

DIRECTOR OF DEVELOPMENT

Job Description



1. IDENTIFICATION OF POST

POST TITLE	Director of Development
FUNCTION	To provide strategic direction for, and overall management of all aspects of the Trust's inspiring people and fundraising targets.
RESPONSIBLE TO	Chief Executive
RESPONSIBLE FOR	People and Wildlife Team Leader, Membership Development Officer, Communications Officer, Corporate Affairs Officer, volunteers and external service providers.

2. PURPOSE OF POST

Provide strategic development and delivery of Cheshire Wildlife Trust's engaging people and fundraising activities. Building excellent, long term relationships with all our supporters and donors is vitally important for the long-term future of the Wildlife Trust, as is increasing the level of funding for both core and project-related work.

3. MAIN RESPONSIBILITIES

Creating Excellence:

1. Part of the Senior Management team with responsibility for leading the development and delivery of strategies and business plans to grow the Trust.
2. Scoping and delivering the Wildlife Trust's development strategy and annual plans, including annual targets for all areas of the team's work. Make monthly reports against targets to Senior Management team, quarterly for Trustees and annually for Annual report.
3. Be responsible for the communication, membership, people and wildlife and fundraising budgets and plans. Ensure work is planned logically and that projected income and costs are defined in advance for every fundraising initiative.
4. Develop staff and volunteers to become high performing individuals and teams.
5. Encourage a donor centred view across the whole Trust. Focus on making excellent relationships with all donors.
6. Ensure a joined-up approach to all our work across the whole Trust.

Inspiring People:

7. Provide leadership and support for our "People and Wildlife" activities and ensure that we gain maximum outputs and benefits.

Communications:

8. Provide leadership and support for our communication and public relations work and ensure that we gain maximum outputs and benefits.

9. To understand our key audiences and ensure all the Trust's communications (Grebe, monthly newsletter, website, leaflets, talks) etc are highly targeted and effective. To ensure an increased profile of the Trust.
10. To be responsible for brand identity of the Wildlife Trust. To ensure that this brand identity is understood and embraced within the Wildlife Trust (employees and volunteers) by nurturing brand values and profile.

Fundraising Development:

11. Provide leadership and ensure the co-ordination of all fundraising across the Trust to ensure that we are maximising our fundraising opportunities with grant funders, trusts and our wholly owned ecological consultancy business CES. Liaise with appropriate staff in funding organisations to enhance the Trust's profile and spot future opportunities.
12. Ensure that we continue to engage new corporate members and develop current members.
13. Identify new Charitable Trusts and Foundations and ensure that we engage them to support our work.
14. Plan and manage capital appeals to support key projects and campaigns, specifically Living Landscapes and Living Seas campaigns and projects.

Donor Development:

15. Create and oversee the implementation of a 'stewardship' scheme that treats all individual supporters and members of the Trust as 'donors' with different needs and expectations.
16. Research current and potential major donors and legacy givers. Manage the relationships with major donors. Plan the stewardship of major donors and legacy givers.
17. Research, advise and implement new methods of attracting different types of regular donors. Maintain awareness of the financial environment including taxation regimes affecting charitable giving.
18. Create, develop and implement successful fundraising appeals to members and donors.

Membership Development:

19. Monitor the progress of current recruitment schemes (in-house door-to-door, face-to-face and independent recruiters) through which the Trust recruits members and report the results each month. Continue to develop best practice through working with other Wildlife Trusts.
20. Research, advise on and develop new membership recruitment and retention methods as appropriate to the Trust's needs. Work to record and maximise member satisfaction and retention.
21. Develop a plan to contact and retain recently lapsed members.
22. Oversee the development and implementation of a new membership database to ensure the Trust can monitor trends, track the impact of donor development activities and spot opportunities for further development.

General:

23. Ensure the operation of the Development Team is compliant with all aspects of Data Protection and Health & Safety Legislation. Ensure that The Trust operates within all fundraising guidelines as enforced by The Charities Commission, Institute of Fundraising and Fundraising Standards Board.

24. Undertake any other duties required by the Chief Executive.

POST SPECIFICATION

This role requires leadership, drive, and an entrepreneurial approach. The post holder will have to undertake a complex range of professional and technical duties with a substantial degree of personal responsibility and autonomy. These will include:

- Providing leadership for the Trust's inspiring people and fundraising activities.
- Regular liaison with a range of contacts such as employees and officers of the Wildlife Trust and other bodies, media contacts, existing and potential donors.
- Development of a range of techniques for targeting and developing donors.
- Setting targets and monitoring performance.
- Deputise for Chief Executive as required.
- A current driving licence, a car and full insurance cover for personal business use will be essential.
- In order for the organisation to work effectively the post holder may be required to assist with other areas of work and should be prepared to undertake other duties appropriate to the post, as delegated by the Chief Executive.

PERSON SPECIFICATION

This section details the experience, skills, knowledge and personal qualities required for the post:

Experience	Essential	Desirable
Experience of managing staff directly and through contractors.	√	
Experience of managing a successful fundraising/ membership team	√	
Experience of revenue generation / membership recruitment	√	
Experience of maximizing contact database systems		√
Experience of grant application writing	√	
Experience of working with volunteers		√
Demonstrable success in achieving difficult targets in a competitive environment	√	
Experience of giving presentations to groups of people	√	
Experience of creating excellent long-term fundraising relationships	√	
Experience of working as part of a team	√	
Experience of marketing techniques		√
Knowledge		
Fundraising Techniques and Trends	√	
Donor Stewardship Techniques	√	
Contact Database Systems	√	
Effective methods of public engagement	√	
Customer/ membership recruiting techniques	√	
Principles of Customer Care	√	
High level of general IT competency and experience.	√	

Developing and managing budgets	√	
Understanding of the Voluntary Sector		√
Understanding of the Environment and Conservation Sector		√
Understanding of Environmental education and people engagement mechanisms.	√	
Monitoring and evaluation techniques		√
Skills		
Excellent oral and written communication skills	√	
Ability to write engaging copy with flair and a fresh, engaging style		√
Ability to develop working relationships with a wide range of people	√	
Effective multi- project management skills	√	
Ability to lead teams and ensure delivery of targets	√	
Ability to interpret information systems	√	
Excellent interpersonal skills	√	
Ability to develop creative ideas and a pro-active, entrepreneurial attitude towards 'making things happen'	√	
Ability to set, prioritise and achieve targets on time	√	
Ability to support, motivate and develop a team of people	√	
A full driving licence	√	
Personal qualities		
Ability to communicate with enthusiasm, tact and diplomacy	√	
Commitment and enthusiasm to the Wildlife Trust and its work	√	
Confidence with an assertive but friendly manner	√	
A self-starter and goal achiever	√	
A positive attitude and mature approach that demonstrates tenacity	√	
Willingness to be flexible and respond to changing circumstances	√	

GENERAL TERMS AND CONDITIONS

Salary: £33,000 to £35,000 pa. (Depending on experience)

Pension: The Trust has a Group Personal Pension Scheme and life assurance cover, which are available to the post holder. The post holder will be eligible for employer's contributions of 10% on completion of the probationary period.

Hours of Work: Full time hours - 35 hours per week. Overtime is not paid but time off in lieu may be taken, where appropriate, as the post will definitely involve some evening and weekend working.

Duration of post: This post is permanent. All new employees undertake a probationary period of 6 months, in which time they are expected to

demonstrate their suitability for the post.

Holidays:

28 days (including bank holidays) plus 3 specified days per annum

Place of work:

The Wildlife Trust's Head Office: Bickley Hall Farm, Bickley, Malpas, Cheshire SY14 8EF and other venues within UK as appropriate.