



**WORLD
LAND
TRUST**

Saving land
Saving species

APPLICATION PACK

Fundraising & Engagement Officer

World Land Trust is a UK based conservation charity. Registered charity no. 1001291 | Limited company registered in England & Wales no. 2552942 Phone: +44 (0) 1986 874422 Email: info@worldlandtrust.org Website: Worldlandtrust.org
Registered office: Blyth House, Bridge Street, Halesworth, IP19 8AB, Suffolk, United Kingdom.



Who We Are

World Land Trust (WLT) is an international conservation charity that protects the world's most biologically significant and threatened habitats and species.

Our mission is to help people across the world protect and restore their land to safeguard biodiversity and the climate.

Working through a network of partner organisations around the world, WLT funds the creation of reserves and provides permanent protection for habitats and wildlife. Partnerships are developed with established and highly respected local organisations who engage support and commitment among the local community.

WLT's Development Department are responsible for growing a diverse and loyal supporter base which will enable the Trust to scale up its work. Within the Department, the Fundraising & Engagement team develop and deliver effective stewardship journeys for WLT's individual donors, regular givers and fundraisers, deepening the commitment of existing supporters and inspiring new supporters to contribute to WLT. We are passionate about ensuring that all donors feel supported, valued and informed on their contribution to WLT's work.

Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.

WLT will always approach every situation in a **positive** way to find and communicate solutions, operating and communicating with **honesty**, remaining **focused** on our mission, and working in a **supportive** way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

We're happy to talk flexible working, from day one.



Fundraising & Engagement Officer

Job Description

Salary:	Full-time starting salary £25000 pa
Hours:	35 hours per week
Contract:	Permanent
Proposed Start Date:	ASAP
Location:	Halesworth (Suffolk) with options for hybrid working
Reporting to:	Fundraising & Engagement Manager
Responsible for:	No direct reports

Summary:

The role of the Fundraising & Engagement Officer is to support the Fundraising & Engagement Manager to deliver Individual Giving and Community Fundraising action plans to support our Development strategy, maximising giving from existing supporters and inspiring new supporters to contribute to World Land Trust, driving growth of the Trust's income.

The role focuses on managing and developing strong and long-lasting relationships with supporters through the delivery of consistently high-quality stewardship, ensuring that all donors feel supported, valued and informed on their contribution to WLT's work. Whilst we have regular engagement with our supporters, this is mainly in written/email format on a day-to-day basis, although part of the role does involve actively supporting events in person to either let more people know about the great work we do, or cheer people on and let them know how much their efforts mean to us! This can mean occasional work outside of office hours, including weekends, for which time off in lieu is given.

Main duties and responsibilities

- Actively support the Fundraising & Engagement Manager with the delivery and implementation of stewardship and engagement action plans for individual donors, regular givers and fundraisers.

- Build, maintain and take responsibility for first-class and long-term relationships with prospective and current supporters through prompt, helpful, professional and friendly contact via telephone, email and postal correspondence to ensure they have the best experience at WLT.
- Prepare reports on fundraising activities, supporter trends, and campaign and appeal outcomes to enable effective monitoring of donor acquisition and retention activities against KPIs.
- Contribute to the development of inspiring and engaging communications materials and social media content to update donors and fundraisers on the conservation impact of their support.
- Work with our Supporter Care team to ensure they have all of the information and resources they require to fulfil donor stewardship journeys.
- Identify and represent WLT at events to raise awareness of our work, deepen donor engagement and acquire new supporters, delivering presentations to inspire groups in schools, clubs and corporate Charity of the Year (COTY) partnerships.
- Effectively use the central Customer Relationship Management (CRM) database and suite of Microsoft Office products to keep records current, complete and accurate and interrogate data to monitor progress towards personal, team and organisational objectives.
- Provide administrative support across the Individual Giving and Community Fundraising programmes as required, including maintaining and updating fundraiser data on third-party fundraising platforms such as JustGiving.
- Build strong relationships within the Development Department and across the organisation, working collaboratively to offer the best stewardship journey to supporters and identify prospects for development.
- Work with the CRM Manager to ensure compliance with data protection guidelines and fundraising policy.
- Undertake other activities as requested by the Line Manager, commensurate with experience, pay level and role.

Operational and line management

This role will report to the Fundraising and Engagement Manager.

The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.

Person Specification

Knowledge and Experience:

- Experience in a fundraising role or relevant experience in a customer stewardship role, with a proven ability to build and nurture long-term relationships (essential). (A/I)
- Experience of individual giving, regular giving and/or community fundraising (highly desirable). (A/I)
- Experience working for the not-for-profit sector (desirable). (A)

Key Skills and Competency:

- Excellent written and verbal communication skills, including an ability to confidently communicate with a wide range of audiences in an appropriately tailored manner, both inside and outside of the organisation (essential). (A/I)
- A passion for customer service to identify opportunities to enhance the stewardship experience (essential). (A/I)
- Ability to plan, balance and manage competing priorities and workload (essential). (I)
- Able to demonstrate a logical and methodical approach and the ability to develop and implement processes and procedures with a high level of accuracy and attention to detail (essential). (I)
- Excellent numeracy skills in order to understand supporter giving data (essential). (A)
- Excellent standard of IT competence - confident in the use of Microsoft Word and PowerPoint, ideally with Excel at an advanced level (essential) (A)
- Able to analyse data to produce meaningful information to support decision making (essential). (A/I)

- Experience of maintaining data within a database, ideally working with fundraising data within a CRM database (Raiser's Edge experience preferable) (desirable). (A/I)
- Understanding of database selection and segmentation procedures (desirable). (I)
- A clear understanding of data protection regulations and GDPR (desirable). (I)

Personal Attributes:

- A strong team player who is flexible, enthusiastic, self-motivated, reliable and adaptable (essential). (I)
- A positive attitude to all work requests, guidance and supervision with an acceptance and willingness to undertake training to develop personal and business skills (essential). (I)
- An empathy and understanding of WLT's mission and values (essential). (A/I)

How to Apply

Please use the below link to log your details and upload both your CV and covering letter by 9am Monday 21 October 2024.

<https://hr.breathehr.com/v/fundraising-engagement-officer-37573>

Your covering letter is an important part of your application. This is an opportunity for you to demonstrate in your application, using examples, how you meet the requirements of the role (as shown in the Person Specification), particularly those marked with an 'A' to help you to understand what we're looking for as a minimum in your application. We're passionate about World Land Trust's mission and want to understand why you feel the same and why you think you're the best fit for this role.

Please note that this role does not meet the requirements for UK Visa Sponsorship and all candidates are asked to confirm in their covering letter if

they require permission to work in the UK. Please see Conditions of Employment below for more information.

The covering letter should be no more than two pages.

Please address your letter to Chloe Barnes, Fundraising and Engagement Manager.

We would like to thank you for your interest in World Land Trust and for your time in applying. If you have any questions not answered in this application pack, please email: Jobs@worldlandtrust.org and Debby or Kizzy will get back to you as quickly as possible.

Shortlisted Candidates

We know how frustrating it is to not get an update about your application and therefore we will ensure that we let all applicants know whether they have been shortlisted for interview or not.

Interviews are expected to take place on 31st October.

The interviews will be carried out remotely through Teams and will be based on a number of questions to better understand your skills and experience and how they might match those that we are looking for from our new team member; these are indicated on the Person Specification with an 'I'. All applicants will have an opportunity to ask questions of the panel at the end of the interview. The panel for this vacancy will be Chloe Barnes, Fundraising & Engagement Manager, and Emma Douglas, Director of Development.

Our Benefits

- **Salary** – starting salary for this post is £25000pa based on full-time hours, which are 35-hours per week (pro-rata for part-time hours).
- **Flexible working opportunities** – we know that our staff value the opportunity to enjoy a healthy work-life balance and so we build flexibility into the way we work from day one, including opportunities for hybrid working. The majority of our full-time staff are working on a 9-day fortnight basis, with one day off every fortnight, and we have recruited staff from across the country by enabling hybrid working, subject to any specific role requirements, but we do love having people in the office and think it's important to have some regular time working face-to-face too. We support those conversations with managers and do our best to accommodate individual requests alongside business needs. All employees as a minimum are required to attend face-to-face Staff Quarterly Away Days in Suffolk along with additional monthly team meetings. There may be other occasions when we feel it's important to have that face-to-face interaction to build and maintain working relationships and that would be part of any conversation around flexible working.
- **Annual leave** – we offer 34 days' annual leave (including Bank and Public Holidays) plus an additional discretionary day each year to volunteer for a charity or community organisation of your choice. As part of a review of our benefits, this will increase to 36 days' annual leave per annum from January 2025.
- **Time off in Lieu (TOIL)** – this role does require the postholder to attend occasional events in person (approx. 4 pa) which will involve travel and working outside of our normal office hours, including on a weekend. We will always give as much notice as we can in advance of this and TOIL will be given in line with our policy to recompense for working time.
- **Group personal pension scheme** – investing in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with our Values. We also offer Pension Salary Exchange as a way of making tax-efficient contributions into your workplace pension.

- **Group life assurance** – whilst we hope our staff live long and happy lives, we want to give some peace of mind and this benefit provides a lump sum payment of 4x salary.
- **Occupational sick pay** – we keep our benefits under review and recently introduced occupational sick pay for staff from day 1.
- **Wellbeing** – our staff wellbeing is important to us and so alongside a Wellbeing policy, supported by an Employee Assistance Programme which includes access to counselling and a wellbeing helpline, we have provided opportunities for staff – and managers – to attend inhouse training to support their own wellbeing and those of their teams.
- **Cycle to Work Scheme** – we're currently working with a not-for-profit scheme provider to give our staff the chance to purchase a bike (including e-bike options) through a salary exchange scheme, which means you save the tax and NI that you would pay if you bought the bike directly from your next (after tax) pay giving savings of up to 47%!
- **Inclusion** – we work hard to ensure that we provide a welcoming and supportive environment for all staff where they can be the best they can be; as part of this we share our Inclusion Passport with you shortly after joining. This means we start off with a conversation about what helps you to work best, feel included and be supported, which can encompass neurodiversity, religious practices, or menopause, for example, as well as disability and gender reassignment.
- **Employee voice** – we know that there is always room to improve and so we work with a not-for-profit programme, 'Best Employers Eastern Region', to provide an annual, anonymised, employee engagement survey, using the results to guide our People Plan for the following year. We're proud of our staff participation rate and the effort they make to share their thoughts with us, as well as our consistently high levels of staff engagement.
- **Learning and Development** – we support growth and development within role and this forms part of regular conversations with staff, brought together in our annual Performance and Development Review (PDR) which is reviewed regularly across the year to support staff with prioritisation and workload, and wellbeing. Retaining expertise and providing opportunities is something that's important to us and we have seen a number of staff move into new roles within World Land Trust.

But that's not the end of it! We keep our benefits under review and look for new opportunities to improve the employee experience.

Conditions of Employment

To comply with the Immigration Asylum & Nationality Act 2006 and additional amendments, and UK Border Agency (UKBA) requirements, all applicants will need to be eligible to work in the UK. If you are shortlisted for interview we will ask to see a copy of an appropriate official document as set out in the UKBA guidelines and we are required to carry out a physical check of documents for the successful candidate. Do not send anything now, further information will be sent to you should you be invited to interview.

Please note that this role will not meet the requirements for a Skilled Worker Visa on the basis of minimum salary requirements.

The successful applicant will be required to provide two referees, one of which should be their current employer or most recent employer, and satisfactory references are a condition of employment. Details of referees would be requested on acceptance of an offer of employment. Due to the need to work within schools on occasion, the successful applicant will be required to obtain and maintain an up-to-date satisfactory DBS check, which World Land Trust will pay for.

All contracts are subject to a six-month probationary period.