



The Wildlife Trust for
**Lancashire
Manchester &
North Merseyside**

Recruitment Pack



About us

We're one of 47 Wildlife Trusts spread across the UK, the Isle of Man and Alderney.

The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT) was founded in 1962 by people who knew they needed to take action for nature. Since then we have grown to be the largest nature conservation body in the area.

We are uniquely positioned to lead change in our region, working at a grass roots, local level, whilst also being part of a strong cohesive national movement. We work to protect wild spaces, and re-introduce key species and habitats, protecting the biodiversity of our area so that nature can recover.

At LWT we believe that:

- Wildlife has intrinsic value, bringing colour, beauty and wonder to all our lives.
- The natural environment is under immense and growing threat, where we live and across the world.
- We are part of the natural world, and wildlife is relevant to every part of our lives; everything we do has an impact on it, and the natural environment affects our health, our wealth and our state of mind.
- Everyone can make a positive contribution to wildlife and can benefit from it.



Our Mission

- Enable wildlife's recovery in our area by working in partnership with others to conserve, restore, create and connect habitats and to increase species abundance;
- Connect people with nature and help them to take action for wildlife, wherever they are.

Our Vision

- Nature is recovering on a grand scale across Lancashire, Manchester and North Merseyside, and in our sea, and that everyone is able to enjoy our increasingly abundant wildlife.

Our Work

Our core conservation work includes land management, advocacy for the natural world with key decision-makers, species re-introduction, protecting threatened species and collecting essential scientific data. We do this on land and at sea to secure a brighter future for both wildlife and wild places across our region.

We work all over our area with schools, colleges and community groups, running inspiring sessions covering everything from Forest School and orienteering, to Wild Family and Nature Tots sessions.

We believe that wildlife and nature have the power to instill confidence, heal the mind and help people meet their potential, which is why we champion a number of ecotherapy-based projects for both children and adults and the positive impacts to date have been phenomenal.

Find out more: www.lancswt.org.uk/our-work

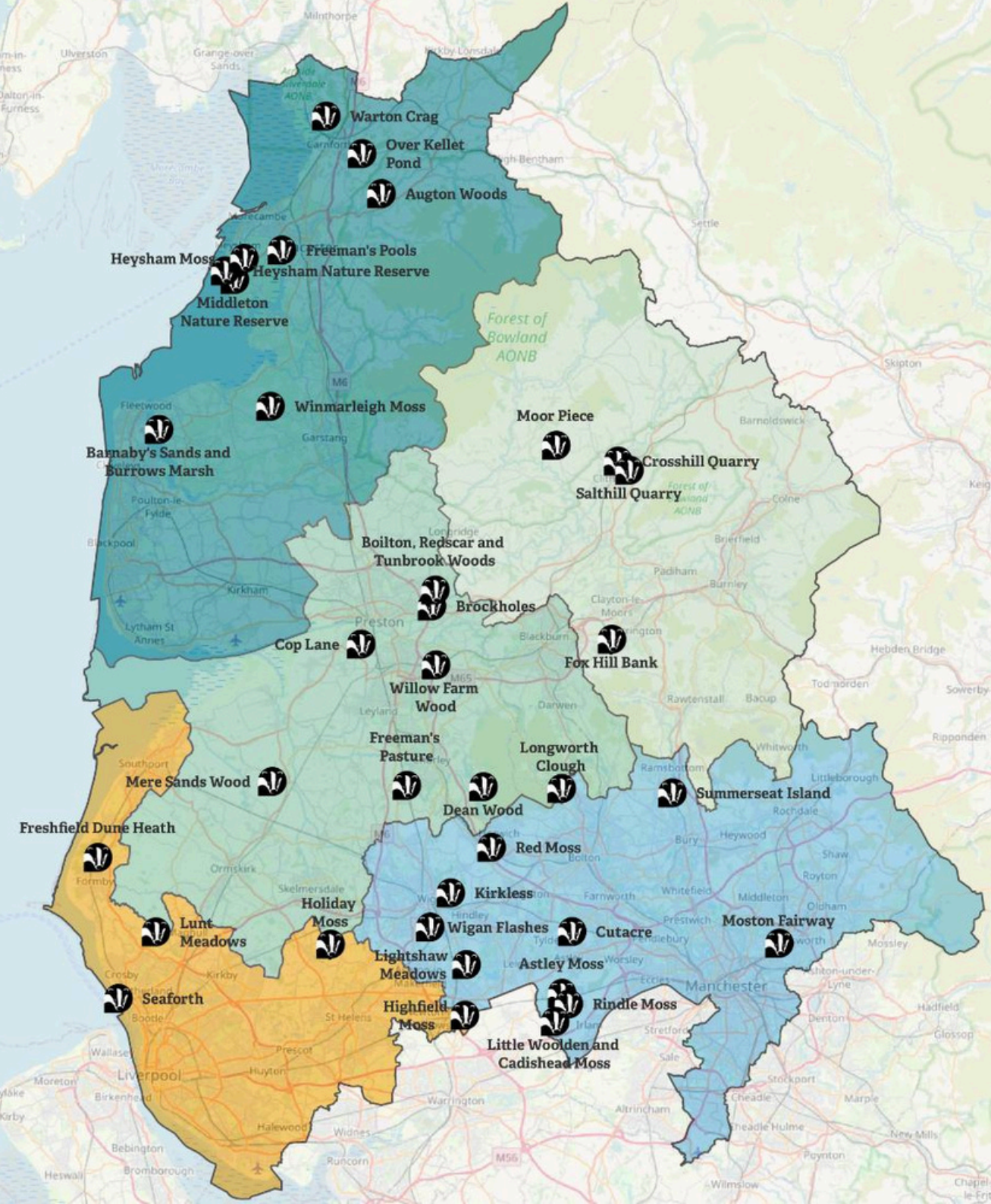
Our Nature Reserves

We have saved many special places, acquiring and managing many of them as nature reserves.

We look after 50 sites (including 42 of our own nature reserves), and a total of around 1,300 hectares of habitat, creating a network where people and wildlife can thrive, on your doorstep.

We believe that limited mobility shouldn't mean missing out on wildlife. Many of our reserves have accessible paths and boardwalks, disabled facilities and accessible bird hides, so people can fully immerse themselves in the great outdoors and discover the wonderful wildlife that lives on our doorstep.

We also have 6 offices based across Greater Manchester, North Merseyside, West Lancashire, East Lancashire and North Lancashire. Our Head Office is based on the outskirts of Preston.



Strategic Goals by 2030

- Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.

30% of land and sea is in recovery.

- People are better connected to nature in their lives and more are taking purposeful action for wildlife.

1 in 4 people are taking action for nature.

- We have the financial and human resources, systems and skills that we need to improve our impact for nature's recovery.

LWT will be bigger, better and more joined up.

Our Strategy

Defend wildlife and wild places

We will stand up for the environment and protect wild spaces, enhancing them for both people and wildlife. We will encourage biodiversity, and work with land owners and other organisations in partnership, to create a network of habitats across our region where people and wildlife can thrive.

Inspire people to take action for their local wildlife

We will inspire people to enjoy and protect the wildlife and wild spaces on their doorstep. We will help people learn how to live more sustainably, and demonstrate the benefits of nature to their health and wellbeing. We will engage people of all ages, from all communities to take action for wildlife and we will foster the environmental leaders of the future.

Base our work on sound evidence

We will use evidence from sound science and research to further ecological understanding and demonstrate the needs, benefits and outcomes of nature conservation. We will use this evidence to focus our efforts on the areas most in need of protecting and champion those species that need a helping hand.

Our Impact

- Our education team and project officers engage more than **20,000** children in wildlife-related activities.
- On average every **10 miles** you travel in the region means you will pass a Wildlife Trust project.
- More than **30,000** members support the Wildlife Trust in the region and 800,000 across the UK.
- More than **5,000** people a year take part in walks and other events on our reserves.
- We have over **1,200** dedicated volunteers supporting us on a regular basis, with their time, skills and experience.
- Our reserves cover more than **1,300** hectares across the region.
- We own or manage **42** nature reserves in the region.



Our Culture

We foster a creative environment where new ideas can flourish. Our team members take pride in personal responsibility, striving for excellence in everything they do. Success in our organisation comes from a commitment to outstanding results, alongside a dedication to building strong, meaningful relationships - both within our team and with our external partners.

We promote a culture where our staff, trustees and volunteers are Wild About Inclusion, where difference is celebrated, everyone can be themselves, feel respected and able to contribute to their full potential.

What does an LWT team member look like?

Integrity

Acting in the best interest of LWT and honouring our scientific foundations in every activity. Our approach is built on honesty, respect, and a commitment to the core objectives of the charity, as well as the wishes of our members and funders.

Teamwork

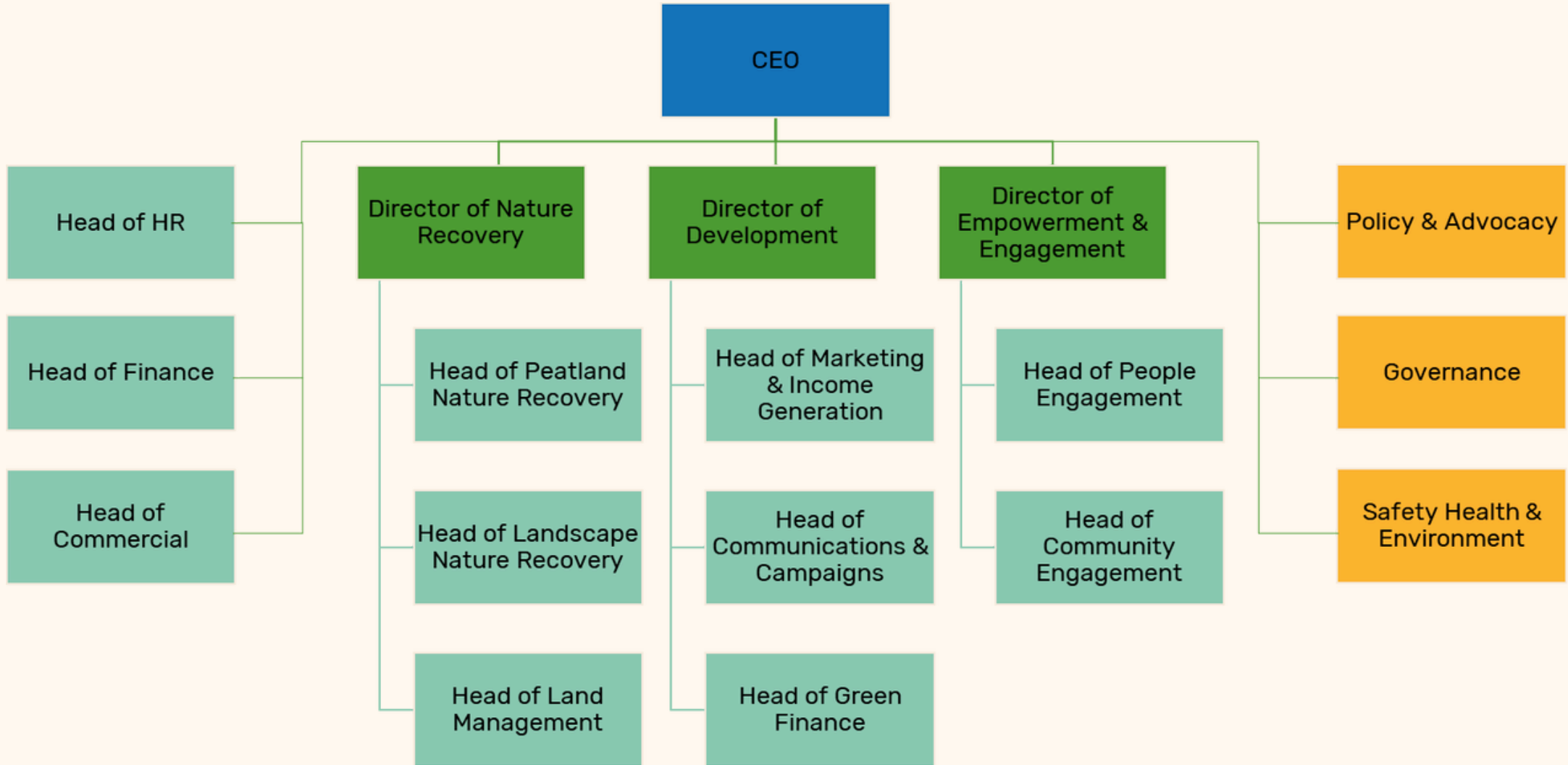
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

Passion

Passion drives every LWT team member. Whether it's a love for wildlife, a desire to make a meaningful difference, or a commitment to inspire others, passion is at the heart of everything we do - and we have it in abundance!



Our Organisation



Job Description

Post Title:

Fundraising Manager

Responsible to:

Head of Marketing & Income Generation

Responsible for:

Fundraising Officer

Location:

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY (with travel across Lancashire, Manchester and Merseyside)

Hybrid Working available

Hours of Work:

35 hours per week

Salary:

£ 30,166.40 per annum

Duration of post:

Permanent

PURPOSE OF POST

As Fundraising Manager, you will be responsible for driving the Trusts unrestricted income generation through individual giving across membership and fundraising, whilst maintaining excellent donor relationships and embracing new initiatives. Experience of developing innovative campaigns, and maintaining existing campaigns to grow unrestricted income for the Trust is imperative, you will lead on the project management of any new individual giving fundraising ventures undertaken by the charity.

You will be an ambitious and experienced individual, with a track-record of spotting income opportunities and driving unrestricted income at a sustainable scale. You will be an avid problem-solver, with a passion for progress and the ability to bring the team with you. You will develop and lead a fundraising culture across the organisation and develop strong internal relationships to maximise fundraising opportunities at every junction.

KEY ROLES AND RESPONSIBILITIES

1. To assist with the unrestricted income fundraising strategy alongside the Head of Marketing and Income Generation for the organisation which puts donor care at the heart of everything we do.
2. To work with the CRM and Supporter Services Manager to lead the use of our CRM system as a key tool in driving a data-led approach to our fundraising, developing strong donor journeys and ensuring digital recruitment processes are effective and accurate donation records are kept.
3. Develop and deliver regular individual fundraising initiatives at Trust events, sites and through digital channels.
4. Work closely with the Marketing Manager to create a culture of donor development, inputting into the donor journey and delivering recruitment initiatives with retention in mind.
5. Work with the wider TWT movement to share best practice, gain insights and identify joint working opportunities
6. Work closely with the Head of Marketing and Income Generation to set annual budgets, produce interim forecasts and set targets.
7. Manage fundraising budgets effectively and in line with agreed targets.
8. Champion membership and fundraising throughout the organisation, nurturing a culture of membership and fundraising throughout all Trust activities.
9. Analyse data trends and use these to inform future direction and planning.
10. Lead on compliance for relevant GDPR and Fundraising Regulations, conducting regular reviews and training refreshers.
11. Keep up to date with the work of the Trust and ensure all recruitment and fundraising is showcasing impact effectively

Membership recruitment

- Work closely alongside the Fundraising Officer with associated fundraising agencies to ensure a donor first approach
- Oversee and drive our membership recruitment schemes, through door to door, face to face, direct mail and online initiatives
- Guide the Fundraising Officer to develop our membership offer in line with sector trends, maximising opportunities for a wider donor base
- Work with the Digital Marketing and Fundraising Officer to develop a data-led approach to identify and target key areas of opportunity for membership recruitment, working closely with teams from across the organisation
- Guide the Fundraising Officer to train and develop the recruitment teams, ensuring they represent the Trust in a professional and personable way at all times
- Co-develop and deliver a suite of fundraising workshops to staff and volunteers.
- Identify opportunities for fundraising with our commercial activities and high footfall sites and events; contactless donations, in memory and in celebration gifts.
- To review and develop membership packages and offers alongside the Fundraising Officer
- To develop new recruitment channels, ensuring ROI and maximising conversion of the local population
- To work with the Digital Marketing and Fundraising Officer and Fundraising Officer on delivering online recruitment campaigns.

Donations, Legacy and High Value Giving

- To ensure a donor first approach, leading a culture of donor care and engagement
- Work closely with the Head of Marketing and Income generation to develop the Trusts high value and major donor fundraising model.
- To ensure all legacy administration is carried out effectively by the Fundraising Officer and in line with Fundraising Regulations
- To work closely with the marketing team to develop promotional campaigns and integrate legacy and in memory and celebration asks to marketing activity
- To guide and assist the Fundraising Officer in developing key donor events
- To review commercial activities and identify areas of opportunity to promote in celebration gifts and legacy giving
- To manage legacy and in memory giving budgets and set realistic targets and work closely with the Head of Marketing and Income Generation to develop growth strategies in these areas.

Compliance

- Ensure all relevant GDPR guidelines are adhered to and constantly review
- To ensure all of the Trust fundraising activities remain compliant with the Fundraising Regulations, ensuring the upkeep of training and Responsible Fundraising Handbook
- To work with the CRM and Supporter Services Manager to ensure all financial and Gift Aid requirements are adhered to
- Ensure the team are trained and equipped to deal with fundraising complaints in a professional manner, and ensure all complaints are logged and escalated where necessary as per the Trust policy.

Targets and Reporting:

- Work towards achieving fundraising targets set for the team and as an individual.
- To work closely with the finance team to ensure income is recorded correctly.
- To provide regular reports on progress against targets, maintaining up to date and accurate records at all times
- Provide regular progress updates to your peers, the Senior Management Team and Trustees
- Contribute to setting targets for the annual action plan and work with the Head of Marketing & Income Generation to complete annual budgets and reforecasting.
- Pulling and analysing information from the database, identifying trends and using these to inform our plans and compiling monthly reports against agreed KPIs.

Budgets, Administration and processes:

- Work closely with the Fundraising Officer to ensure digital recruitment systems run smoothly and effectively.
- Work closely with the Fundraising Officer to provide regular attrition reports, and look at how donor retention can be improved.
- To support in the effective use and maintenance of our CRM system and drive forward a data-led culture within the wider team and organisation.
- To ensure all legacy and fundraising administration is completed and accurate.
- To look for further opportunities to streamline donation processes and increase conversion, working closely with the CRM and Supporter Services Manager and the Marketing Manager.
- To co-lead on the setting of budgets and management of budgets across all membership and fundraising functions, working closely with the Head of Marketing and Income Generation.

Building Excellence:

- Ensure that fundraising guidelines enforced by The Institute of Fundraising and Fundraising Regulator are followed.
- Where line management is concerned, lead by example and set exemplar standards.
- To undertake appropriate training activity for skills and personal development in liaison with the Director of Marketing including attending Wildlife Trust Seminars, Conferences and following relevant updates on Wildnet (Wildlife Trusts Intranet).
- Ensure the post is compliant with all aspects of GDPR.
- To ensure all work carried out complies with equal opportunities and Health and Safety policies and procedures.
- Undertake any other duties required by the line manager.

Person Specification

EXPERIENCE

Essential

- Good level of general education
- A minimum of four years' experience in a sales led or fundraising background
- A minimum of four years' experience in managing high performing teams

Desirable

- Educated to degree level or equivalent in business, finance or a related field
- Experience of project management
- Well rounded experience at a management level in fundraising or sales
- Experience of working effectively in a high performing, multi-function team

KNOWLEDGE

Essential

- A good knowledge of the Fundraising Regulations, GDPR and other relevant legislation
- A sound grasp of the scope, nature and development potential
- Knowledge of the third sector and fundraising techniques and trends
- Proficient in Microsoft Word, Power Point and MS Outlook
- Extensive knowledge of Microsoft Excel

Desirable

- Relevant professional qualifications
- Knowledge of social media and effective digital fundraising techniques

SKILLS

Essential

- Excellent persuasive, influencing and negotiation skills
- Excellent oral and written communication skills with an ability to persuade and influence
- Excellent organisational skills with an ability to prioritise need, plan and implement appropriate actions and monitor and evaluate outcomes.
- The ability to adapt to situations
- Strong ability to problem-solve and take a pro-active approach
- Able to tackle problem areas in a positive way
- A minimum of two years' experience as a line manager

PERSONAL QUALITIES

Essential

- Commitment and enthusiasm to the Trust and its work.
- Commitment to the Trusts policy on Equality, Diversity and Inclusion.
- Commercially minded
- Trustworthy and with high personal integrity
- Flexible, approachable and adaptable
- A natural leader and relationship-builder
- Ability to communicate with enthusiasm, tenacity and resilience
- A strong understanding of, commitment to and enthusiasm for the Wildlife Trust and its work

General Terms & Conditions

Holidays:	28 days per annum (increasing with length of service), plus bank holidays.
Pension:	The Trust contributes to the NEST Pension Scheme. Full details will be provided.
Hours of Work:	Full Time 35 hours per week. Normal working pattern will be 9.00am – 5.00pm. Overtime is not paid but time off in lieu may be taken, where appropriate, as the post may involve some evening or weekend work.
Duration of post:	This post is offered on a permanent basis. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.
Closing Date:	Sunday 27th April 2025
Interviews:	Thursday 1st May 2025

To apply for this position you are required to complete an Application Form which can be downloaded from our Website: www.lancswt.org.uk/jobs
Completed applications should be returned to: applications@lancswt.org.uk

Thank you for your interest in working for the Wildlife Trust for Lancashire, Manchester and North Merseyside. We look forward to receiving your application.

TERMS OF REFERENCE

As an inclusive employer, The Wildlife Trusts value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We actively encourage applications from people of all backgrounds and cultures. We believe that a diverse workforce will help us create our vision of people close to nature, with land and seas rich in wildlife.

To understand how we are performing, we ask that you kindly complete a Diversity Monitoring Form in addition to your application.

Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the recruiting staff never see individual responses to the questionnaire.

Criteria Common to All Job Descriptions:

A Job Description sets out the purpose of the job, where it fits into the Trust's structure, the context within which the job holder functions and the principal accountabilities of job holders, or the main tasks they have to carry out. It is not a definitive work plan. This document is intended to provide guidance on the scope and function of the job.

Equal Opportunities Statement:

All employees are required to adhere to and promote the principles and operation of the Trust's policies on equalities, to ensure that services provided are relevant to ethnically diverse communities and other disadvantaged groups in the area.

Safety, Health and Environment Statement:

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the Trust's Safety, Health and Environment (SHE) at Work Policy and associated SHE policies and guidelines. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the Trust including personal protective equipment in accordance with training or insurance. All members of Trust staff are responsible for informing their line managers of any potential gaps in the current Trust Policy. All employees are responsible for ensuring that the SHE Policy is up to date and continuously reviewed and evaluated.

Performance Review:

All employees will participate in the Trust's Performance Review process. The process aims to ensure that performance standards/targets are jointly agreed between employees and line managers and are achieved within agreed time scales. Failure to maintain an appropriate standard indicated by management can result in Capability proceedings being taken.

Commensurate Statement:

At times, the Post holder will be required to undertake other duties and responsibilities of a similar level and nature in order to support workload peaks and resources and skill shortages, ensuring priorities are met. This will be sensitive to available resources and individual skills and will generally be within the same area.

Adherence to Staff Handbook, Policies and Procedures:

The Trust is a large, diverse charitable organisation and as such needs to ensure that all employees are aware of their obligations to and from the organisation. These are clearly defined in the Staff Intranet and in the policies and procedures adopted by Council as part of the Trust's governance. All Employees have an obligation to read and understand these policies, especially those that are pertinent to this role.