

WCMC



**AD1428 Senior Fundraising Officer
Development and Communications
Application Pack**



ABOUT WCMC

WCMC is a UK-based registered charity that operates in seamless collaboration with the UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC).

UNEP-WCMC is a specialist Centre on biodiversity, and nature's contributions to society and the economy. The Centre is confronting the global crisis facing nature through its unique position in ensuring science, knowledge and insights shape global and national policy, and by working with partners around the world to build capacity and create innovative solutions to environmental challenges. The Centre uses its position as a respected custodian of powerful and trusted environmental data to create positive impact for people and nature.

"We are in a make or break decade for nature with WCMC set to play a pivotal role in ensuring humanity finally begins to reverse the catastrophic loss of biodiversity globally."

Jonny Hughes, WCMC CEO



Thank you for your interest in the role of Senior Fundraising Officer within the Development and Communications Team.

The UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC) is a global Centre of expertise on nature.

The Centre operates as a collaboration between UN Environment Programme and the UK registered charity WCMC. Together, we are confronting the global crisis facing nature. We do this through collaborating with partners around the world to create innovative solutions to environmental challenges.

In 2020 UNEP-WCMC established a new fundraising strategy with the goal to diversify and grow our income, initially focussing on trusts and foundations and major donors. We also began driving a change in the way grants from statutory and institutional funders are coordinated to consolidate our success in this area. In just three years we have managed to significantly grow our fundraising portfolio, securing more than \$13million in new funding from philanthropic grants and donations, and dramatically improving success rates with both EU and UK government funding.

We now have an exciting opportunity to build upon this success and secure more funding to support the implementation of UNEP-WCMC's strategy.

The Senior Fundraising Officer will be responsible for leading the implementation of the fundraising strategy for UNEP-WCMC, which will focus on trusts and foundations, institutional funders, and major donors. You will manage a team of fundraisers who will work with our impact and innovation teams to coordinate fundraising approaches across the organisation.

ABOUT THE TEAM

The Development & Communications Team increases the visibility and reach of (and secures funding and resources for) the critically important work of UNEP-WCMC. We build the awareness and profile of UNEP-WCMC as a global Centre of Excellence on biodiversity and nature's contribution to society and the economy. Our goal is to maximise the impact of the Centre's work to deliver transformative change for people and planet.

Our growing team of 11 people encompasses fundraising, communications, events, strategic impact monitoring and marketing. Together we work with all of the impact and innovation area teams across the Centre, and with partners to build the knowledge, tools and capacity needed to design, fund, promote and deliver our projects as well as monitor the collective impact of our efforts.



ABOUT THE ROLE

Job Description

Main Purpose of the job

The Senior Fundraising Officer will be responsible for leading the implementation of the fundraising strategy for UNEP-WCMC, which will focus on trusts and foundations, institutional funders, and major donors. You will manage a team of fundraisers who will work with our impact and innovation teams to coordinate fundraising approaches across the organisation.

Key Areas of Responsibility

Fundraising Strategy:

- Support the Head of External Affairs to continue to develop the Centre's fundraising strategy.
- Coordinate the implementation of the Centre's fundraising strategy for trusts and foundations, institutional funders, and high net worth individuals.
- Lead the process of tracking and evaluating progress on an annual basis against the organisational strategy and annual budgets.
- Ensure an ongoing pipeline of new funding opportunities which are fully researched to establish best project fit and most effective method of engagement.
- Work with the fundraising team, finance, and our impact and innovation teams to identify projects with funding shortfalls and institutional strategic priorities which will direct specific fundraising activities.
- Work with our fundraising and impact and innovation teams to ensure the coordination of fundraising approaches across the Centre.

Team Management:

- Oversee the day to day management of the fundraising team including managing workloads, allocating prospect portfolios, and delegating key tasks.

Relationship Management:

- Personally manage a portfolio of trusts and foundations, institutional donors and major donors ensuring individual relationships are managed effectively.
- Develop individual cultivation and solicitation plans for funders and manage their implementation to raise maximum income for UNEP-WCMC.
- Work with our impact and innovation area teams to develop accurate and compelling communications for funders including written proposals, presentations, reports, and online information.
- Work closely with the Head of External Affairs, WCMC CEO, UNEP-WCMC Director and Deputy Director, and other colleagues to support the development of high value relationships with foundations, institutional funders and major donors, and to identify key contacts within their networks.

ABOUT THE ROLE

Job Description

Relationship Management (continued):

- Oversee the management of our CRM database and ensure its effective administration, including for prospect management and tracking of key performance indicators.
- Adhere to relevant fundraising legislation, including compliance with the Fundraising Regulator's guidelines.
- Ensure adherence to Data Protection legislation and UNEP-WCMC policies and procedures relating to the processing and storing of data.

Other Duties:

- Keep abreast of key fundraising trends and issues and the regulatory environment around fundraising, ensuring that standards are set, procedures followed, and issues acted upon or communicated to all staff and others as appropriate.
- Stay abreast of current conservation practice through constant liaison with our impact and innovation area teams, and attending seminars, team meetings etc. as relevant.
- Assist in the planning and implementation of opportunities to engage with donors e.g., fundraising events, seminars, conferences.
- Undertake any other duties as may reasonably be required in this position.

Person Specification

Qualifications/Education

Essential:

- Demonstrable experience working in a role leading fundraising for an organisation.

AND;

- Relevant degree or equivalent.

Experience

Essential:

- Demonstrable experience of successfully securing 6 and 7 figure grants from trusts, foundations and institutional/statutory donors, including through relationship building and in writing.
- Demonstrable experience of developing and implementing organisational fundraising strategies aimed at trusts and foundations, institutional donors and major donors.
- Demonstrable experience of managing a team.
- Experience in grant management and reporting.
- Experience of leading prospect pipeline development and meeting ambitious targets.
- Experience of using CRM databases for managing trusts and foundations and/or major donor relationships.

Desirable:

- Experience of principles of project development and management, including the preparation of budgets, theories of change and logical frameworks.
- Experience of setting up systems to track and evaluate fundraising success and pipeline development.
- Experience in securing funds from the US, mainland Europe and international foundations.

Skills

- Excellent spoken and written English.
- Excellent interpersonal skills, including listening and negotiating skills with an ability to present detailed information in an informative and compelling way.
- Demonstrated ability to present complex concepts in ways that are understandable and to write engaging content without losing accuracy.
- Good leadership skills and the ability to motivate and develop staff and external stakeholders at all levels.
- Highly organised with excellent time management skills and the ability to manage multiple conflicting priorities and demands, and negotiate with colleagues to ensure deadlines are met.
- Strong relationship building skills and the ability to influence externally and internally.
- A keen eye for detail.

Type of Person Required

The successful candidate will have a passion for conservation and the environment.

They will be a natural communicator who will enjoy building strong relationships internally with our impact and innovation area teams, and externally with donors and other influential connections.

With a meticulous attention to detail and quality, they will excel in developing impressive and compelling written and verbal proposals and presentations for prospective donors. They will have a proactive approach that is impact focused and the drive, resilience and flexibility to achieve successful fundraising outcomes.

They will thrive in a fast-paced working environment with multiple deadlines and demands. A collaborative team player, they will be happy to share ideas, take constructive feedback and support additional work when required.

OUR OFFER

Job Title: Senior Fundraising Officer

Team: Development and Communications

Reporting to: Head of External Affairs

Job Reference: AD1428

Start date: ASAP

Shortlisting notes: Pre interview test and presentation as part of the interview format

Salary: Up to GBP 38,000 to GBP 44,000 per annum, depending on skills and experience

Contract: Permanent, full time 37 hours a week

Location: The post holder will be expected to reside in the UK. We have a flexible hybrid working policy in place, for further details, please see below. We are usually able to offer visa sponsorship to the preferred applicant.

This is not a United Nations Post. This position is with the charity WCMC, working in collaboration with UNEP.

As a minimum we aim to match market rates for the conservation charity sector in Cambridge and invest a lot of effort to benchmark our salaries, ensuring that people are rewarded fairly for their role. To add to this, we offer some great benefits - here are the highlights:

- 12% non-contributory pension after 1-year of service (8% after three months).
- Annual cost of living increase and regular salary reviews.
- Good opportunities for progression and promotion around a fifth of staff gaining promotion annually.
- Flexible hybrid working policy which allows multiple combinations of home, office and remote working, including working from anywhere in the world for up to six weeks. The WCMC Flexible Working Policy is a pilot scheme, whereby employees are required to attend the Centre (office) in person for a minimum of 2 days a month. All employees MUST reside in the UK and live within a suitable distance of Cambridge to attend the office in line with the Flexible Hybrid Working Policy.
- Life assurance against death in service (4X annual salary).
- Company sick pay which increases with term of service.
- Generous annual holiday allowance of 25 days (FTE), increasing by one additional day each full calendar year worked up to 30 days.
- Scheme to buy or sell annual leave where staff can choose to 'buy' annual leave days or 'sell' unused leave.
- Generous maternity leave, shared parental leave and adoption leave policies that cover 18 weeks at 90% pay after a qualifying service period. Also four weeks paid paternity leave and one week paid grandparents leave.
- Unpaid sabbatical scheme which applies after at least 12 months continuous service with WCMC.
- Free parking at the Huntingdon Road office.
- Eye test costs covered and a contribution of £50 towards prescription glasses if your optician agrees that you need them for VDU use.
- Excellent training and development opportunities, designed for every career stage, with five days minimum training annually for every employee. This can be used flexibly for training courses, attending conferences, webinars or workshops, coaching and mentoring, shadowing or practicing skills or reading.
- Cycle to work Scheme which helps spread the cost of purchasing a new bike.
- Fantastic shared social space and kitchen facilities with free tea and fresh coffee.
- Employee assistance programme and bereavement line to offer help and advice to staff and their families on matters related to wellbeing, finances, relationships, family and more. This includes a number of free counselling sessions if they are needed.
- Brilliant social committee which organises regular fun events and social gatherings.
- Caring Staff Liaison Committee that listens and makes recommendations on continuously improving the working experience for staff.
- Focus on environmental sustainability kept in check by our Environment Committee.
- Free annual flu vaccine.
- Interest free study loans (subject to conditions).
- A diverse and inclusive workplace with over 40 nationalities represented on the staff.

Training

Our aim is to do our best for every person who works for us, so that they build their skills and knowledge over their career with us, and when they leave (some never do!) they are better placed to move onto the next stage of their career.

We have a comprehensive induction programme that spans the first 6 months including what's critical in the first week, first month, and then monthly afterwards.

- We encourage everyone to use 5 days for their own personal development each year;
- Standard training courses which include: management development; coaching culture; resilience; negotiation; pitching and closing a deal, for example.
- We also design our training and performance development reviews and organise bespoke training courses that meet the skill gaps in the organisation and fulfil the training needs of the people within it.
- Peer-to-peer learning from our community of experts, taking advantage of the breadth and depth of knowledge and experience across the organisation.
- Internal and external invited speakers, workshops and talks that anyone can join or initiate.

UNEP-WCMC Strategy

UNEP-WCMC delivers its strategy through four independent impact areas which are complemented by three cross cutting innovation areas.





The people

We have around 230 amazing people who make up our organisation. We are a really friendly bunch of professionals and do not think a single person has ever left the organisation without saying that it is the people that make the organisation fantastic and how much they will miss them when they leave. We truly do have world class scientists and professionals!



The culture

The WCMC culture is very supportive. There are lots of ups and downs in life, and we want to support our people through the difficult patches, so they can flourish again. We have a free employee assistance line that is available to all employees and their families and offers 6 remote counselling sessions and other advice services.

We have redesigned our kitchen and library to make a fantastic social space where you can have a quiet chat or a loud lunch with your colleagues! We have lots of outdoor space including a wildlife pond, which is a popular area for outdoor meetings and relaxation. We also have tea every Wednesday afternoon, with locally homemade cakes and catch up with everyone and everything that is going on at WCMC.

We are affiliated with Cambridge University, and have rooms in the David Attenborough Building that we can use when we wish. UNEP-WCMC is also a member of the Cambridge Conservation Initiative and we often collaborate with our CCI colleagues in our work.

WCMC attaches great importance to addressing safeguarding and ethical considerations in all activities carried out by its staff, including where partner organisations or individuals are part of the delivery of our work. This includes children and vulnerable adults in the community who may be vulnerable to abuse. WCMC acts with integrity, is transparent and expects applicants to share the same values.



Diversity

We really take our diversity seriously, as we operate globally and need to have the people perspectives within the organisation, to fully understand our clients and partners that we work with. Our aim following the introduction of the points based immigration system was to increase our diversity not only in our range of nationalities, but in all protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex).

WCMC has a sponsorship licence and always take the best candidate for the role from a whole range of applicants and offer sponsorship to those that require it. We have people that have worked for us for more than 30 years, and our fantastic internships often attract the best and brightest graduates.

HOW TO APPLY

If you are looking for a rewarding and motivating post, we want to hear from you.

Please complete our [application form](#) and send it together with your [2 page CV](#) and a [short covering letter](#) through this [link](#).

We screen candidates based on skills and experience and not their personal details.

Please do not include a photograph on your CV, and note that any applications which include a photograph may be automatically rejected.

Closing date: 02nd August

Interviews: Likely to commence the week of 31st July 2023



WCMC

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www.unep-wcmc.org