**Job Description**

**Head of Fundraising | Salary £55,000 | Grade 4 | full-time | London - Hybrid**

**Contract Type:** permanent (35 hours per week), 4% employer pension contribution; 25 days annual leave plus Bank Holidays. Hybrid working negotiable

**Background**

We investigate and campaign against environmental crime and abuse. Our focus is the protection of wildlife, forests, ocean and climate. We turn the evidence we gather in the field into hard-hitting reports targeted at authorities who can make a difference, and campaign for new legislation, improved governance and effective enforcement to achieve systemic change.

As we embark on developing a bold and ambitious strategy to support EIA’s expansion in line with our new Theory of Change, it is an exciting time for a new Head of Fundraising to contribute to the new organisational strategy and begin a new five-year fundraising cycle.

The Head of Fundraising will provide the necessary vision, leadership, and fundraising skills to enable the organisation to achieve its fundraising targets and organisational development programme.

They will have substantial fundraising experience, a talent for building relationships and a proven track record in securing funds from grant-making trusts and foundations (UK and International); statutory sources (both UK and European); individual major donors and they will have experience of developing and using digital fundraising techniques. They will lead a small and focused team and be a member of the Senior Management Team of the organisation, working closely with Directors, other Senior Managers and Trustees.

A natural communicator you will represent EIA and produce compelling and persuasive messages about the organisation and its work.

**Job Description**

**Reports to**: Executive Director

**Line Manages**: Trust and Statutory Funding Manager, Individual Giving Manager, Fundraising Assistant, Fundraising interns/volunteers

**Objective**

The fundraising strategy introduced in 2017 by the current Head of Fundraising has considerably improved the impact of our public fundraising and has substantially increased EIA’s unrestricted income and overall fundraising return on investment.

The new Head of Fundraising will continue building on recent years’ successes while evolving the current fundraising strategy to support the new organisational strategy and core funding needs. They will sustain, creatively develop and grow a comprehensive and effective fundraising programme which will enable EIA to achieve full cost recovery.

**Responsibilities**

**Senior Management**

The Head of Fundraising is a member of EIA’s Senior Management Team and as such the post-holder will be expected to play a proactive role in the management of the organisation, including:

* Organisational strategic planning
* Organisational development
* Income and expenditure budget planning and management
* Advising members of SMT on the availability of funds and the viability of obtaining funds to support campaign initiatives
* Attending Finance Committee meetings to report on grant applications status and other fundraising matters

**Financial Planning and Budget Management**

* Produce cost-effective budgets to achieve action plans
* Meet agreed Fundraising department income targets
* Develop and maintain income tracking and evaluation systems (inc. ROI analysis) and keep within agreed Fundraising expenditure budget
* Oversee grant management systems for reporting purposes
* In collaboration with Campaigns budget holders and the Finance department, ensure full cost recovery from all grant applications

**General fundraising management**

In line with Board agreed organisational objectives and strategy:

* Lead the annual Fundraising department planning process to produce effective strategies to achieve income targets across the range of revenue streams.
* Identify new potential income streams and produce strategies to access these funds
* Produce integrated action plans ensuring effective use of available resources to meet income targets
* Coordinate all Fundraising department projects and maintain oversight of all team activities, and coordination with other departments
* Ensure the ThankQ database and funders folders are kept up to date
* As required, project manage specific fundraising campaigns
* Ensure that Fundraising team members and activities act within appropriate laws and regulations

**Trusts and Foundations**

In cooperation with the Executive Director, Campaigns Director, Campaign Leads and the Trust and Statutory Funding Manager:

* Oversee the management of the grant income programme
* Ensure effective coordination of all EIA contacts with funders
* Ensure production of high quality proposals, and effective reporting calendar
* Develop and maintain effective and professional relationships with key trusts and foundations, and philanthropists
* Research available calls for proposals and identify new funders
* Work with research agencies to identify prospects and develop engagement plans

**Digital Fundraising and Direct Marketing**

In collaboration with the Individual Giving Manager and the Communications team:

* Harness EIA’s growing and active Social Media presence for fundraising purposes
* Develop a digital fundraising strategy, leads generation initiatives and plans to support conversion campaigns
* Encourage the integration of digital fundraising with communications plans and the other channels used in the acquisition and retention of donors
* Oversee the development and execution of email marketing campaigns
* Develop fundraising initiatives for Facebook and other social media followers
* Project manage the delivery of digital fundraising projects to budget and on time
* Stay abreast of new developments in social media relevant to fundraising
* Develop and maintain an effective appeals programme, legacy marketing and administration
* Continue developing the donor acquisition programme
* Develop effective supporter journeys and communications materials for engagement, supporter care and donor retention

**Staff Management**

Line manage and develop the professional skills of the members of the Fundraising team:

* Agreeing objectives and work plans
* Managing workload and performance through one-to-one monthly supervision
* If required, plan and implement personal development programme for team members in all relevant skills
* Provide ad-hoc advice, assistance and training to Fundraising staff both formally and informally
* Undertake annual performance reviews with each line-managed person.

**External relationships**

* To act as an advocate for the organisation within the wider community and with funding bodies
* Manage contacts with agencies, suppliers and consultants
* Network with professional bodies (e.g. The Chartered Institute of Fundraising, BOND), NGOs and philanthropic organisations such as the Environmental Funders Network.

**Person specifications**

* Substantial experience in a similar senior role in the charity sector
* Creative and innovative thinker
* Excellent project management and planning skills
* Strong understanding of digital marketing and social media
* Broad and hands-on experience of running multi-channel public fundraising campaigns, ranging from donor acquisition, supporter engagement, legacy marketing and administration
* Demonstrable experience of building excellent relationships with high-net-worth individuals
* Experience in securing funds from trusts and foundations, and statutory sources
* Excellent written and verbal communication skills
* Solid knowledge of Charity Law and Fundraising regulations
* Strong EDI advocate
* Fully proficient in Microsoft SharePoint and Office 365
* Fully proficient in Fundraising CRM (ThankQ would be an advantage but not essential)

***Desirable Skills***

* Strong interest in or knowledge of wildlife trade and environmental issues
* Experience of working with people from a variety of cultures and countries.

EIA encourages applications from individuals of all ages & backgrounds. Appointment will be made on merit alone but candidates must be able to demonstrate their ability to work in the UK.

**Start date:** **ideally before 30 June 2022.** Alternatively, we would like the successful candidate to liaise with the current Head of Fundraising during a two-day handover process before 30 June.