

Fundraising Manager

Hours	Permanent, Full time
Location	Onsite role - location Hawk Conservancy Trust – Hampshire SP11 8DY
Salary	On application
Responsible to	Head of Marketing, Communications and Fundraising

The Hawk Conservancy Trust is an award-winning charity and visitor attraction with a mission to conserve birds of prey and their habitats. It is an exciting time to join the team in this new role as we embark on a journey to increase fundraising income.

Purpose and objectives

Promote the Hawk Conservancy Trust regionally, nationally and internationally as both a leader in bird of prey conservation and the pre-eminent bird of prey attraction to general and specialist audiences including visitors, members, donors, supporters and corporates.

Increase income to support the Trust's conservation, research, National Bird of Prey Hospital™, breeding, capital investment and sustainability projects.

Create and implement the Trust's fundraising strategy for structured and informal fundraising activities.

Using your experience, you will create systems and processes that complement our already established successful initiatives.

Responsibilities

- To create (with the CEO and relevant managers) and, when approved by the Directors, successfully implement the Trust's fundraising strategy to achieve agreed fundraising income targets stipulated in the overall Hawk Conservancy Trust strategy with a particular focus on:
 - Creating a structured approach to increase income
 - from corporate supporters/sponsors
 - for capital development projects
 - through legacies
 - from grants and trusts
 - from major donors
 - at events
 - Relationship building with and increasing income from donors (high net worth, visitors, members, legators, adopters and corporate supporters)
 - Increasing donations from visitors onsite, through a deeper understanding of how best to convert from visitor to donor/supporter
 - Managing trust, grant and foundation fundraising applications, coordinating with colleagues who are also engaged in these activities, working with consultants where appropriate
 - Working with the rest of the team at the Trust to craft compelling messages and tools for fundraising that sit in harmony with other marketing and communication campaigns, using existing (social media, website etc) and new channels, whilst ensuring the Trust is compliant with fundraising legislation and best practise
 - Introducing and testing innovative fundraising approaches and investigating income streams
 - Undertaking research to ascertain fundraising motivations of current and new audiences and combining research results with analysis and reporting of fundraising income and campaign results
 - Working with colleagues to help develop a fundraising mind-set that contributes to the overall brand values and culture of the Trust without becoming overly commercial
- To keep abreast of fundraising trends and external factors facing fundraising initiatives and campaigns.
- The creation of the Annual Review as a powerful tool to engage support from various audiences
- Together with the CEO, Head of Marketing, Communications and Fundraising and other relevant team members, build relationships with the local community with the aim for them to become advocates, donors and supporters of the Trust.

- Work with marketing, fundraising and communications consultants and agencies where relevant, coordinating with colleagues who are also engaged in these activities
- To ensure that the positive public image of the Trust is sustained and developed further, without becoming over-commercialised
- To support and co-supervise department assistants and volunteers, and work alongside freelancers, contractors and vendors
- To manage (and introduce) fundraising tools and processes within the organisation
- To represent the Trust at events, conferences, seminars, fairs, exhibitions or workshops (where relevant)

Experience

- Generating income for a charity (ideally a wildlife conservation and/or an animal-based organisation) with 3-5 years' fundraising leadership experience.
- A proven track record of hands-on responsibility for successful and engaging fundraising campaigns
- Successful management of the ongoing relationship with supporters and major donors and maintaining lasting relationships which resulted in increased fundraising
- Experience of successful digital fundraising campaigns
- A record of securing funds from corporate partners and the ongoing management of the relationship
- Good awareness of grant application opportunities and processes

Skills and qualities

- Enthusiastic and passionate about the Hawk Conservancy Trust
- A good fit to our brand values (friendly, passionate, genuine, knowledgeable, aspiring and uplifting)
- An excellent team player, who is empathetic, able to multi-task and has experience with working in a changeable, fast-paced environment
- Strong ability to start new projects, develop initiatives, core infrastructure and processes from inception
- Organised, focused with excellent planning and coordination skills
- Excellent and professional verbal and written communication skills
- Able to think creatively and problem solve complex issues
- An acute understanding of the sensitivities of asking for funds and the necessity to balance customer loyalty, excellent customer service and achieving commercial objectives

Qualifications

- Educated to degree level or equivalent (Essential)
- Fundraising qualification (Desirable)
- Membership of the Chartered Institute of Fundraising (Desirable)