

Fundraiser

The logo for the John Muir Trust, featuring the words "JOHN", "MUIR", and "TRUST" stacked vertically in a white, serif font against a dark olive green square background.

Are you a talented individual looking to develop your career in a progressive conservation organisation? The reason the John Muir Trust exists – to conserve, protect and repair wild places for the benefit of everyone – has never been more important.

The John Muir Trust is recruiting three Fundraisers to lead on various aspects of the Trust's fundraising. You may have experience with one or more different income streams, but you will be motivated by a desire to meet ambitious targets and deliver for wild places. This is a unique opportunity to join the Trust's Income Generation team as it looks to build capacity and significantly increase income to support our exciting strategy.

The John Muir Trust is committed to working together to promote a more inclusive environment and we need a diverse team to realise this. Applicants are welcome from all walks of life with diverse backgrounds, cultures, perspectives, and experiences to support our work on behalf of wild places.

Main responsibilities

Key duties – lead responsibility will be split across the three roles

- Develop and project-manage multi-channel fundraising appeals, including identifying appeal topics, targets, key audiences, techniques, channels and mechanisms, and managing appeals budget.
- Manage all aspects of the appeal process, from writing compelling copy and creating appeal webpages and email appeals to liaising with designers and mailing houses and monitoring/reporting on progress.
- Ensure effective stewardship of individual donors and develop the offline and online donor journey to build engagement and loyalty, including regular donation updates.
- Contribute to major donor fundraising, supporting project and prospect development and stewardship of high value donors.
- Manage and develop the Trust's symbolic giving programme including product development, website updates and budget management.
- Lead on development and promotion of the Trust's members' and supporters' fundraising.
- Support expansion of the Trust's corporate fundraising, assisting with identifying targets, developing materials, and making persuasive asks for relevant projects.
- Manage and develop the Trust's Corporate Membership programme.
- Identify, oversee and develop all sources of digital income, including text-to-donate and contactless fundraising, researching and assessing existing channels and new opportunities, including initiatives to increase donor acquisition and regular giving.

- Develop funding bids, working with a range of colleagues to submit compelling proposals to individuals and other funders, ensuring approaches match their interests and priorities.
- Write reports and updates to keep donors informed of the positive impact of their support.
- Work with the Income Generation Director and the wider team to assist with other aspects of fundraising as required.

Person specification

Essential skills, knowledge and aptitude

- Demonstrable experience of successful fundraising from one or more funding stream: individuals (including appeals and major donors), corporates, or trusts/statutory funders.
- Knowledge and experience of appeals/campaigns and digital fundraising are especially desirable.
- Desire to develop skills and work flexibly across multiple funding streams as required.
- Excellent communication skills, including evidence of the ability to turn complex project information into persuasive fundraising content for various audiences.
- Experience of the charitable and environmental sectors, and basic understanding of the key land management and policy issues facing the Trust.
- Energy, enthusiasm and desire to meet ambitious targets and ability to work flexibly and creatively towards those targets.
- Ability to use initiative, plan and manage own workload and support others.
- Commitment to and sensitive communication of the Trust's core values and strategic direction.
- Awareness of fundraising legislation and data protection requirements including GDPR.
- Experience of working with external agencies and understanding of the creative process, including writing copy and briefs, design, print and fundraising protocols, would be an advantage.
- Excellent IT skills – experience with CRM systems, design tools and/or website CMS, and experience analysing data and creating reports, would be an advantage.

Qualifications

- Educated to degree level or equivalent – or evidence of continued professional development relevant to the role purpose and level.

Other details

Type of contract:	Permanent
Hours:	35 hours per week
Salary:	Grade B - from £25,001
Pension:	5% employer contribution to a group auto-enrolment pension scheme
Reporting to:	Income Generation Director
Location:	Flexible, with regular travel to Edinburgh or Pitlochry
Holidays:	34 days per year plus 2 'wild days' or 2 sustainable travel days

John Muir Trust standard terms and conditions of employment apply.

johnmuirtrust.org