

Job Description

Head of Fundraising

Hours of work: 35 hours per week (flexible in how worked)

Type of contract: Permanent

Based at: Any BBOWT Office with travel to other sites as required. Hybrid working available.

Croner rank: 2

Job Purpose

The Head of Fundraising provides strategic and operational leadership of the organisation's voluntary fundraising streams (currently Philanthropy, Membership / Regular Giving, Trusts & Grants and Business Engagement). They will develop and implement fundraising strategy, manage delivery of workplans, and provide effective fundraising support to the Executive Team and Board of Trustees. As a key member of the leadership team, they contribute to strategic planning and sustainable organisational growth.

Reporting Line

The post holder reports to the Assistant Chief Executive (ACE)

Line Management

Line management responsibility for fundraising and membership leads, currently Head of Philanthropy, Trusts & Grants Manager, Membership Marketing Manager, Membership Office Manager, Database & Technology Manager, and Events Manager

Key Responsibilities

1. Strategic Fundraising Leadership

- Lead the fundraising of unrestricted and restricted income from individuals, members, mass giving, appeals, events, business engagement and trusts, grants & foundations
- Develop and implement the fundraising strategy in alignment with BBOWT's mission and strategic goals
- Act as the lead fundraising advisor to the CEO, ACE and Director team and Trustees
- Lead on fundraising campaign planning and development of new fundraising streams
- Maintain up-to-date knowledge of best practice and ensure BBOWT fundraising is adapting as needed
- Act as a spokesperson for BBOWT at fundraising and other events as required

2. Fundraising Management, Monitoring and Reporting

- Lead the preparation of annual fundraising budgets, including the setting and achieving of ambitious income targets
- Provide fundraising analysis and insights to aid the preparation of business plans and development proposals elsewhere in the organisation
- Oversee the preparation of quarterly fundraising reports to the Executive Team and Trustees
- Monitor fundraising performance on a regular basis, ensuring the right levels of support, mitigation and adaptation when needed
- Act as lead operational contact for WFCL (Wildlife Fundraising Central Ltd), our face to face member recruitment company

3. Fundraising Compliance

- Ensure compliance with Fundraising Regulator, fundraising Code of Practice, Data Protection / GDPR, charity law and internal policies
- Maintain appropriate fundraising risk management and internal control systems

4. Operational Fundraising Oversight and Organisational Support

- Lead and develop the fundraising team to grow income generation over the course of the next Strategy 2030 period.
- Serve as a member of the Operational Leadership Group, providing fundraising perspectives to operational decisions and delivery.
- Ensure regular internal communication of fundraising messages, campaigns and news to wider BBOWT staff and volunteers.
- Work collaboratively with other teams to embed fundraising culture, knowledge and enthusiasm throughout BBOWT.
- Support Project Board as needed with insights and contributions.
- Develop and maintain positive relationships with other Wildlife Trusts, RSWT and other partner organisations.
- Any other duties as delegated by the Chief Executive

Person Specification

- Demonstrable track record generating income in a charitable / membership setting
- Demonstrable track record of successfully leading more than one of the fundraising income streams above, in a membership-focused organisation
- Demonstrable track record of building and leading high-functioning teams, including through periods of change and growth
- Leadership qualities including empathy, a growth-mindset, and a personable and optimistic approach
- Able and willing to challenge constructively and receive challenge, working effectively at senior levels internally and externally
- Ability to build relationships across an organisation and with external stakeholders
- Excellent current knowledge of the charitable fundraising sector, including challenges, opportunities and horizon-scanning
- Excellent oral and written communication skills
- Competent in use of MS Office functions such as Word and Outlook and advanced Excel
- Ability and willingness to demonstrate the BBOWT behaviours and values
- Current UK valid car driving licence

Measurements Of Success

- Income targets achieved year on year
- Fundraising strategy aligns with wider BBOWT strategy
- Best practice and innovative methods considered and adopted
- Clear monitoring, measuring and reporting of income and expenditure
- Positive leadership of fundraising function, with good annual reviews from peers and team members