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

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.

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

- The development and delivery of fundraising campaigns to support the Trust's strategic priorities through a diverse portfolio of fundraising activities.
- Identifying and securing new funding opportunities from donors, businesses and other organisations.
- Supporting and stewarding supporters, community groups and local fundraising initiatives.
- Project managing initiatives from philanthropy & major giving programmes and the development of donor journeys through to stewardship care.
- Lead the planning and delivery of fundraising events throughout the year, working with volunteers and colleagues.

- Work collaboratively with colleagues to develop compelling fundraising propositions and appeals.
- 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.

General Responsibilities

- 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.
- Monitor fundraising performance against agreed targets and KPIs.
- 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.
- 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.
- Excellent relationship management and networking skills.
- Experience organising events.
- Ability to project manage multiple projects simultaneously.
- Full UK driving licence and access to a vehicle.

Desirable Knowledge & Experience

- Good knowledge of marketing and communications.
- 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.