



Avon
Wildlife Trust

Head of Fundraising (Maternity Cover)

Job Pack, May 2025

www.avonwildlifetrust.org.uk

Welcome

Thank you for your interest in the role of Head of Fundraising (Maternity Cover) at Avon Wildlife Trust.

If you are passionate about inspiring, supporting and engaging people to secure the funding needed to restore the natural world, then this could be the role for you. We have exciting plans to create and restore habitats, enable people to take action for wildlife, and secure more land for nature across the West of England[†].

We are looking for someone with energy, enthusiasm, skills and experience to galvanise support for our work from funders and donors, help to continue to develop a high-performing fundraising team, and support colleagues in developing fundable projects to restore habitats, engage people and bring wildlife back.

Who are we?

Avon Wildlife Trust is the largest local charity working to protect wildlife in the West of England area[†]. We are one of the 46 Wildlife Trusts and the *Royal Society of Wildlife Trusts* that collectively form *The Wildlife Trusts*. Together, we are the biggest organisation in the UK working solely for nature.



Today, Avon Wildlife Trust employs over 50 staff and works alongside over 800 volunteers, supported by over 18,000 members. We work to bring wildlife back by managing and restoring habitats and inspiring people to take action for wildlife. We manage 30 nature reserves, covering over 1,000 hectares of land from ancient bluebell woods to Iron Age forts, nationally important wetlands, and wildflower meadows. The Trust involves people in nature's recovery by empowering, equipping and supporting them to take action in their communities. We help people connect with nature through events, award-winning educational and community programmes and visits to our nature reserves. The Trust communicates and advocates for nature across the West of England, working with MPs and local Councils to ensure the importance of nature is reflected in legislation and local plans. And we work with landowners in the wider countryside to create living landscapes where people and wildlife can thrive.



[†] Bristol, Bath & North East Somerset, North Somerset & South Gloucestershire

Our Strategy

We are about to review and refresh our strategy as we are mid-way through. We had identified three priority areas for our work in our current [strategy](#), these are:

- Nature's Recovery** protecting, creating and connecting wilder landscapes where wildlife and people thrive
- Empowering People** inspiring and resourcing people to take action for wildlife
- Nature-based Solutions** unlocking nature to tackle the climate crisis, reduce local flooding and pollution while promoting the abundance of biodiversity cross the region

2030 Targets



Enabling Objectives

Our strategy is ambitious because the problems we face as a planet are grave. We know we need to make changes as an organisation to give us strong foundations for achieving our goals and we have defined six enabling objectives to help us get there. These include:

Grow our membership and income to increase our capacity, by growing our supporter base and diversifying our income streams to provide stable, sustainable funding and generate a surplus each year

Develop more hubs where we can engage, inspire and equip people to take action for nature and provide suitable bases of operations for staff and volunteers across Avon.

Acquire more land so we can directly implement even more nature-positive practices all over our region – as well as working with landowners to bring wildlife back throughout the area

Our Values

- Passion** we behave with belief and passion for the cause, recognising the urgency we face
- Inspiration** we recognise our role in enabling, empowering, and inspiring all people to take action for nature
- Innovation** we know that to achieve change we must use our initiative, push boundaries, and challenge ourselves to improve our knowledge and understanding

Ensuring Nature is for Everyone

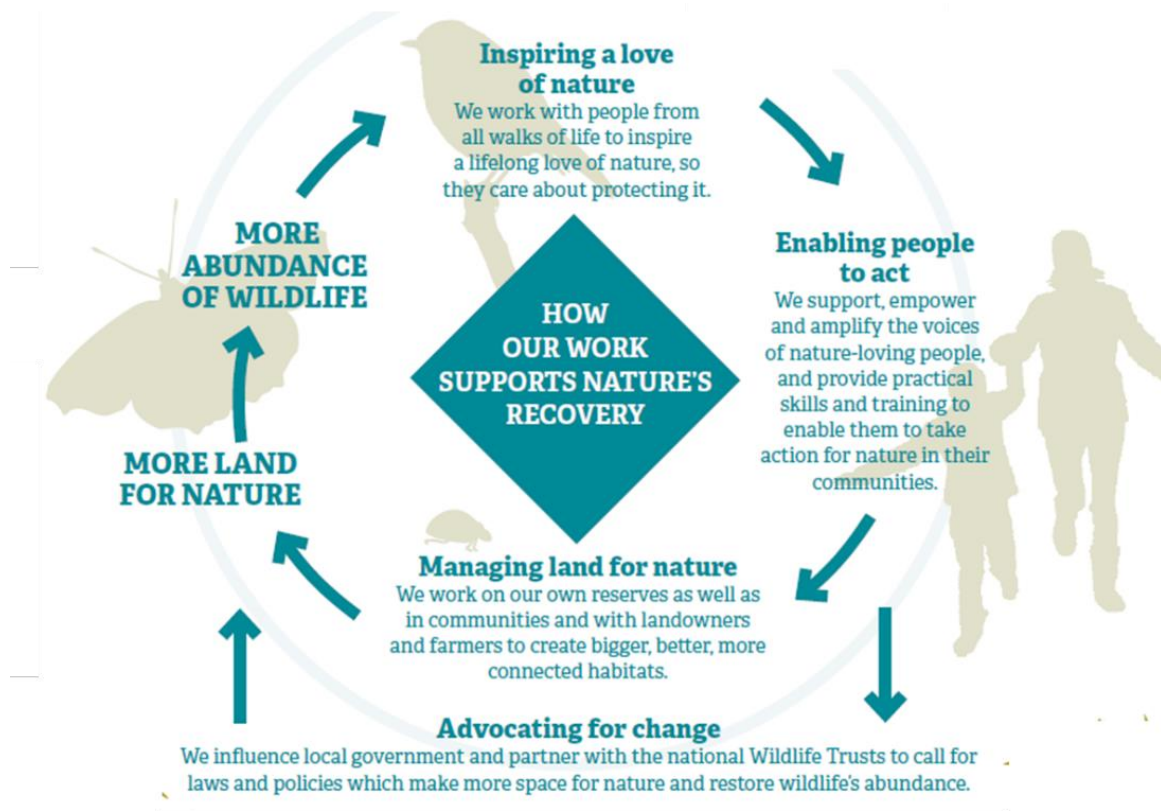
Equality, diversity and inclusion is a key part of our strategy. We want to engage a wider range of communities, remove barriers to getting involved in nature and build an organisation that reflects the strength and diversity of communities in our area.



Our Approach

Our approach to bringing wildlife back is based on two intertwined and mutually reinforcing strands:

- we manage land for nature, support landholders in managing their land for nature, and work with partners to develop wildlife corridors, strengthen habitat networks and increase species abundance
- we engage, inspire and support people to take action for wildlife – encouraging them to become part of [Team Wilder](#), working together and sharing what they're doing to help reach a societal tipping point where prioritising wildlife becomes norm.



Fundraising

Fundraising underpins everything we do as a charity. We are fortunate to have a strong membership base supporting our work and a range of trusts, foundations and grant-making bodies funding projects to engage people and restore wildlife. We have ambitious plans underway, including:



“Inspiring support from donors and funders”

- **Acquiring land** where we can restore habitats and develop facilities to engage and inspire more people to take action for nature,
- Extending **Team Wilder** to inspire and support more people to take action for wildlife and help reach a social tipping point where this becomes normal
- Developing new **landscape-scale projects** and partnerships to engage landholders and communities in restoring habitats and bringing wildlife back.

The role of Head of Fundraising will include:

- **Inspiring** support for our work from donors and funders, both directly and through our teams
- **Leading** and supporting the team to grow income from a wide range of funding sources
- **Supporting** the delivery of our refreshed strategy through developing and securing funding for highly impactful projects

We are seeking to grow, develop and diversify our fundraising in a number of areas, including:

- Inspiring further support from **major donors** and **corporate partnerships** - growing our capacity to inspire and secure major gifts through land acquisition campaigns, relationship-building and capital appeals
- Increasing unrestricted income from **individual giving**, through membership recruitment & retention initiatives, development of non-member supporter offers, digital campaigns, In Mem, Gifts in Wills and legacies
- Further developing **statutory funding**, partnership bids and **grant** income to secure funding for projects to deliver our impact objectives

To support this, we are investing in improving the operation of our CRM system, including establishing data integrations, improving data and developing reporting to provide better segmentation and insight.

Team Development

We are seeking to grow our fundraising team, both in the short-term to support land acquisition and capital appeals, and in the longer-term to develop our fundraising channels based on businesses cases on potential return on investment in areas such as corporate fundraising and legacy marketing.



“Supporting colleagues to develop and secure funding for highly impactful projects”



Benefits

- Pension with 5% employer contribution
- Life assurance
- Flexible and agile working
- Wellbeing support including Employee Assistance Programme
- Employee Discounts and Cycle Scheme
- Wildlife Trusts Diversity networks
- Paid volunteering day
- Training and development
- One free AWT course day per year
- Minimum 33 days of holiday (25 annual leave + bank holidays) plus long service loyalty scheme
- The opportunity to make a real and positive difference to nature

Application Process

Many thanks for your interest in this post. We hope that the job pack provides enough information for your application. If you would like more information or just find out a bit more about this post and AWT, please call 0117 9177270 to arrange a conversation with our Chief Executive, Leah McNally.

Application starts with AWT's standard application form. Please fill this out, paying particular attention to the details of your relevant experience, knowledge and skills, which is used for shortlisting against the person specification. It is best not to assume prior knowledge and higher scoring is more likely if you explain carefully why you meet the person specification in section 3 below.

The deadline for **receipt** of completed application forms is 11.59pm **Sunday 18th May**.

Please note that it is not always possible for us to acknowledge receipt of applications.

Selection Process

Step 1 – Apply by filling in the application form. CVs may be supplied as additional information but will not be used for initial shortlisting. **Deadline: Sunday 18th May**. This process will produce a shortlist of candidates.

Step 2 – Shortlisted candidates will be invited for interview by an initial selection panel. First interviews will be on or around **Friday 23rd May**.

Step 3 – Second interview for leading candidates will be on or around **Friday 30th May**.

(Please let us know in your application if you are unable to make any of these dates - we may be able to arrange a suitable alternative)



Job description

Job title: Head of Fundraising (Maternity cover)

Team: Fundraising

Responsible to: Chief Executive Officer

Responsible for: Fundraising Team

Working base: Working base will be Great George Street Office in Bristol,.

Overall purpose of job

To build and maintain relationships with the Trust's members and supporters to help enable us to achieve our vision of restoring the abundance of wildlife throughout our area, and to help us grow the Trust's income.

Main responsibilities

- Lead and motivate the Trust's fundraising team, overseeing development of fundraising, growing income from membership, major donors, individual giving, legacies, corporate partnerships, grants and charitable trusts, ensuring that the Trust achieves its restricted and unrestricted income targets
- Inspire funding support externally for the Trust's work through initiating relationships with funders, major donors, corporates and grant-making bodies
- Ensure effective collaboration across teams to enable ongoing delivery of core programmes supporting the development of fundable projects and high-quality bids
- Stimulate growth in individual giving from members and non-members through the development and implementation of an ambitious plan incorporating supporter development, recruitment and retention
- Ensure fundraising systems are working effectively and all activity is compliant with the Trust's policies, fundraising guidelines from regulators, and all relevant legislation, including Data Protection and Health and Safety
- Manage an integrated functional team across fundraising, contribute to the direction and development of the Trust as a member of the leadership team and undertake other duties in line with the role as requested
- Lead on the creation and implementation of a Fundraising Strategy, with input from the CEO & Director of Finance & Operations.
- Oversee the development of legacy and major gift/ donation income
- Ensure an effective relationship with marketing & Comms team to support the growth of our supporters and income
- Overseeing the departmental budget, taking an active role into annual organisational budgeting and re-forecasts.
- Ensure effective liaison with our umbrella body, the Wildlife Trusts and our neighbouring Wildlife Trusts.
- Feed into the Trusts midpoint review of the 10-year strategy.

Job specification

Management and Supervision

- Management and development of a small staff team, volunteers, suppliers and contractors. Build, inspire and encourage a highly effective team, setting a clear plan and objectives that support the Trust's goals. Provides expert fundraising support to colleagues, helping to develop a Trust-wide culture of income generation and supporter development.

Accountability and Resources

- Overall responsibility for the Trust's fundraising income, including membership, grants, corporates and match-funding. Accountability for agreeing and achieving budgeted income targets. Develops and implements a coherent fundraising plan integrated seamlessly with the Trust's delivery and support functions to support achievement of our vision and objectives.

Job Impact

- Responsible for securing the funding for major projects and initiatives and growing our long-term resources with sustainable funding for our work. Shapes the development of our fundraising channels and team and works with our finance and operations teams to develop systems, processes and reporting in areas including income generation pipelines and customer relationship management.

Independence and Judgement

- Responsible for shaping, inspiring and enabling one of the Trust's key functions, using good judgement to effectively engage funders and develop and support a team working across a range of fundraising channels.

People and Contacts

- Relationship fundraising is a key part of this role. Takes a hands-on approach to fundraising, maintains good relationships with funders, ensuring their contribution is acknowledged. This role requires a good communicator with the ability to connect with people at all levels, inside and outside of the Trust, and handle sensitive issues with discretion

Creativity and Innovation

- Considerable scope for creativity and innovation. You will lead the development of fundraising messages and appeals for the Trust in collaboration with colleagues, contribute to the development of future programmes and projects, and develop the case for support for our work for a range of funders. Continuous improvement of systems and processes will help to ensure that our work is as efficient and effective as possible

Working conditions

- Working base will be Great George Street Office in Bristol, with hybrid option to work some days a week from home or other Trust Offices.
- We will consider job share arrangements.
- Some regional travel will be expected.
- Occasional evening and weekend work as necessary (TOIL awarded).

Person specification

Please note - we have robust safeguarding procedures in place. This post is subject to a successful enhanced DBS (Disclosure and Barring Service) check if applicable, and we will require two workplace references.

Essential experience:

- charity fundraising, with an excellent track record of success across a range of income sources
- success in achieving financial targets in a competitive environment
- effective team leadership & management, with demonstrable evidence of building high performing teams
- experienced in preparing and managing large budgets
- a good understanding of membership, individual giving and use of CRM systems
- experienced in developing fundraising strategies, pipelines and effective processes
- Developer of fundraising initiatives and achieving targets. Understanding of from philanthropy corporate supporters, trusts, gifts and legacies

Desirable experience:

- writing successful funding bids
- •certified member of the Institute of Fundraising
- •Excellent networking and relationship-building skills, which can be used to create fundraising relationships from multiple sources of major donors

Competence, knowledge and skills

- Excellent people management and work planning skills
- Understanding of supporter journey, marketing & communications
- Able to prioritise a busy workload and meet deadlines
- Ability to keep abreast of and comply with legislation and guidance in a highly regulated field
- Good IT skills, which can be used to introduce and develop systems and processes for managing prospect pipelines and customer relationships
- Effective programme and project management skills
- Knowledge of fundraising legislation and Codes of Practice
- Driving licence and access to transport (Desirable)

Personal qualities

- Effective and motivational leader
- Collaborative team player.
- Creative, flexible and innovative and demonstrating good problem-solving.
- Ambitious, entrepreneurial and professional.
- Committed to our goal of developing an inclusive and diverse charity where everyone feels supported, valued, and able to be their full selves.
- An interest in wildlife and nature conservation and supportive of the aims of The Wildlife Trusts (desirable).

Committed to our values:

- **Passion** we behave with belief and passion for the cause, recognising the urgency we face
- **Inspiration** we recognise our role in enabling, empowering, and inspiring all people to take action for nature
- **Innovation** we know that to achieve change we must use our initiative, push boundaries, and challenge ourselves to improve our knowledge and understanding.

Terms and conditions

Salary:	£43,690-£44,871 pro rata per annum depending on skills and experience
Contract:	Maternity Cover- Minimum 9 months
Hours:	37 working hours per week, Monday to Friday. 30 hours, 4 days per week will also be considered. Job share will be considered. A flexible approach to work will be required with some early morning, evening and weekend working potentially needed to effectively manage projects. Paid overtime is not available, but time off in lieu will be given.
Holidays:	25 days of paid leave each year (or part-time equivalent) plus long service loyalty scheme
Flexibility:	Subject to ensuring that the needs of the business and the role are met, the Trust, where possible, endeavours to meet the flexible working needs of its employees.
Pensions:	You will be eligible to be auto enrolled into The Trust's Group Personal Pension Plan arrangement. The Trust will contribute 5% of salary into the Plan. Staff can contribute to the scheme and under Auto-Enrolment legislation a minimum employee contribution of 3% is required.
Equal Opportunities:	Nature is for everyone and Avon Wildlife Trust is committed to building an inclusive organisation where the workforce reflects the cities and areas we serve and where colleagues feel confident about being themselves at work. Applications are welcome from people of all backgrounds, regardless of gender, sexual orientation, race, disability, marital status, age and religion, and are particularly encouraged from sections of society that are under-represented in the conservation sector. All appointments are made on merit.
Notice Period:	12 weeks following satisfactory completion of a six month probationary period.
Place of Work:	The post will be based at the Trust's headquarters in Bristol. We support hybrid working from the office, home and Trust hubs.
Training:	The Trust is fully committed to personal development and training.