

Job Title	Head of Fundraising
Responsible to	Managing Director
Responsible for	Assistant Individual Giving Manager, Fundraising Stewardship Executive, Fundraising Executive

Location: Primarily on site at Port Lympne Hotel & Reserve with the option for one day a week home-based working.

Hours: Full-time, 37.5 hours per week (Permanent). **Salary:** £50,000 - £55,000

Overview

The Aspinall Foundation's mission is to prevent the extinction of endangered animals. Our overseas project teams work with communities and Governments in Gabon, Congo, Madagascar, South Africa, and Java to develop a balanced and sustainable future with wildlife and people living harmoniously side by side. By working in partnership with our two wild animal parks in Kent we have rewilded hundreds of captive-born endangered animals back to their natural habitat to support and restore native wild populations.

Key Responsibilities include:

I. Strategy and planning

- Develop, oversee, and actively lead the implementation of a new fundraising strategy which exploits a range of fundraising opportunities, maintains sustainable income streams, and builds the organisation's voluntary income capacity to meet its aims and objectives.

II. Leading and inspiring

- Line manage the Assistant Individual Giving Manager, Fundraising Stewardship Executive, and the Fundraising Executive, leading by example and ensuring they have the skills and resources to achieve their objectives
- Lead and inspire the fundraising team to maximise income and engagement, work alongside the Team to produce strong and compelling fundraising campaigns and appeals across a range of media.
- Work effectively alongside the Park's Marketing Team to develop and coordinate mutually beneficial communication campaigns.

III. Direct Marketing

- Work with the Assistant Individual Giving Manager to foster a data-driven, insight and marketing-led approach to fundraising.
- Plan and deliver a range of campaigns and appeals across multiple mediums, utilising a hands-on approach to ensure effective proposition development, targeting, copy writing, and communication delivery.
- Lead the Fundraising Team to build and maintain effective strategies to find new donors, reduce attrition, reactivate, and upgrade supporters across key income streams such as Committed Giving, Adoptions, Legacies, and the Lottery etc.

IV. Events

- Provide direction and support for the Fundraising Stewardship executive in the development and delivery of a range of virtual and in-person stewardship and fundraising events, including runs, dinners, webinars and any other events as necessary.
- Ensure a focus on converting event participants to donors and regular committed givers.

V. Relationship Management

- Work effectively with the senior leadership team to identify, map, develop and steward a network of potential major donors and unlock high net worth opportunities with a focus on delivering against the long-term strategy for growth.
- Work closely with the senior leadership team on multifaceted corporate relationships that cover income, cause-related marketing, brand awareness raising and donations.
- Lead the Fundraising Team to deliver exemplary donor care through effective stewardship, mobilising support from other teams where appropriate.
- Work across the organisation to create an internal culture of fundraising.

VI. Reporting and Financial Management

- Lead the Fundraising Team to deliver regular reporting and updates to provide a suite of information to monitor and evaluate fundraising activities, providing a data-led context for continuous improvement.
- Work to ensure accurate management accounts, budgets and forecasting are in place, and ready these for submission to The Aspinall Foundation's Board of Trustees

VII. General and other duties

- Ensure all fundraising activity complies with the Fundraising Regulator's Code of Fundraising Practice, the Telephone and Mail Preference Services GDPR, PECR, and HMRC Guidelines for Gift Aid and other relevant regulations.
- Proactively seek out and identify new fundraising trends and developments.
- Undertake appropriate continual professional development in relation to job responsibilities and to ensure the fundraising team does the same.
- To undertake any other duties, as required.

Your knowledge, experience, skills:

Knowledge and qualifications	<ul style="list-style-type: none"> • Knowledge of current trends, resources and information related to fundraising • Strong working knowledge of Charity Law, Data Protection, Fundraising Code of Practice, and other relevant standards across the sector
Essential Experience	<ul style="list-style-type: none"> • Evidence of having led substantive, successful, income generation campaigns, preferably as a Head of Department • Confidence in creating and implementing a fundraising strategy • Background in developing and overseeing Individual Giving programmes, including acquisition, retention and reactivation campaigns, both digital and direct mail • Track record of leading projects and managing productive relationships with internal and external stakeholders • Experience of managing and delivering against budgets, reporting on KPIs, variances and re-forecasting • Leadership and line management experience - supporting individuals to achieve their potential and teams to create change and new ways of working • An excellent networker, engaged in all matters of fundraising and committed to the highest and most sustainable standards of practice
Desirable Experience	<ul style="list-style-type: none"> • High value (major donor and corporate) fundraising experience • Knowledge of animal conservation
Skills & personal attributes	<ul style="list-style-type: none"> • Good people management skills with the ability to coach and develop staff • Good presentational skills, with the ability to build positive and high-value relationships across a range of sectors, individuals and organisations • Highly effective written and verbal communication skills, with the ability to persuade, influence and negotiate effectively • High analytical capacity, with the ability to use analysis to find and promote solutions • High level of financial literacy, able to think and plan strategically with an organisation's resources • Strong project management skills • Confident in decision-making and creative problem solving • Strong IT skills including substantial experience of using fundraising CRM systems • Positive, empathetic, patient, polite and friendly manner • Responds quickly to changing demands and demonstrates strong skills in prioritisation and time management • Leads and drives work forward with minimal direction
Special requirements	<ul style="list-style-type: none"> • A high degree of personal flexibility to accommodate a varying workload with the ability to work outside core hours on occasion