from individuals, businesses and community groups.
- Ensure GDPR compliance and best practice in supporter management and fundraising activities, maintaining accurate customer relationship records.
- Ensure compliance with the Code of Fundraising Practice, Fundraising Regulator guidance, and all relevant fundraising legislation.

Marketing & Communications

- Work closely with the Marketing and Communications team to create integrated fundraising campaigns, support media opportunities to promote fundraising campaigns and help to produce engaging fundraising content to be used across digital, print and social media
- Develop compelling fundraising stories using supporter insights and campaign analytics to improve fundraising performance and ensure all fundraising communications reflect the Trust's brand and values.
- Monitor fundraising performance against agreed targets and KPIs.

Philanthropy & Major Giving

- Build strong relationships with high-value supporters by organising donor visits, exclusive events and stewardship opportunities.
- Develop donor journeys that encourage long-term supporter engagement by stewarding donors to maximise retention and lifetime value.
- Identify, research and cultivate prospective major donors.

Corporate Partnerships

- Develop and manage relationships with local and regional businesses, representing the Trust confidently at networking events, business forums and stakeholder meetings.
- Create mutually beneficial corporate partnership / sponsorship opportunities.
- Deliver events, projects and campaigns to secure long-term strategic partnerships that align with both business and conservation objectives.
- Promote employee engagement opportunities including experience days and fundraising challenges.

Events

- Lead the planning and delivery of fundraising events throughout the year, working with volunteers and colleagues.
- Manage event budgets, logistics and evaluations and develop new event concepts that increase engagement and income.

General Responsibilities

- Act as an ambassador for Leicestershire and Rutland Wildlife Trust by delivering excellent supporter care across all fundraising activities.
- Promote the Trust's vision of a wilder future for Leicestershire and Rutland.
- Work collaboratively with colleagues to develop compelling fundraising propositions and appeals.
- Contribute ideas that improve fundraising effectiveness and supporter engagement.
- Undertake any reasonable duties appropriate to the role.

Person Specification

Essential Knowledge & Experience

- Proven experience in fundraising or income generation.
- Excellent relationship management and networking skills.

- Strong marketing and communications skills.
- Experience organising events.
- Ability to project manage multiple projects simultaneously.
- Full UK driving licence and access to a vehicle.

Desirable Knowledge & Experience

- Experience developing successful fundraising campaigns.
- Experience managing corporate partnerships or business relationships.
- Experience using CRM systems.
- Experience working towards financial targets.

This is an exciting opportunity to play a key role in helping nature recover across Leicestershire and Rutland. Working alongside a passionate and ambitious team, you will help inspire people to support wildlife, develop innovative fundraising initiatives and build meaningful partnerships that create lasting impact for nature and local communities.

KEY TERMS AND CONDITIONS OF EMPLOYMENT

Employer:	Leicestershire and Rutland Wildlife Trust
Place of work:	The Trust's Central Office, currently at The Old Mill, 9 Soar Lane, Leicester
Hybrid working:	Consideration will be given to hybrid working.
Salary:	£30,910.88 pa,
Length of contract:	Initial 12 month FTC
Hours of work:	35 per week Flexible working will be required to include occasional evenings and weekends. Payment for overtime worked in excess of the standard working week is not available, but time off in lieu may be taken by prior arrangement with line managers.
Leave:	Annual leave entitlement is 25 days plus statutory public holidays per annum.
Pension:	The Trust operates an Auto-enrolment Pension Scheme and pays an employer contribution of up to 7% of gross salary contingent on a 50% matching contribution from the employee.
Death in Service:	Death in service cover is provided at three times annual salary.

Training:	A training budget is allocated to this post and on-the-job training will be given.
Travel:	Trust vehicles will be used, if available, otherwise the standard Trust mileage rate will be payable for the business use of the post-holder's private car.
Probation period:	A probationary period of six months applies, during which new employees are expected to demonstrate their suitability for the post.
Equal opportunities:	The Trust's Equality and Diversity Policy is available on request.
Environmental policy:	The post-holder will be expected to carry out their job responsibilities in an environmentally aware manner, ensuring as little damage to the environment as possible. Leicestershire and Rutland Wildlife Trust aim to ensure all resources are utilised effectively and efficiently. The post-holder will be expected to apply 'sound value for money' principles in undertaking purchasing or supply of goods and services.