



JOB DESCRIPTION

Job Title: Development Manager (Individual Giving)
Responsible to: Director of External Relations
Responsible for: Leading the Individual Giving team, managing memberships, donations, support, stewardship and donor progression.
Salary: £28,000 - £32,999

1 JOB PURPOSE

As the Development Manager (Individual Giving) you will manage the development and delivery of Wildwood's Individuals membership and donation programme, to achieve income targets and support the Mission and Vision of the Trust.

2 MAIN DUTIES

1. Managing the identification and recruitment of new members, donors and adopters, working closely with the marketing, communications and fundraising teams to deliver multi-platform campaigns and events.
2. Launching and managing the development of a new multi-tiered membership and giving scheme.
3. Leading a programme to develop higher level giving, identifying, recruiting and securing new donors in order to achieve high level membership and donation targets.
4. Management and implementation of further giving schemes including Legacy giving, In memoriam and dedications.
5. Managing and delivering excellent donor journey and stewardship programmes to attract and retain supporters.
6. Managing a programme of events, for fundraising, stewardship and cultivation to build and develop relationships with our funders, members and supporters.
7. Managing the Individual Giving team, ensuring excellent customer service across the board.
8. Management of Wildwood's CRM system, overseeing the efficient data management of all members, donors, adopters and prospects and providing data analysis and interpretation to enable evaluation and decision making.
9. Working alongside the Finance team to ensure gift aid claims are managed effectively and efficiently.
10. Adhere to the Fundraising Code and Charity Commission guidelines and other external regulations (e.g. GDPR) – as set out by WWT's processes, policies and procedures.

3 SKILLS, KNOWLEDGE AND EXPERIENCE

The Development Manager (Individuals) will be genuinely passionate about British wildlife and its conservation, with a drive for furthering the Trust's charitable objectives. This role requires an enthusiasm for customer service, excellent communication, leadership, attention to detail, and team working skills.

1. Essential

- Excellent and demonstrable skills in sales and/or fundraising, including closing sales and/or making the ask.
- Excellent skills in moving donors up the ladder of support.
- Excellent data management skills ideally using a CRM system, including audience segmentation, reporting and analysis.
- Excellent skills in working to and achieving targets.
- Exemplary written and verbal communication skills.
- Good knowledge of the fundraising landscape in our areas.
- Good knowledge of fundraising database working and/or CRM systems.
- Good knowledge of the techniques involved in recruiting and cultivating high level donors and supporters.
- Good knowledge of multi-tiered membership and support schemes.
- Good knowledge of further giving schemes such as legacies and in memoriam giving.
- Good experience of managing relationships with major donors and high level supporters.
- Good experience of managing and keeping to budgets.
- Good experience and proven success in delivering a high level of customer service in a sales, fundraising or marketing role.
- Good team management experience. Track record of inspiring good performance, team relationships and motivating others.
- Solid experience of working in sales, marketing or fundraising ideally in a management role and, working to and delivering on targets.
- Experience in managing a programme of events, for fundraising, stewardship and cultivation to build and develop relationships with funders, members and supporters.

2. Desirable

- Experience of managing a membership programme.
- Experience of fundraising from individuals and success in achieving donor progression.
- Knowledge of techniques in the recruitment of donors and/or high level donor cultivation.
- Event management experience.
- Experience in managing Gift Aid claims.

4 ROLE DIMENSIONS

Annual Budgetary amount:	£0
Number of staff reporting to the post (direct/indirect):	3
Any other information:	

5 OTHER CONSIDERATIONS

1. The post is advertised as full time and may require weekend and bank holiday working.
2. No person shall be treated less favourably than another on the grounds of sex, sexual orientation, marital status, race, ethnic or national origin, religion, colour, age or disability. As an equal opportunities employer, applicants for staff vacancies shall be shortlisted for interview and appointed purely on the grounds of their suitability for the post as laid out in the advertised job description
3. Wildwood operates a no smoking policy in the park and in its offices.

6 EMPLOYMENT PACKAGE

The salary for the Development Manager (Individuals) is at Grade 4 £28,000 - £32,999.

Normal working hours are a 37.5-hour week, plus a half an hour unpaid for lunch each day; core hours are 9.00 am until 5.00 pm although the job may involve overtime, including some evening and weekend working as part of your normal duties.

The holiday allowance is 30 days a year pro rata, this includes statutory holidays.

Appointments are subject to confirmation after a six-month probation period.

Wildwood offers access to a stakeholder pension, details of which will be given to you on confirmation in post.

7 APPLICATIONS

Application is by C.V. and covering letter and must contain the following information:

- Name, address, contact phone numbers
- Personal Statement
- Employment history
- Educational history

You should include a statement of the relevant skills and experience that you believe you will bring to the job, paying careful attention to the requirements of the job outlined above. You should give two referees to whom we can turn for a confidential reference, one of whom should be your current or most recent employer. References will only be taken up for those candidates chosen for interview or, with regard to current employer, on offer of contract.

Applications will not normally be acknowledged. If you would like yours to be acknowledged, please enclose a stamped, self-addressed postcard.

Applications should be sent to Helen Sayers, Wildwood Trust, Herne Common, Herne Bay, Kent, CT6 7LQ. Or alternatively email jobs@wildwoodtrust.org. Interviews and selection tests will be held on site at Wildwood Trust at Wealden Forest Park, Herne Common by arrangement.