

# Recruitment Pack

## Individual Giving Manager





# Role Description

## Role purpose

**To deliver significant growth in Earth Trust individual giving donor numbers and income to fund core work through attracting, retaining and deepening relationships with supporters.**

This will be achieved through various income streams including annual supporter schemes, individual donors, appeals, in memory and legacy giving or products and community fundraising.



## Reports to

Head of Fundraising

## Direct reports

Fundraising Coordinator

## Key relationships

- Communications and Engagement Teams
- Database Manager
- Campaign Appeals Manager
- Senior Leadership Team

**Status** Permanent

**Hours** Part time (25 Hours)

**Location** Earth Trust Centre

**Salary** £32,000-£36,000  
(per annum, pro rata -  
subject to experience)

# Main Areas of Work and Responsibilities

## **Supporter scheme/Individual giving:**

- Lead a review of our current supporter scheme making changes that will attract, engage and inspire a broader range of people to support Earth Trust and maximise retention rates through excellent supporter stewardship.
- Coordinate any exclusive supporter benefits to be determined following the "Friends Scheme" refresh
- Recruitment of new and uplift of current donors with first class stewardship and retention using a donor focused approach.
- Manage an annual calendar of public fundraising appeals, managing the complete process and working closely with the Communications team, you will oversee all aspects from initial concept, messaging and segmentation through planning and implementation to post-appeal review and analysis.
- Identify and help cultivate successful giving relationships with potential major donor prospects; being mindful to all the possible giving opportunities
- Manage 'In Memorial' commemorative fundraising products, including but not limited to: the sale and stewardship of memorial benches on the Earth Trust farm and other ET managed sites; the sale and stewardship of memorial trees planted on the Earth Trust Farm
- Working alongside the communications team, develop a community fundraising toolkit and a devise a plan to incorporate these tools to raise community fundraised income
- Help recruit and then train and manage Community Ambassador Volunteers. Devise and implement the seasonal calendar of volunteer shifts at ET owned and managed green spaces to engage visitors and promote the membership scheme.



**Database (ongoing):**

- Maintain excellent records of all donor interactions, payments and preferences using the CRM database, ThankQ
- Using the CRM database, ThankQ, regularly review donor prospect strategies, updating approaches and future steps and actions as required
- Using the CRM database, ThankQ, undertake prospect research to identify suitable candidates for each appeal, campaign or ask
- Review current green gift offering and amend current or add new supporter products working with the communications team to market them

**Management Responsibilities:**

- Manage the Fundraising Coordinator ensuring excellent individual donor stewardship and accurate record keeping as well as developing them in their role
- As a budget holder for all individual giving income streams, devise, manage and report progress on income/expense targets and devise mitigations where required

**The Earth Trust Capital & Revenue Projects (as required):**

- Work with members of the senior management team to combine capital and revenue projects into attractive packages for individuals and for grant funders, help identify prospects and solicit bids for funds
- Manage the process of the grant application for any applications you are leading, from working up and developing the project with key colleagues for the initial expression of interest, through to the final full application submission. Ensuring that all application criteria are met and that the funding stream is a good strategic fit for Earth Trust's project objectives





# Person specification

## Skills & Experience

### Essential experience

Generating increased income and supporter numbers for an annual giving scheme

Developing successful annual giving appeals using compelling cases for support adapted for different audience needs

Understanding of donor and supporter engagement and motivation and proven ability to harness these

Competent in Word, Excel and CRM databases, with ability to undertake data analysis

Persuasive communicator/negotiator with excellent interpersonal, verbal and written skills

### Desirable skills

Strong project management skills and ability to deliver objectives for developing mass audiences

Highly organised, with ability to manage a busy workload to ensure the best return on investment and meet deadlines

Ability to think strategically at project level and apply this to initiatives

Strong network building and social skills, able to recognise potential key partners and supporters

Ability to work effectively and efficiently under pressure

Understanding of the principles of marketing

Knowledge of charity legislation and best practice guidelines for charitable fundraising activity

Experience of relationship development and good networking skills



# Why work for us

What makes  
us different



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We seek a world where nature and people thrive in balance and where, as individuals, we all have a deep understanding of our environment, our place in it and our role in caring for it.

Jayne Manley, CEO



# Our purpose

We are facing a triple threat of climate change, a potentially catastrophic biodiversity crash and a massive public health crisis, particularly around obesity and mental health in the UK.

Green spaces play a vital role in providing nature based solutions to all three of these crises.

Our purpose is to champion access to green space and to engage people deeply with nature - both for their own wellbeing and to inspire action to care for the natural world for the future.

# Our vision

Our vision is a society where nature and people thrive in balance and where people have a deep understanding of their environment, their place in it and their role in caring for it.

# Our mission

Our mission is to ensure people have access to, and engagement with, natural green spaces.



Through innovation, influence, engagement and education, together we can understand what we can do to care for the planet and people.

And take action.





## About us

We believe that connection to nature can inspire and catalyse action to protect the environment, as well as provide vital mental and physical wellbeing benefits for people.

### Connecting people to nature through the power of green spaces

Earth Trust is an environmental learning charity with 40 years' experience in caring for and inspiring others with green spaces.

From our earliest beginnings, access, education and engagement were fundamental in the workings of the Trust.

Together with our supporters, Earth Trust is guardian of some extremely special and inspiring places full of nature and heritage. We care for 500 hectares of woodland, farmland, wildflower meadows and wetlands, which receive 200,000 visits a year.

We use these amazing places to engage and inspire people and to demonstrate nature-based solutions to climate, biodiversity and public health crises, that we hope others will take and use elsewhere.

We work to champion access to green space for everyone, to deepen engagement with nature, and to share our learnings about managing land in a way that is gentle on the earth.

Earth Trust is currently a team of over 30 people, hundreds of regular volunteers and more than 500 regular supporters. We'd love it if you could join us.

## Our culture

Earth Trust is a friendly, positive and collaborative place. People are at the heart of what we do.

You will be joining a small but motivated team who are passionate about making a difference to climate sustainability, biodiversity, environmental impacts and health and wellbeing through engaging more people and making a positive impact.

## Your impact

As a small organisation, all our staff have a big impact. Each role is essential and the value and contribution of every staff members can be felt on a day-to-day basis



"I really enjoy the variety of people that I get to come in to contact with on a daily basis. People from all walks of life coming

together for one common goal."

Nicola Williams, Volunteer Officer



"The Earth Trust Farm has large areas of woodland,

grassland, wetland and arable which makes my job hugely varied. We can be cutting hay one month and then a short while later we'll be laying a hedge or felling in Little Wittenham Wood. It's a fantastic site to work on and we're very lucky to do so."

Chris Parker, former head of Land Management



"The work that Earth Trust undertakes, caring for this incredible landscape and using it to educate and connect, is so important and I'm very fortunate to be working towards our mission with a really brilliant team of people!"

Lee Ann Norris, Head of Fundraising

"I like the idea that my working day can make a small contribution to the future of the planet. It is great to work with people who don't just hope we can do it but who are doing what they can to make it happen."

Kitty Cox, Major Appeals Manager







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## Equality, Diversity & Inclusion

Earth Trust strives to be a diverse and inclusive place where we can all be ourselves and we are committed to equality of opportunity for all staff.

Individuals are encouraged to apply regardless of age, disability, gender, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief.

We also offer family friendly, flexible working arrangements, with forums and inclusive facilities to support our staff.

## Contact Us



[www.earthtrust.org.uk](http://www.earthtrust.org.uk)  
+44 (0) 1865 407792

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## Benefits

Alongside a competitive salary, there is flexible working whenever possible, 23 days holiday per annum (pro-rata) increasing with length of service plus an additional 3 days of leave over the Christmas period, volunteering opportunities, pension scheme and onsite parking.

## To apply for the role

Please send a CV and covering letter explaining why you are suitable and what attracts you to this role  
[recruitment@earthtrust.org.uk](mailto:recruitment@earthtrust.org.uk)

**Closing Date for application**  
To be confirmed.

**Interviews**  
Interviews are to be held at the Earth Trust, date to be confirmed.