



Head of Fundraising & Partnerships Recruitment Pack

KEY DETAILS

Role	Head of Fundraising & Partnerships
Salary	£52-58k (dependent upon experience)
Hours	Full time – 35 hours / week
Contract type	Permanent
Reports to	Deputy Director
Line management	Partnerships Manager
Location	Hybrid – minimum 3 days in our office in West London and remainder at home, arranging face-to face donor meetings wherever possible.
Working pattern	Standard 9.30am-5.30pm with ability to attend occasional evening events and potentially international travel.

WHITLEY FUND FOR NATURE (WFN)

WFN is a UK-registered charity that champions and funds outstanding grassroots leaders working to conserve wildlife and support communities across the world. Since our founding in 1993, WFN has channelled £26 million to more than 230 conservation leaders in 84 countries across Africa, Asia and Latin America.

Our Award winners are courageous, locally-rooted changemakers delivering science-based, community-driven solutions that create lasting benefits for wildlife, landscapes and people. We provide more than funding. Through Awards, training and strategic communications support, we raise the profile of our winners and amplify their impact internationally. We maintain close, long-term relationships with our grantees, helping to strengthen local NGOs and build conservation leadership capacity where it is needed most. We fund in regions where financial resources are often hardest to secure but where investment can deliver transformative impact.

Our annual income of £2.7m is raised through a diverse portfolio of family foundations, trusts, individual donors, corporate partners and international NGOs. WFN is governed by a dedicated Board of Trustees and delivered by a dynamic, mission-driven team committed to excellence and measurable impact. The charity benefits from the high-profile support of our Patron, HRH The Princess Royal, and Ambassadors including David Attenborough, Kate Humble, Tom Heap, Miranda Richardson, Danielle de Niese and Alastair Fothergill.

Together, we work to spotlight proven conservation solutions and ensure grassroots leaders receive the recognition, resources and networks they need to thrive.

ABOUT THE ROLE

Help some of the world's most inspiring conservation leaders get the backing they deserve.

We're looking for an ambitious fundraiser to become our Head of Fundraising & Partnerships at a pivotal moment for WFN. You'll help shape our fundraising strategy and drive this to grow and diversify our current £2.7m income to £3m over the next two years. You will lead our major donor fundraising (gifts over £20k) across philanthropists, trusts, foundations and corporates. You will own the full donor lifecycle, from finding new prospects through to solicitation and stewardship.

You'll work with our Patron, HRH The Princess Royal, and help turn the Whitley Awards ceremony, an evening for 400 guests in London, into a powerful moment for our supporters.

You will report to the Deputy Director and line-manage the Partnerships Manager, who looks after our wider donor stewardship. Working closely with the Director, Deputy Director and Board of Trustees, you will develop a strategy that protects our loyal donor base while growing income.

JOB DESCRIPTION

Fundraising Strategy

- Working with the Deputy Director, implement and develop WFN's Fundraising Strategy, identifying new initiatives to build and diversify our funding base, and developing compelling cases for support.

New Business Development

- Lead on identifying and pursuing new major opportunities from trusts, foundations, NGOs, corporates and high-net worth individuals (HNWIs) to achieve fundraising targets.
- Work with the Director, Trustees and Ambassadors to map and activate their networks, creating structured introductions to new prospects.
- Identify new sectors and markets to target (e.g. UK wealth advisers and DAF providers, the US market) and develop business cases to pilot them, setting out investment needed and potential return.
- Manage WFN's prospect pipeline ensuring there are sufficient prospects at each stage (identification, research, qualification, cultivation, solicitation).
- Submit funding proposals/applications to qualified new prospects and lead pitch meetings.
- Develop and negotiate contracts with new partners.
- Develop other new funding streams e.g. through legacies, JustGiving etc.
- Ensure due diligence is carried out on all new prospects and donors in line with WFN's Donor Acceptance Policy.
- Represent WFN externally at donor meetings and sector events such as conferences, philanthropy networks and conservation funder forums.

Relationship Management & Stewardship

- Build and develop relationships with existing major donors aiming to deepen and increase support wherever possible.
- Oversee donor reporting and proposal deadlines.
- With the Partnerships Manager and Head of Communications, develop new formats for donor reporting that save time and increase donor satisfaction.
- Support piloting of new 'Seeing is Believing' donor trips to WFN partners.
- Hold stewardship meetings with existing donors - face-to-face wherever possible, with Ambassadors, trustees, partners, Director or Deputy Director as appropriate.
- Work with the Head of Communications and wider team to ensure all outward-facing communications include content of interest and appeal to potential and existing donors.
- Lead WFN's annual matched funding campaigns (e.g. Big Give), including applications, securing match funding pledges, and donor engagement, to meet campaign targets.

Data, Reporting & Compliance

- Oversee the management of donor data – ensuring it is accurate, up to date and entered in a timely fashion onto the CRM (Salesforce) database. This requires close liaison with the Head of Operations and the Head of Finance.
- With support from the Head of Operations, produce data analysis and trend reports to better understand our donor profile and help identify further giving potential within the current donor base and to inform future strategy.
- In partnership with the Head of Finance, provide monthly income data to the Deputy Director, keeping clear sight on the team's delivery of the annual targets.
- Produce quarterly key performance indicators and narrative for reporting and review by the Deputy Director and the Board.
- Monitor sector trends and benchmarks, including fundraising return on investment, and recommend changes to strategy, if required.
- Ensure compliance with the Fundraising Regulator Code of Fundraising Practice, UK GDPR and data protection for donor data, Gift Aid rules, and the Charities Act.

Events

The Whitley Awards find, fund, train and spotlight outstanding grassroots conservation leaders. Finalists attend a week of training and events in London each spring, ending with a ceremony where WFN's Patron, HRH The Princess Royal, presents the Awards to 400 guests. All staff contribute to the success of this, and the Head of Fundraising & Partnerships is specifically required to:

- Work with the Deputy Director to ensure that the Ceremony week offers events that effectively engage and resonate with donors, communicate our impact, and encourage support.
- Lead targeted donor engagement before and after the Ceremony to convert interest into support.
- Identify and secure sponsorship for Awards Week.
- Organise pre-Ceremony reception for key supporters to meet The Princess Royal.

Throughout the year WFN holds other fundraising and engagement events, including intimate supporter dinners, winner talks and summits. Where the objective is specifically to raise funds, lead the donor strategy, set income and prospect objectives, and co-lead delivery.

High Profile Relationships

WFN works with a Royal Patron and several high-profile Ambassadors who support the work of the charity.

- Lead liaison with the Royal Palace and engagements for HRH The Princess Royal by submitting bids, supplying information requested by the Palace.
- Obtain Palace clearance on communications relating to WFN's Patron including quotes, e-letters, and films; draft speeches for HRH The Princess Royal and secure Palace approval.
- Work with the Deputy Director/Director to develop the Ambassador Programme, identifying new ambassadors who will help access new networks/pools of potential donors.

Management

- Line-manage the Partnerships Manager providing support, 1:1s, performance reviews and development.
- Manage the fundraising budget, following the charity's financial policy & procedures and report on income status to team.
- Contribute to organisational planning as a member of the Heads of Department/Management Team.

Other

- Share fundraising expertise with Whitley Award winners, for example during Awards Week training, and brokering introductions between donors and winners' projects.
- Collaborate with other teams to gather impact and evidence for donor proposals and reports.
- Other duties commensurate with the role, as reasonably requested.

PERSON SPECIFICATION

Essential

Values

- An interest in and enthusiasm for WFN's mission, and alignment with our values: acting with integrity, being data- and science-driven, working collaboratively and being ambitious.

Experience of

- Proven track record of securing six-figure gifts and growing income from a portfolio of major donors, across at least two of: trusts and foundations, corporates, and high-net-worth individuals.
- New business development, including building and managing a prospect pipeline and converting new prospects into donors.
- Managing an existing major donor portfolio
- Writing and delivering successful proposals and pitches, including negotiating partnership agreements and their terms.
- Developing and delivering a fundraising strategy or plan, including setting targets and managing a fundraising budget.
- Managing and developing staff.
- Planning and delivering high-profile fundraising or donor events.

Skills and knowledge

- Outstanding relationship-building skills with a wide range of partners.
- Excellent written communication, with the ability to produce engaging, personalised proposals and reports for different audiences.
- Confident presenting and pitching to senior and high-net-worth audiences, and influencing senior stakeholders such as trustees, ambassadors, patrons and leadership.
- Ability to use a fundraising CRM, analyse fundraising data and report clearly on performance to senior leadership and trustees.
- Knowledge of ethical fundraising and donor due diligence, and of the Fundraising Regulator's Code of Fundraising Practice, UK GDPR and Gift Aid.
- Exceptional organisational skills, with the ability to manage multiple priorities and deadlines, particularly during busy periods.

Desirable

- Experience of securing corporate sponsorship or partnerships.
- Experience of testing and evaluating new fundraising approaches, such as new markets, donor trips or US fundraising.
- Experience in the conservation or environment sector, or of working with international partners.
- Experience of using Salesforce.

WFN's VISION, MISSION, AND VALUES

Vision:

A future where communities and wildlife thrive together on a healthy planet.

Mission:

To halt and reverse the loss of Earth's biodiversity and wild places, working alongside local people. We achieve our mission by:

- Providing funding, recognition, and training to proven grassroots conservation leaders working across the Global South.
- Supporting the long-term growth and scale up of impactful conservation solutions backed by science.
- Raising the profile of conservationists' work and their ability to effect positive environmental change.

Values:

- **Integrity** – At WFN we act with integrity in all we do, fostering a culture that is responsible, uplifting, transparent, inclusive, and unified in achieving our mission while holding ourselves to the highest standards. We are accountable to the conservation leaders we champion and to the partners who support us.
- **Science-driven** - We support evidence-based conservation work across the Global South that is informed by the latest science and founded on community involvement. We monitor and evaluate the impact of our activities, publish our results, and use them to drive our future actions.
- **Collaborative** - We work collaboratively, actively seeking to partner and exchange learnings with others who share our vision. We foster collaboration among our international network of Whitley Award winning conservationists to enable the growth of proven conservation solutions and nurture their ability to effect positive change.
- **Ambitious** - We are ambitious; a pioneer in the field of funding grassroots conservationists, we seek to continually move the dial for environmental protection. We actively listen and respond to the needs of our award winners and think outside the box to catalyse impact on the ground. We aim high, celebrate conservation success, and remain optimistic about our future and the difference we can all make.

ADDITIONAL DETAILS

What we offer:

- Attractive annual leave - 28 days p.a. plus bank holidays.
- Hybrid working.
- Training and professional development opportunities.

- Pension Scheme and Life Assurance Scheme
- Enhanced Parental Pay
- Access to 24hr Employee Assistance Programme

Equality, Diversity and Inclusion (EDI)

At WFN we are committed to developing an inclusive and diverse organisation, in which everyone feels supported, valued, and able to be their full selves. We celebrate and respect diversity in nature and among the people and partners with whom we work. The environment sector needs to become more diverse, and so do we, if we are to achieve our vision.

As a small organisation we are committed to progressing and continuing development across EDI. We therefore strongly encourage applications from people who are Black, Asian or from minority ethnic backgrounds, disabled, LGBTQIA+, or from lower socio-economic backgrounds. Under the Disability Confident scheme, we guarantee a first-round interview for disabled candidates who meet the essential criteria.

Applications will be anonymised as part of our standard recruitment process so considered solely on your demonstrated suitability for the role. Please contact sarah@whitleyaward.org to discuss any additional support you may need to complete your application.

AI:

We understand that AI tools can reduce barriers to opportunity, but where possible, we encourage you to write your own cover letter so we can assess your writing skills and see the 'real' you. We may review how much of your application has been supported with AI tools. During the interviews, candidates are expected to respond independently without the use of AI tools.

HOW TO APPLY

This is a great opportunity to contribute at senior level within a dynamic, mission-driven organisation working at the forefront of global conservation. If you are an experienced fundraiser, align with our values and want to make an immediate impact, we would love to hear from you.

Apply via CharityJobs.com - by submitting your CV and a cover letter (max 2 sides) setting out why you would like to work with us and how you meet the person specification. Please add when you could start, if successful, and confirm you have the right to work in the UK. Please also upload a signed copy of our Candidate Privacy Notice, and complete the CharityJob Equalities Monitoring form.

Closing date: Sunday 1st November at 11pm. First-round interviews will take place online on 12th November, and second-round interviews will take place in person (London) on 18th November.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us by 15th November, please assume that you have not been successful on this occasion.

This role is not eligible for UK Visa Sponsorship. Only applicants who have the right to work in the UK at the time of application will be considered for this role.

Thank you for your interest in the Whitley Fund for Nature.