

Job Description

Department: Communications & Fundraising

Job Title: Fundraising Manager

Reports to: Head of Communications & Fundraising

1. Job Purpose

Lead a team focussed on the development of Durrell Fundraising, devising and ensuring the delivery of effective and appropriate fundraising, event management and supporter communications. To maximise income through the effective organisation and development of donors, corporate members events and activities.

To develop and deliver event initiatives, reporting into the Head of Communications & Fundraising and working closely with the Marketing team throughout.

2. Principal Accountabilities

2.1 Management

- Lead, direct and review the work of the Fundraising & Events team to ensure departmental targets are achieved;
- Monitor the performance of staff and ensure the necessary direction, support, development and training are provided;
- Encourage and support interdepartmental communication.

2.2 Fundraising

- To lead and manage the Fundraising Department in Jersey and to deliver Durrell's overall fundraising objectives;
- Work with colleagues and team to deliver the specific departmental strategic aims and contribute to the wider Durrell strategy;
- Supporting the Head of Communications & Fundraising, be a principle contact for potential and existing major donors (other than 'professional' conservation foundations which will be defined). Pro-actively develop income from these streams;
- Assist the Head of Communications & Fundraising to evaluate opportunities for fundraising investment, the ability to meet targets and to deliver against strategic objectives. Identify potential new fundraising and communications

channels, content and products. Play a crucial role in the content and development of programmes and campaigns;

- Engage potential and existing supporters, providing emotional reward and evidence of impact;
- Manage the database including recruitment of supporters and strategy for individual giving and relationship development;
- Be a brand champion for Durrell globally and interpret the brand personality, values, tone and look, ensuring that it is executed in a manner that enhances the brand and delivery of the Trust's objectives;
- Establish and monitor relevant key performance indicators to allow an accurate and timely view of performance and the development of appropriate corrective action;
- Ensure fundraising targets are met.

2.3 Events Management

- To oversee and manage all fundraising events in partnership with Events Officer;
- To develop relationships with companies to drive profitable partnership agreements;
- Research new funding opportunities and contacts; typically corporates and individuals;
- Organising and overseeing corporate volunteering with the assistance of the Corporate Relations Officer;
- Evaluating and selling sponsorship opportunities to likely corporate partners;

- To ensure end to end budget reconciliation of key events such as the Durrell Challenge, and other events such as the London Lecture and one-off events, e.g. Summer Balls.

2.4 Other

- To provide support to the Head of Communications & Fundraising, including any other activity deemed necessary to conform to the requirements of the Trust;
- Work closely with the Marketing Manager and Head of Commercial regarding Visitor Centre, PR and Marketing activities.

3. Dimensions

3.1 Staff:

This role is responsible for managing the following positions:

- Events Officer (fixed term)
- Trusts Officer
- Data Manager
- Membership & Adoptions Coordinator
- Legacy Manager
- Corporate Relations Officer (Jersey)

3.2 Finance:

This role requires budgeting skills and good level of understanding.

4. Job working hours

Usual working hours are from 9.00am – 5.00pm daily; from Monday to Friday (flexibility in terms of days and how/when hours are worked can be discussed). This role is 35 Hours per week. Some travel to the UK may be required.

Due to the nature of the role and the events involved, some out of hours / weekend work will be required. Time in lieu will be available as compensation.

5. Knowledge and skill

Essential:

- Good education, ideally to 'A level' or higher standard;
- Minimum of 5 years' experience within a similar role;
- Proven Fundraising experience;
- Experience of managing and developing third party relationships;
- Driven to meet or exceed targets, proof of success;
- Knowledge of corporate sectors;
- Excellent people management skills (including appraising, objective setting and developing staff) - must be a positive team player;
- Enthusiastic and energetic with excellent communication skills;
- Acts with integrity and with the best interests of the employer at all times;

- Able to work with and support others and deliver to agreed standards. A positive, solution-focused approach to work;
- Understanding of supporter/customer relationship management databases;
- Proven ability to co-ordinate diverse groups of people and maintain co-ordination;
- An understanding of budgetary information;
- Excellent written and oral communication skills;
- The ability to work on own initiative as well as part of a team;
- Commitment to be part of a team working to ensure that Durrell has a financially secure future and to be part of its work saving species from extinction.

6. Verification

Durrell reserves the right, if operational requirements make this necessary, to vary your normal duties on either a short term or an ongoing basis provided that such variations do not result in any increase to your normal number of working hours per week. Any need to make such a variation will be discussed with you and confirmed in writing by the Human Resources Department prior to implementation.