

Individual Giving Officer

Job description

KEY INFORMATION

Job title:	Individual Giving Officer
Department:	Fundraising & Communications
Location:	Cornwall Wildlife Trust HQ at Five Acres nature reserve (hybrid working is supported)
Reporting to:	Public Fundraising Manager
Line reports:	No staff but may be responsible for recruiting and managing volunteers to assist with certain initiatives
Contract type:	Permanent
Hours:	Full time (37.5 hrs per week)
Salary:	£25,000 - £31,930 (Band D)

ABOUT CORNWALL WILDLIFE TRUST

Cornwall Wildlife Trust is an active nature conservation organisation, working across land and sea to create a Cornwall where nature thrives.

OUR VALUES

- Passionate and Inspiring:** We believe in our vision of a Cornwall where nature thrives and know that what we do matters. We are committed to our work and inspire others to join us.
- Knowledgeable and Authentic:** We bring expertise and credibility to our work, ensuring actions and decisions are grounded in integrity, accountability, evidence and practicality.
- Inclusive and Enabling:** We know we cannot turn the tide on nature's decline alone, and that everyone has a role to play. We listen to, learn from, collaborate with, involve, educate and empower others to deliver change.
- Focused and Impactful:** We are ambitious and determined to deliver impact. We recognise the need to be creative, applying bold new approaches alongside the things we know already work.

ABOUT THE TEAM

We know that wildlife in Cornwall is in trouble. But we also know that, with the incredible support of our donors, members, fundraisers, corporate partners, volunteers, and those who choose to remember our work in their Wills - we can create a Cornwall where nature thrives once again.

The Public Fundraising Team plays a vital role in helping Cornwall Wildlife Trust protect and restore nature across Cornwall. This passionate and dedicated team oversees a wide range of income streams - including donations through memberships, appeals, community fundraising initiatives, gifts in Wills, in memory and trading - all of which are essential to funding our work for wildlife.

By joining this team, you'll become part of a supportive, collaborative group working creatively to connect people with nature, build long-lasting relationships with our supporters, and grow the generosity that powers our mission.

ROLE PURPOSE

The Individual Giving Officer will work closely with colleagues – including the Public Fundraising Manager – to lead the development, management, and delivery of key Individual Giving programmes, including Appeals, Legacy, and In-Memory Giving, and play a key role in supporting Membership and High Value Giving activity.

Additionally, they will oversee the Trust's Trading activity and support the wider Public Fundraising and Fundraising & Communications teams in delivering impactful campaigns that connect people with nature, whilst building lasting relationships and generating vital support for Cornwall's wildlife.

This hands-on, creative role is ideal for someone organised, imaginative, and passionate about turning enthusiasm for nature into action. While direct fundraising experience is desirable, we welcome candidates with strong marketing expertise who can translate storytelling, audience engagement, and relationship-building into meaningful donor support.

RESPONSIBILITIES

- Develop and manage the Trust's Legacy and In-Memory Giving programmes to drive long-term income growth, including oversight of external providers such as online free Will and In-Memory platforms.
- Promote Legacy and In-Memory Giving through multi-channel campaigns and personalised supporter journeys.
- Deliver effective stewardship programmes for In-Memory donors and Legacy supporters - including pledgers and enquirers - through thoughtful journeys and engagement events.
- Plan and deliver compelling fundraising appeals across digital and offline channels, including the creation of persuasive copy, creative assets, and communications to attract new, one-off, and regular donors, while effectively stewarding supporters to strengthen engagement and loyalty.

- Support the delivery of membership and High Value Giving activities, including recruitment, retention and upgrade campaigns, stewardship events, and supporter communications to build lasting relationships.
- Manage the Trust’s shop and annual charity calendar, ensuring alignment with the Trust’s values and income targets, and lead associated marketing and promotional efforts.
- Use data insights to evaluate campaign performance and supporter experience, optimise engagement and ROI, and ensure compliance with GDPR, PECR, and fundraising regulations.
- Oversee budgets and expenditure, ensuring fundraising activities are delivered efficiently and cost-effectively.
- Work closely with the Supporter Care team to identify and target audiences with relevant and personalised Individual Giving opportunities.
- Collaborate across the organisation to embed a culture that values and supports Individual Giving.
- Contribute to the success of the Public Fundraising and wider Fundraising & Communications teams, supporting shared objectives and additional responsibilities as needed.
- Stay up to date with sector trends, integrating new tools and approaches in collaboration with internal teams to enhance Individual Giving.
- Commit to ongoing professional development, strengthening leadership, creativity, and fundraising expertise.

PERSON SPECIFICATION

		Essential	Desirable
Experience and knowledge	Experience in individual giving, donor relations, or fundraising within nonprofit or charitable organisations		✓
	Developing and delivering Legacy and/or In-Memory Giving programmes		✓
	Planning and implementing fundraising appeals		✓
	Supporting membership recruitment campaigns		✓
	Managing e-commerce and charity trading programmes		✓
	Experience in supporter development and managing donor journeys, including		✓

	organising engagement and stewardship events		
	Evaluating campaign results, using data to enhance effectiveness, and generating reports to inform decision-making	✓	
	Adhering to GDPR and PECR requirements (requiring associated knowledge)	✓	
	Experience managing budgets and working with external suppliers or contractors	✓	
	Trends in the fundraising sector, particularly in relation to Individual Giving and supporter experience		✓
	Cornwall Wildlife Trust's work for nature's recovery		✓
Skills	Proven marketing skills in campaign development, audience engagement, and content creation	✓	
	Excellent copywriting skills in crafting compelling content that drives engagement and support	✓	
	Strong organisational and project management skills	✓	
	Ability to manage multiple projects and meet deadlines	✓	
	Proficient in using Microsoft Office applications, CRM databases, web content management systems, social media and email marketing	✓	
Personal qualities	Exceptional interpersonal skills with a commitment to high standards of donor care and stewardship	✓	
	Role model for Trust values and behaviours	✓	
	Positive, can-do attitude, with a drive for continuous improvement	✓	
	Committed to the values and mission of Cornwall Wildlife Trust	✓	

ADDITIONAL INFORMATION

- **Physical Requirements:** This role requires an ability to undertake manual tasks, such as lifting, setting up event materials, and managing physical logistics.
- **Flexible Working:** May include the occasional evening and weekend work to deliver and/or support events.
- **Driving License:** A clean, full UK driving license is essential for event delivery and resource transportation as well as travel both locally and nationally to support with events. Must be able to drive Cornwall Wildlife Trust vehicles, which have capacity for transporting event materials.

WORKING CONDITIONS:

- Holiday (25 + BH)
- 3 days Christmas Business Closure for 2025
- 3-month probation period
- Pension Scheme (5% CWT / min 4% employee)
- Access to Employee Assistance Programme (EAP) upon completion of probation
- Travel expenses (45p a mile / use of Trust vehicle)
- Time off in lieu (TOIL) & flexible working

HOW TO APPLY

Please send your CV with a cover letter (outlining why you're interested in the position and how your skills and experience aligns to the person specific) to recruitment@cornwallwildlifetrust.org.uk by **midnight on Monday 11th August 2025**.

THANK YOU FOR YOUR INTEREST IN THIS ROLE. WE LOOK FORWARD TO HEARING FROM YOU.