



## JOB DESCRIPTION

# FUNDRAISING MANAGER



**SAVING SPECIES FROM EXTINCTION | [WWW.DURRELL.ORG](http://WWW.DURRELL.ORG)**

**DURRELL WILDLIFE CONSERVATION TRUST** is a Registered Charity with the Jersey Charity Commissioner, registered charity number. 1  
**DURRELL WILDLIFE CONSERVATION TRUST - UK** is registered in England and Wales. A charitable company limited by guarantee. **REGISTERED CHARITY NUMBER** 1121989  
**REGISTERED COMPANY NUMBER** 6448493 **REGISTERED OFFICE** c/o Intertrust Corporate Services (UK) Limited, 35 Great St. Helen's, London EC3A 6AP

**PATRON** HRH The Princess Royal **FOUNDER** Gerald Durrell, OBE, LHD **HONORARY DIRECTOR** Lee Durrell, MBE, PhD **CHIEF EXECUTIVE OFFICER** Lesley Dickie, PhD

# INTRODUCTION TO DURRELL

Durrell Wildlife Conservation Trust is an international charity working to save species from extinction. Headquartered in Jersey in the Channel Islands, Durrell focuses on the most threatened species in the most threatened places.

Established by author and conservationist, Gerald Durrell, in 1959, Durrell delivers its conservation mission through our three integrated core areas of operation.



**A centre of excellence  
in animal husbandry,  
research, training and  
education**



**Training future  
conservation practitioners  
and monitoring and  
evaluating conservation  
science which underpins  
all Durrell activities**



**Conservation action  
where it is needed most**

With a track record of 60 years, Durrell leads some of the world's longest running and most successful species and habitat recovery programmes. The quality of our work is equally as important as how we deliver it. Our values, underpin how we approach our work and the work environment we create.

# OUR VALUES

## PURPOSEFUL

We are clear on why we do what we do, are connected as an organisation, we understand and demonstrate enabling / delivery, we are passionate about what we do and work tirelessly to achieve it.

## ACCOUNTABLE

We are accountable for our actions. we act with integrity and always have the best interests of the Trust at heart. We take it upon ourselves to update our knowledge and deliver excellence, and our ethics are of the utmost importance.

## SUPPORTIVE

We develop and encourage our staff, we work as a team, work well with other departments and trust and respect each other. We promote a learning culture, treat people fairly, encourage diversity in the workplace, and value the opinions and views of others.



# JOB PURPOSE

Durrell are seeking a passionate and motivated Fundraising Manager with a track record for meeting and exceeding income-generating targets; to lead on the development and management of individual giving, membership, seasonal campaigns and community fundraising.

This role is responsible for leading a team focused on generating vital unrestricted income, by ensuring the delivery of effective and inspiring supporter care to achieve Durrell's ambitious strategy to Rewild our World. In addition, they will support the development of campaigns to support projects including capital projects at Jersey Zoo, specific asks for Rewilding Sites and our training programmes.

The Fundraising Manager will have experience of individual giving, community engagement and leading on campaigns as well as a good understanding of data, research, donor stewardship and communications. The post-holder will be working closely across the fundraising team to contribute towards the delivery of the charity's strategic, operational, and departmental plans.

**FUNDRAISING MANAGER**

**DEPARTMENT**

Communications & Fundraising

**REPORTS TO**

Director of Communications and Fundraising

**CONTRACT**

Permanent

**LOCATION**

Jersey



# KEY RESPONSIBILITIES

- Manage our membership programme, including monitoring recruitment and retention to ensure this vital income stream is protected.
  - Manage our Regular Giving Programme:
    - Grow regular giving to provide a sustainable source of unrestricted income.
    - Identify opportunities, both on and offline, to recruit new regular givers and work with Communications team to develop messaging.
    - Develop inspiring supporter journey and regular communications to retain regular givers and increase their support.
  - Oversee the Supporter Care team to ensure efficient, yet personal approaches to working, adopting systematic processes that use supporter data to drive performance and supporter experience.
  - Ensure that tax reclaim processes are up to date with both HMRC and Government of Jersey.
  - Oversee Community Fundraising by developing a strategy to support and steward those that raise funds for us; this includes supporting the Events Manager on communications for participants in Durrell events.
  - Identify opportunities at Jersey Zoo to make asks around membership, regular giving and other campaigns.
  - Take the lead on co-ordinating campaigns and work with the Communications Team to create content and develop promotional tools.
  - Work with the Data Manager to continually develop use of the CRM database. Ensure that all records that relate to members, regular givers, donors below £500 and community fundraisers are up to date, enabling effective reporting and communications.
  - Work with the wider Communications and Fundraising Team to identify potential new fundraising platforms and initiatives.
  - To be a passionate ambassador for DWCT, always maintaining the highest level of professionalism.
  - To contribute to the wider Fundraising team, taking a proactive approach to working in a high-performing and collaborative environment.
  - To provide support to the Director of Communications & Fundraising, including any other activity deemed necessary to conform to the requirements of the Trust.
  - Work closely with the Communications Manager and Head of Commercial regarding Visitor Centre, PR and Marketing activities.
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# BEHAVIOURS

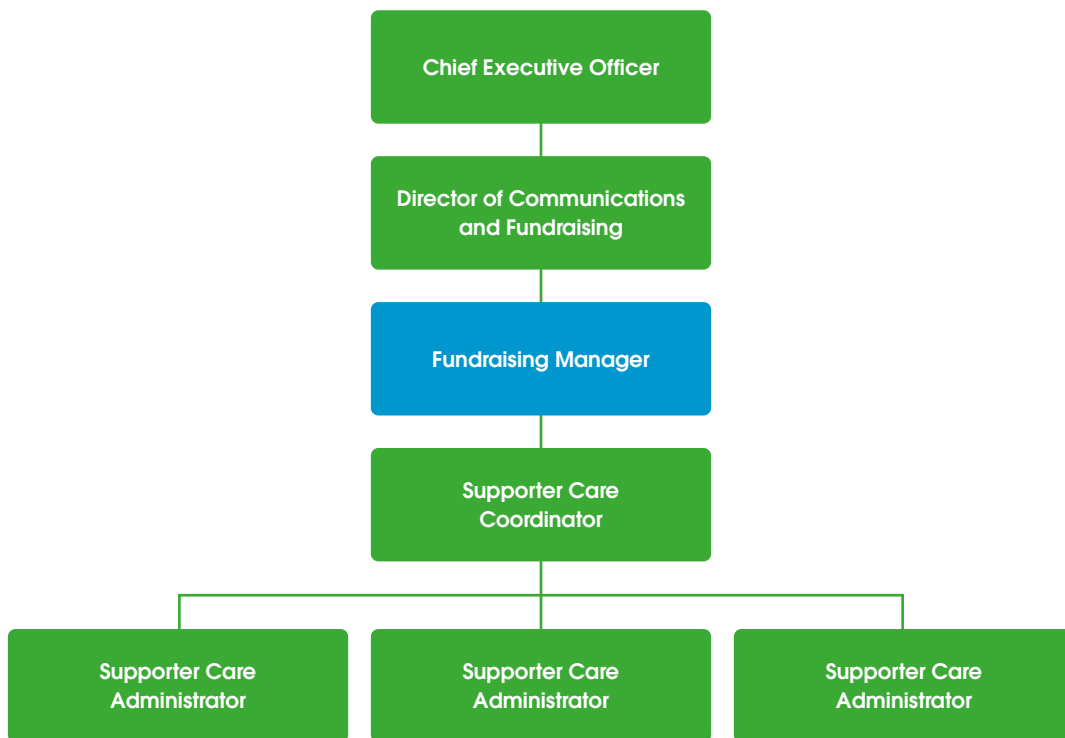
- Strong relationship building and collaborative skills with confidence to influence at all levels.
- Positive team player with a professional, solution focused attitude.
- Respectful of the opinions of others and willingness to collaborate.
- Accountable for own responsibilities.

# KNOWLEDGE, SKILL AND ABILITY

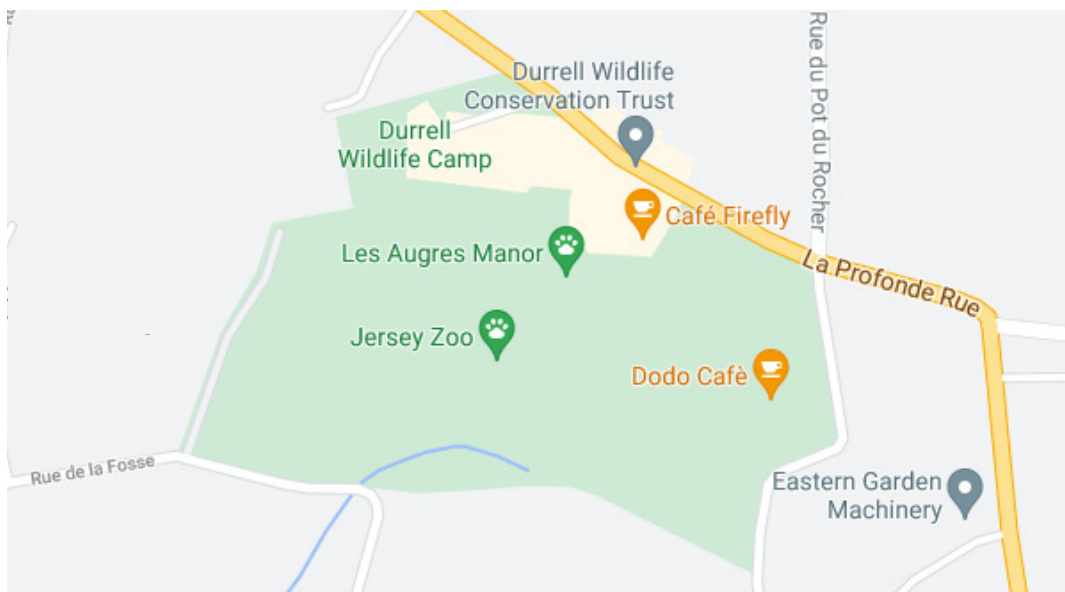
- Proven experience in a similar role; demonstrating success by delivering targets across different income streams as well as producing engaging communications and inspiring supporters and your own team.
- Excellent people management skills including appraising, objective setting and developing a skilled, passionate and motivated team.
- Relationship building experience across diverse stakeholder groups.
- Excellent written and verbal communications skills with the ability to produce inspiring and engaging supporter communications.
- Strong relationship building and collaborative skills with confidence to influence at all levels.
- Good analytical abilities and a keen eye for detail.
- Ability to understand and generate budgets.
- Demonstrable ability to manage and prioritise own workload, prioritise multiple tasks, work under pressure and within tight deadlines.
- Experience of managing supporter data through a CRM system (RE/NXT would be an advantage).
- Good understanding of the fundraising sector and individual giving / community fundraising in particular.
- High standard of computer literacy (Excel, Word, Power Point and Outlook and the Internet).
- Positive team player with a professional, solution focused attitude.
- Excited to work as part of a team of like-minded, passionate people who are inspired to make the world wilder, healthier and more colourful.
- Passionate about conservation and Durrell's mission to save species from extinction.
- This role is responsible for managing the following positions:
  - Supporter Care Coordinator
  - Fundraising Finance Officer
  - Data Manager



# TEAM ORGANOGRAM



## OUR LOCATION



Durrell Wildlife Conservation Trust, Les Augres Manor,  
La Profonde Rue, Trinity, Jersey, JE3 5BP