

Application Pack



Fundraising Officer
Closing Date:
Wednesday 06 July 2022 at 9am

World Land Trust is a UK based conservation charity. Registered charity no. 1001291 | Limited company registered in England & Wales no. 2552942 Phone: +44 (0) 1986 874422 Email: info@worldlandtrust.org Website: Worldlandtrust.org
Registered office: Blyth House, Bridge Street, Halesworth, IP19 8AB, Suffolk, United Kingdom.

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Application Pack Fundraising Officer

Who we are

World Land Trust (WLT) is an international conservation charity that helps to protect the world's most biologically significant and threatened habitats, acre by acre.

As the pioneers of the Buy an Acre approach, we have spent more than 30 years raising funds for local people to secure and protect the land they know best in America, Africa, Asia and beyond. With over 2.4 million acres protected and nearly 2.5 million native trees funded to date, our ambition is now to drive this conservation action at scale – more acres and more species protected in this make-or-break decade for biodiversity and climate.

Job summary

The Fundraising Officer will be supporting the Fundraising & Engagement Manager to deliver the Individual Giving and Community Fundraising programmes to drive the growth of WLT's income in support of the delivery of WLT's strategy, providing the highest possible level of stewardship to new and existing donors and fundraisers.

You will play a key role in the development and delivery of Individual Giving retention and development communications to existing and new supporters, inspiring and motivating supporters to continue contributing to our work in order to achieve annual net income targets and other KPIs.

Engaging with fundraisers daily, the Fundraising Officer will be providing excellent stewardship and developing solid and long-lasting relationships with individuals, groups and organisations. This will involve delivering a first-class fundraising experience, giving them the tools, knowledge, and materials they need to successfully achieve their fundraising goals and ensuring our fundraisers feel well supported before, during and after their amazing endeavours.

We're happy to talk flexible working, from day one.

Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.



WLT will always approach every situation in a positive way to find and communicate solutions, operating and communicating with honesty, remaining focused on our mission, and working in a supportive way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the protected characteristics under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

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Job Description

Fundraising Officer

Reporting To: Fundraising & Engagement Manager

Job Purpose

Supporting the Fundraising & Engagement Manager to deliver the Individual Giving and Community Fundraising programmes to drive the growth of WLT's income in support of the delivery of WLT's strategy, providing the highest possible level of stewardship to new and existing donors and fundraisers.

Main duties and responsibilities

- To support the Fundraising & Engagement Manager with delivering direct marketing projects including the development of stewardship communications.
- Build, manage and take responsibility for first-class and long-term relationships with prospective and current donors and fundraisers through prompt, helpful, professional, and friendly contact to ensure they have the best experience at WLT.
- Process material requests from fundraising supporters, offering appropriate support while considering charity cost.
- Build strong relationships within the Development Department and across the organisation working collaboratively to offer the best stewardship journey to supporters and identify prospects for development.
- Work with the Fundraising & Engagement Manager and Database Lead to prepare data selection briefs for campaigns to existing supporters and to contribute to the ongoing segmentation of the database, ensuring supporters receive appropriate communications and asks.
- Liaise with appropriate team members to ensure that activities are effectively coordinated, and the back-end fulfilment of campaigns is planned ensuring a high level of service is provided to supporters.
- Produce monthly reports on income and expenditure to enable effective monitoring of fundraising activities against the WLT strategy.
- Attend a variety of events to engage with donors and cheer on fundraisers, promoting a positive and professional image of WLT.
- Effectively use the central database, and suite of MSOffice products to maintain records in line with data protection requirements and fundraising policy and best practice, interrogating data to monitor progress towards personal, team and organisational objectives.
- Undertake other activities as requested by the line manager, commensurate with skills, experience, pay level and role.

The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.

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Person Specification

Knowledge and Experience

- At least one year's relevant experience in a fundraising role, ideally involving donor recruitment and stewardship that results in long term support (essential).
- A proven track record in meeting fundraising targets and working to strict deadlines (essential)
- Experience of working for the not-for-profit sector (desirable).

Key Skills and Competencies

- Excellent written and verbal communication skills, with the ability to communicate professionally and effectively to different types of audiences through various channels (essential).
- Exceptional interpersonal skills with the ability to inspire and motivate a wide range of stakeholders (essential).
- Able to build strong and lasting relationships and work collaboratively across teams (essential).
- Able to define and assess a situation through gathering facts and evidence, evaluating options and making credible decisions to progress work within limits of responsibility of role (essential)
- Excellent standard of IT competence including Microsoft Office and databases (essential)
- Ability to plan, balance and manage competing priorities (essential).
- Commitment to accuracy and attention to detail (essential).
- Able to identify opportunities to make improvements to processes to enhance the donor experience (essential).
- Experience of maintaining fundraising data within a CRM database and producing meaningful reports (desirable).

Personal Attributes

- A creative and proactive approach to all areas of work with a 'can do' attitude (essential).
- Strong team working focus with a flexible and adaptable approach (essential).

Other

- An empathy and understanding of WLT's mission and values (essential).
- Flexibility and willingness to travel and attend occasional events outside normal office hours (desirable).

How to Apply

Please log your details and upload your CV and covering letter, which must state how you feel your skills and experience meet the requirements of the role, using the link below. Applications will not be accepted unless both of these documents are provided.

<https://hr.breathehr.com/v/fundraising-officer-23566>

Closing Date EXTENDED Wednesday 06 July 2022 at 9am

Interviews are expected to take place on Wednesday 13 July 2022

Application Pack Terms and Conditions

Duration of Contract: Open term contract

Probationary Period: Six months

Salary: £22,000 pa based on full-time hours

Location: Our contractual place of work is at our offices in Halesworth, Suffolk, however we encourage conversations from the first day of employment around flexible and hybrid working in line with our discretionary Flexible Working Policy.

Hours of Work: Our full-time hours are 35 hours per week. Our normal working days are Monday to Friday inclusive and we are open to discussions around preferences for how the hours are worked, dependent on the role requirements and availability within the team, in line with our discretionary Flexible Working Policy. Our preference is for working days to include Tuesday to Thursday.

Notice period: One month following successful completion of probationary period.

Main Benefits:

- 33 days' annual holiday entitlement (including Bank Holidays) pro rata for part-time hours.
- Pension Salary Exchange scheme with an employer's contribution of 5% and minimum employee contribution of 3%. Option to build personal pension funds in the Stewardship Lifestyle Strategy, which has exclusions in relation to animal welfare and environmental concerns, including mining.
- Group Life Assurance scheme, currently set at a benefit of 4 x basic Salary.
- Employee Assistance Programme, including access to counselling and a wellbeing helpline.
- Annual appraisal and a Personal Development Plan to support growth and development within the role. Opportunities to develop wider skills in relation to first aid, wellbeing, and diversity and inclusion.
- Cycle to Work Scheme currently with Green Commute Initiative, a not-for-profit scheme provider.
- Eyecare vouchers for VDU user eyesight tests.
- An in-house Green Team, open to all staff to join, which looks at environmental issues in relation to our offices and work.

If you have any questions not answered in this application pack, or you are having difficulty uploading your documents, please email Jobs@worldlandtrust.org.