

Role Profile



Cornwall

KEY INFORMATION

Title:	Community Fundraising and Events Manager
Contract type:	Permanent
Hours:	Full time / 37.5 hours per week
Salary:	£23,000 - £27,500
Reports into:	Deputy Head of People and Engagement
Line reports:	Will recruit and manage volunteer support. No staff management at present but this will change as the function grows

JOB PURPOSE

To lead Cornwall Wildlife Trust's Community Fundraising and Events, creating and delivering opportunities for people to connect with and support the Trust's work to protect wildlife, enable nature's recovery, and deliver natural solutions to issues such as climate change. This will deliver an outstanding experience to supporters and increase the Trust's profile and income.

ABOUT THE TRUST

Cornwall Wildlife Trust protects Cornwall's wildlife and wild places, on land and at sea. Our work follows three key themes; places, people, and the future.

- Wilder places. We ensure more land, rivers and seas are wild by:
 - growing our suite of nature reserves, managing them for the benefit of wildlife and to tackle climate change
 - running wildlife projects on land, and in rivers and seas
 - supporting and advising people who own and manage land
- Wilder people. We help people connect with and support nature by:
 - raising awareness and inspiring people to act for wildlife
 - implementing public campaigns that protect nature
 - encouraging and enabling communities to record and understand the state of Cornwall's wildlife and wild places

- Wilder future. We influence for decisions that secure the recovery and enhancement of nature, and the mitigation of climate change, by:
 - using our knowledge and experience to shape the plans and decisions of others
 - playing our part in fulfilling Cornwall's commitment to environmental growth
 - engaging and inspiring the next generation of decision makers

ABOUT THE PEOPLE AND ENGAGEMENT TEAM

We know our work is only possible thanks to our supporters. The People and Engagement Team seeks to engage people with our work to:

- deliver funds to protect Cornwall's wildlife and wild places
- increase awareness of Cornwall Wildlife Trust and the importance of nature
- empower people to take positive action for wildlife

This is achieved by delivering an outstanding supporter experience that ensures people are: valued for their vital role; confident their support has an impact; connected to Cornwall Wildlife Trust's work; listened to and understood; and inspired to make a difference.

The team also includes the Trust's HR function, ensuring Cornwall Wildlife Trust is a great place to work and volunteer for.

RESPONSIBILITIES:

- To develop and deliver a Cornwall Wildlife Trust flagship event and / or campaign that engages people with the Trust's work and generates funds to protect Cornwall's wildlife and wild places
- To support major volunteer-led events. This includes (but isn't limited to) working with Volunteer Coordinators to deliver an annual Open Gardens series of fundraising events, liaising with volunteers on a regular basis and providing support relating to promotion and logistics
- To assess the suitability of, and adapt and deliver in Cornwall where appropriate, events created by the Royal Society of Wildlife Trusts (or other members of the Wildlife Trusts movement) to secure significant engagement and funds. This could include (but won't be limited to) the Big Wild Walk
- To promote Cornwall Wildlife Trust as a charity for which people can fundraise, building a pipeline of voluntary fundraising activity
- To be the point of contact for people and groups carrying out fundraising activity for Cornwall Wildlife Trust, providing support to maximise their fundraising and ensure an excellent supporter experience

- To establish and support fundraising groups within communities across Cornwall
- To establish and manage a network of trained volunteers who:
 - Can speak / represent Cornwall Wildlife Trust to audiences across Cornwall
 - Deliver a series of Wildlife Watch events across Cornwall to engage children and families with Cornwall Wildlife Trust's work
- To contribute to Cornwall Wildlife Trust's Supporter Engagement function by delivering events that improve our supporters' experience and increase support (including membership welcome events, virtual events, reserve visits etc.)
- To manage Cornwall Wildlife Trust's use of fundraising platforms (including but not limited to JustGiving and Virgin Money Giving), maximising their impact for the charity and our supporters
- To have oversight of and be accountable for Community Fundraising income budgets (being part of the team's annual planning process as required)
- To recruit, develop and manage volunteers to support the above activity
- To ensure activities adhere to health and safety measures, writing risk assessments as required
- To use audience insight to inform the above activity and shape strategy
- Working with the Supporter Care Team, to coordinate Cornwall Wildlife Trust's use of the CRM database in relation to Community Fundraising, updating the CRM as required
- To contribute to the success of the People and Engagement Team, taking on other responsibilities and completing tasks as required in-line with team priorities

PERSON SPECIFICATION

		Essential	Desirable
Experience	Developing and delivery Community Fundraising activities that raise funds for a charity, including supporting volunteer fundraisers	✓	
	Event creation and management	✓	
	Delivering an outstanding supporter experience / customer care	✓	
	Using audience insight to shape and inform strategy and activity	✓	
	Working to (and achieving / exceeding) targets	✓	
Knowledge	Current Community Fundraising trends	✓	

	Rules and regulations relating to Community Fundraising, including those on data protection (including GDPR)	✓	
	Conservation and Cornwall Wildlife Trust's work		✓
Skills	Relationship management	✓	
	Verbal and written communication	✓	
	Exceptionally well organised	✓	
	Volunteer management	✓	
	Computer literate, particularly for Microsoft Office applications and CRM databases	✓	
Personal qualities	Can work flexible hours	✓	
	Clean, full driving license	✓	
	Ability to work on own initiative and as part of a team	✓	
	Enthusiastic, friendly and professional attitude	✓	
	Committed to environmental conservation and sustainability issues	✓	

Team behaviours

In summer 2020, People and Engagement Team Members, co-created the following team behaviours, which team members are expected to role model.

	Behaviour	Indicators
1	Committed to the organization and delivering results	<ul style="list-style-type: none"> Values results Prioritises effectively Willing to be held to account and hold others to account Seeks evidence (competitor and market research, audience insight etc.) to inform decisions Comfortable with detail to ensure work is of the highest standard Aware of the organisation's charitable objectives and priorities, approaching work accordingly
2	Agile, responding well to change	<ul style="list-style-type: none"> Comfortable with ambiguity Adapts work as circumstances require Sees the big picture in addition to detail
3	Collaborative	<ul style="list-style-type: none"> Seeks and listens to opinions, suggestions and contributions from others

		<ul style="list-style-type: none"> • Listens to understand • Values different styles and approaches • Supports others for the benefit of Cornwall Wildlife Trust • Works with others, putting the needs, interests and motivations of our supporters and the organisation ahead of specific projects / initiatives
4	Honest	<ul style="list-style-type: none"> • Shares constructive and positive feedback with others to help them develop • Ensures transparency and integrity in internal and external communications • Acts in the best interest of Cornwall Wildlife Trust
5	Committed to continuous improvement and personal development	<ul style="list-style-type: none"> • Seeks feedback regularly • Has high degree of self-awareness around behaviours and impact on others • Reflects on and learns from experiences

Other

- Due to the nature of the role, some weekend working will be required to support events. Toil will be accrued if / where this happens
- Cornwall Wildlife Trust operates excellent toil and flexible working policies

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