

## CANDIDATE PACK



### **Fundraising Manager (Maternity Cover) Wimbledon and Putney Commons**

#### **Job Context**

The first recognised formation of Wimbledon and Putney Commons arose when Earl Spencer came to terms with residents in drawing up the Wimbledon and Putney Commons Act which received Royal Assent in 1871. This Act conveyed interest in the Commons to a body of Conservators (5 elected and 3 appointed) who were charged with keeping the Commons open to the public with natural aspects preserved. The Commons are to this day overseen by this Board of eight Conservators who are responsible for the management of the Commons. The Commons are a registered charity.

The Commons comprise around 1,140 acres of countryside split between Wimbledon Common, Putney Heath and Putney Lower Common. Approximately 80 percent of the Commons are recognised as a Site of Special Scientific Interest (SSSI) and a Special Area of Conservation (SAC) and contain regionally, nationally and internationally rare habitats, such as heathland and bogs.

During the summer the Commons welcome more than 10,000 visitors over a weekend period and are open to the public 24 hours a day throughout the year. The Commons are home to many sporting facilities including a golf course and over 48 acres of playing fields. Visitor safety of the Commons is paramount along with the continued upkeep of the Commons, so that the community can continue to enjoy these leisure activities.

Further information can be found at [www.wpcc.org.uk](http://www.wpcc.org.uk)

## The Role and Candidate

We are seeking an experienced and self-motivated fundraiser to join our small team to manage income and relationships from a range of funders. This is a fantastic opportunity for a person who loves making new connections, managing projects, working closely with a friendly team and for someone who would like to make a difference for nature and people.

You will support the charity that manages the Commons by increasing income from a range of philanthropic sources by building relationships with supporters, developing grant funded projects and delivering fundraising campaigns and events. Through public appeals, major gifts, grants and sponsorship, you will raise funds to enable the charity to deliver nature and people engagement projects, helping the Commons team to improve accessibility and manage conservation. We would expect the post holder to at least work the majority of their time in the charity's office on the Commons to quickly build an understanding of the charity's work and build relationships with the staff team and stakeholders.

### Job Description: Fundraising Manager (maternity cover)

<b>Job Title</b>	Fundraising Manager ( <b>maternity cover</b> )
<b>Salary</b>	<b>£35,000 to £40,000</b> (the salary will be in this range depending on experience and background of the successful candidate) + living off allowance.
<b>Location</b>	Wimbledon and Putney Commons, Rangers Office, Windmill Road, London, SW19 5NR
<b>Responsible to</b>	Chief Executive
<b>Responsible for</b>	N/A
<b>Key relationships</b>	Deputy Clerk and Ranger/EA and Communications Officer/Conservation and Engagement Officer/Friends of Wimbledon and Putney Commons, the Board of Conservators
<b>Term</b>	This is fixed term contract, initially for six months but likely to extend for up to one year (ending early May 2025).

### Key responsibilities

1. As part of the senior leadership team, contribute to developing the charity's overall strategic direction, including contributing to regular reviews of the business plan.
2. Working with the Chief Executive and Conservation and Engagement Officer to develop key priority projects for fundraising, gathering all essential data for successful fundraising.

3. Proactively identify opportunities to raise new funds and engage new donors.
4. Work across all income streams to maximise philanthropic income for WPCC.

### **Marketing and communications**

5. Continue building a portfolio of material to develop a strong case for support for fundraising projects.
6. Create fundraising materials and campaign communications, working closely with WPCC's Communications Officer.
7. Contribute to the development of the organisation's Communications Plan to place fundraising at the heart of everything we do.
8. Work with existing marketing strategies and operations to integrate fundraising into regular external messaging, building a better understanding of WPCC as a charitable organisation.
9. Responsible for communications with Friends members, working with the Friends Committee

### **Grant fundraising**

10. Support the Conservation Department and other staff as they develop a pipeline of fundable projects that support the delivery of WPCC's strategy, Masterplan and Land Management Plan.
11. Identify appropriate grants to support both WPCC's ongoing work and new projects. Submit applications to grant awarding bodies, working with colleagues to compile the necessary technical and financial information.
12. Help co-ordinate delivery of grant funded projects ensuring they are delivered within the grant terms and conditions.
13. Monitor progress of grant funded projects and provide all reports and updates required by funders, notifying the CE of any delays.

### **Community fundraising**

14. Co-ordinate a community fundraising appeal ensuring it is part of the communications plan.
15. Build on existing individual giving schemes such as bench supporters and the Friends of WPCC.
16. Deliver a major donor program working with existing donors and building from the foundations of the 'Friends' group.
17. Build upon existing community and corporate partnerships and strengthen relationships with key contacts to develop future fundraising projects.
18. Support the Conservation and Engagement Officer by piloting corporate volunteering packages.

### **Stewardship and engagement**

19. Deliver exceptional care and stewardship to all donors to ensure that they have an outstanding experience as supporters of WPCC.
20. Work with the Friends committee to improve the member experience and develop supporter journeys.
21. Organise and lead fundraising events.
22. Create fundraising materials for events, particularly at the Commons Open Day to incorporate fundraising at WPCC stalls and work with the team to identify engaging opportunities to increase income from visitors.

### **Commemorative and Sponsorship Schemes**

23. Administration and management of the Commemorative Bench donation scheme including answering enquiries and providing excellent customer care throughout process.
24. Organise site visits, purchase benches and plaques and arrange installation with the Maintenance team.
25. Work with team to map new opportunities and to provide this information to families on the waiting list.
26. Explore and test alternative sponsorship ideas to raise unrestricted and project funds.

### **CRM System**

27. Administer the new CRM system to ensure more effective management of communications with members and donors.
28. Use the GIS and CRM systems to better manage the commemorative bench scheme.
29. Process regular imports to ensure data is up to date.
30. Export data to provide income reports.
31. Using the CRM system develop a stewardship system to building outstanding relationships with donors and ensure repeat giving and long-term relationships.

### **Other**

32. Ensure WPCC complies with the 'Code of Fundraising Practice' in all its fundraising activities.
33. Responsible for ensuring all GDPR regulations are met.
34. Working with Deputy Clerk and Ranger to maximise Gift Aid opportunities.
35. Attend regular management team meetings, evening Board meetings and meetings of the Friends of WPCC Committee as required.
36. Prepare fundraising updates for the Board.
37. Work with suppliers, including raising purchase orders and requesting quotes.

## Person Specification

Specification	Essential	Desirable
A minimum of three years' experience in a varied fundraising role or roles.	x	
Demonstrable track record of achieving income targets and growing income across multiple fundraising streams at different financial levels (the upper being at least five figures).	x	
Prospect research experience in order to proactively identify funding opportunities and maintain a healthy funder pipeline.	x	
Experience of building and monitoring project budgets using the full cost recovery model.	x	
Outstanding interpersonal skills and a confident communicator, both verbally and written.	x	
Confident having sensitive conversations and comfortable talking to people who are potentially grieving when discussing commemorative benches	x	
Excellent time management skills with the ability to manage a complex and varied workload.	x	
A proven ability to establish and maintain excellent stakeholder relationships and to engage, negotiate, influence and gain the confidence of others.	x	
Up to date knowledge of fundraising regulations, best practice and data protection legislation.	x	
Experience of using CRM databases and finance software.	x	
Ability to work at WPCC's office for the majority of the time.	x	
An interest in ecology, heritage, conservation and recreation.		x
Experience of working with a 'Friends of...' group.		x
Member of the Chartered Institute of Fundraising.		x
Existing fundraising relationships in the charitable sector, using networks inside the charities and with funding sectors.		x
Creative skills with ability to design digital content and marketing materials such as posters and presentations.		x