



WHITLEY FUND FOR NATURE

FUNDRAISING OFFICER (Maternity cover) – JOB SPECIFICATION

The Whitley Fund for Nature (WFN)

WFN is a UK-registered charity (www.whitleyaward.org no. 1081455) offering funding (Awards), training and media profile to inspiring leaders of wildlife conservation projects across the Global South. We support pragmatic, sustainable and long-lasting work rooted in science and community involvement. The charity funds projects directly and we remain in regular contact with our winners. WFN also raises awareness of the serious problems facing wildlife, landscapes, climate and people through promoting the work of our winners. We focus support on nationals (leaders who were either born in the country where they work or have gained nationality) and aim to build the capacity of successful local NGOs and grassroots work. We fund mainly in Africa, Asia and Latin America where income is often hardest to raise and can have the biggest impact for people and biodiversity. Our funding is raised each year, mainly from family foundations and trusts, as well as from individuals, corporates and international NGOs, with a current annual income of £2m/year. WFN is governed by a committed trustee board. Our small team is dynamic, hard-working and strives to go above and beyond expectations. The charity benefits from high profile support from Patron, HRH The Princess Royal, Trustee Sir David Attenborough, and Ambassadors Kate Humble and Tom Heap. Next year, WFN will be marking its 30th anniversary, which provides a special opportunity to celebrate 30 years of supporting inspiring conservation leaders, and to look to the future. In line with our ambition to raise £3m/year by 2025, we are expanding our team to meet targets and increase the amount of support we can channel to our growing network of conservationists around the world as we seek to further raise their profile and foster south-south collaborations among WFN alumni.

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REPORTING TO DIRECTOR, INTERFACE WITH HEAD OF PARTNERSHIPS

FUNDRAISING SUPPORT

This financial year WFN is set to hit our income target of £2m. Our ambition is to increase income to £3m p.a. by 2025 to support our winners. The FO works closely with the Head of Partnerships (HoP) and the Director across communications with donors, supporting fundraising and day-to-day donor management.

- Draft major donor reports for the HoP as required throughout the year (with WFN reporting to our 26 major donors annually)
- Draft funding proposals/applications to potential or existing major donors for the HoP as opportunities arise
- Conduct prospect research and support the HoP with initial outreach to potential donors
- Advise the HoP of any incoming donations in Salesforce
- Prepare Friends letter templates for the HoP regularly as needed, and prepare and mail thank you letters in response to Friends donations, updating Salesforce to reflect who has been thanked
- Support the HoP with the organisation of fundraising events throughout the year
- Support the HoP with other donor communications as needed



WFN NextGen

With a goal to engage young people (<40) with conservation, WFN NextGen aims to raise £10,000/year through fundraising challenges and networking events, and is one of WFN's newest initiatives.

- Lead the strategy and development of WFN's NextGen programme, with input and support from the HoP
- Act as Co-Chair of the NextGen Committee, managing committee members and encouraging their active support of the programme
- Plan NextGen networking events, and organise event logistics, including venue, food and beverage, guest list and goals for the event
- Plan and encourage fundraising challenges to drive engagement and meet fundraising targets
- Use Salesforce to track supporters involved in NextGen, and record events data

SOCIAL MEDIA AND COMMUNICATIONS SUPPORT

INTERFACE WITH HEAD OF COMMS

In line with our mission and as a 'Conservation Optimism' partner, WFN champions the sharing of success stories that resonate with supporters and demonstrate we can make a difference. A communications strategy is agreed annually for our campaigns, which seek to amplify the work of our winners and raise the profile of WFN.

- Manage and regularly update WFN Twitter, Instagram, Facebook, YouTube and LinkedIn accounts, growing engagement rates and channel performance, driving traffic to WFN's website, and sharing charity, winner and sector news – with collaboration and sign off from the Head of Communications (HoC) and in line with WFN's communications strategy
- Maintain WFN photo and footage archive on Google Photos, naming, categorising and uploading winner and event photos as we receive them
- Support the HoC with website content and edits, e-letter preparation, and any additional copywriting as needed throughout the year

PARTNERSHIPS

Key partnerships with like-minded organisations help WFN to gain more coverage for winners, reach new audiences and tap into additional funding streams.

- Support the Director on WFN's partnership with Conservation Optimism to spotlight WFN alumni, champion positive conservation solutions, and highlight that we can all make a difference
- Lead on developing WFN's relationship with Waterbear to raise awareness of the issues our alumni face through films that drive action
- Oversee WFN's collaboration with Milkywire to onboard WFN alumni as Milkywire impactors
- Support the Director to develop and manage new partnerships as relevant opportunities arise



EVENTS

Whitley Awards Ceremony

The Whitley Awards are the result of an international search to find, fund, train and put a spotlight on outstanding grassroots leaders and their conservation projects. Finalists are invited to London for a week of training and events, culminating with the Whitley Awards Ceremony, where winners receive their Awards from WFN Patron, HRH The Princess Royal in front of 450 guests.

- Assist the team in planning and delivery of the Awards Ceremony and other associated events during the Whitley Awards week. Main activities will likely include:
 - Assist the HoP in organising the Friends' dinner with Committee Chair (inc. venue, costs, suppliers, theme), utilising Committee volunteers, and associated follow-up
 - Organise and attend the Awards week media training (with external suppliers)
 - Lead on development of sponsorship opportunities at the Ceremony including food and beverage suppliers
 - Lead on inviting Country Ambassadors to the Whitley Awards, liaising with HoP to ensure they are included in the Ceremony pre-reception
 - Prepare and run an engaging social media campaign during the lead up to the Whitley Awards Ceremony to drive engagement and donations, and lead on posting content throughout the Awards week, with steer from the HoC
 - Prepare and circulate a digital toolkit to WFN's partner organisations to amplify our Awards week communications
 - During the Awards week itself, support the HoC in uploading content to the website including press releases, winner pages, photographs, news stories and films
 - Assist with drafting and sending e-letters during the Awards week
 - Support additional communications as required

Throughout the year WFN holds other fundraising events ranging from intimate dinners with winners and supporters, to major fundraising events such as public lectures and Galas which would require the assistance of the FO.

OPERATIONS RESPONSIBILITIES

- Budget - Follow the charity's financial procedures, negotiate and agree terms with the suppliers of all activities delegated to your post (as agreed at the annual budget meeting) and ensure the costs of the activities do not exceed the budgeted level without appropriate authority
- Other duties as may be requested from time to time. This job description is not exhaustive and may evolve