



FUNDRAISING MANAGER

SALARY:	£30,000 PLUS CONTRIBUTORY PENSION
HOURS:	FULL TIME 37½ HOURS PER WEEK, INCLUDING SOME WEEKEND WORKING.
TERM:	PERMANENT
LOCATION:	LEOMINSTER/HOMEWORKER
REPORTS TO:	CEO

JOB SUMMARY

Fish Legal are seeking a highly motivated and talented fundraising professional to develop new income streams to support the work of the organisation in fighting for fish, fishing and the environment, making polluters pay and campaigning for better regulation and protection of our aquatic ecosystems.

The successful candidate will have proven track record of generating fundraising income from multiple sources. Ideally you will have a passion for angling, conservation and the water environment, but this is not essential.

Reporting to the CEO a key objective for the successful candidate will be to develop donation and legacy income as well as identifying and securing suitable grant-based opportunities. This role will focus on outbound activity and require experience in both face to face and remote communications and fundraising. Experience of managing donations and legacies with high-net-worth individuals, charities, foundations, trusts and the wider public will be necessary.

The role will involve office and remote working and collaboration with colleagues across different divisions of the organisations. This may include a degree of evening and weekend working on occasion and attendance at events as a representative of Fish Legal.

Fish Legal is a not-for-profit membership association which promotes and encourages the conservation and sustainable management of UK rivers, stillwaters and coastal waters and the role of angling within this. It uses the law to fight pollution and other damage and threats to the water environment on behalf of anglers, consistent with these objectives. It is united in a collaborative relationship with the Angling Trust, a representative body for anglers and angling in England and Wales. They are recognised by Sport England as the National Governing Body for angling and work in partnership with Natural Resources Wales and Visit Wales to deliver the Fishing in Wales programme.

PRINCIPAL OBJECTIVES AND MAIN DUTIES

The Fundraising Manager is responsible for:



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Item	Duties
1	<p>Fundraising</p> <ul style="list-style-type: none"> • Build sustainable, long term income streams across multiple channels • Develop propositions for both donations and legacies • Achieve and exceed targets and associated KPI's. • Isolate opportunities for fundraising and build propositions to develop these
2	<p>Communications</p> <ul style="list-style-type: none"> • Take an active role in communications with members and non-members via multiple channels and media. • Develop literature, advertising and promotional activities to support fundraising objectives • Represent Fish Legal at live events.
3	<p>Administration</p> <ul style="list-style-type: none"> • Manage and update the company CRM system with required information. • Undertake other duties related to the fundraising and communications functions.
4	<p>Evaluation & reporting</p> <ul style="list-style-type: none"> • Undertake reporting as required.

PERSON SPECIFICATION

The successful candidate will have at least the following essential attributes:

Attribute	Essential	Desirable
EDUCATION/ QUALIFICATIONS	<ul style="list-style-type: none"> ▪ A Levels or equivalent 	<ul style="list-style-type: none"> ▪ Degree qualified
EXPERIENCE	<ul style="list-style-type: none"> ▪ A proven track record of achieving and exceeding income targets 	<ul style="list-style-type: none"> ▪ Experience of working within a charity or not for profit organisation



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	<ul style="list-style-type: none"> ▪ A successful background in face to face and telesales/fundraising ▪ Excellent communication skills ▪ Proven ability to build strong, productive internal and external relationships 	
SKILLS & KNOWLEDGE	<ul style="list-style-type: none"> ▪ Hunger and drive to work within a fast-paced environment ▪ A strong communicator at all levels with good interpersonal skills, a high standard of written English, an excellent telephone manner. ▪ Experience in fundraising and legacy incomes ▪ Ability to work independently to achieve objectives ▪ Good administrative skills, including comprehensive skills in the use of Microsoft Office and Sharepoint 	<ul style="list-style-type: none"> ▪ Understanding of environmental issues related to conservation and water ▪ Sales training ▪ A good understanding of social media platforms and preparing suitable content (Facebook, Instagram, Twitter) to engage and grow the target audience.
QUALITIES	<ul style="list-style-type: none"> ▪ Self-assured, confident and capable ▪ Persuasive and influential ▪ Highly motivated, target driven and accurate ▪ Ability to work on own initiative alone and as part of a small team ▪ Able to identify opportunities and develop solutions 	
OTHER	<ul style="list-style-type: none"> ▪ Be willing to undertake further training and development as necessary. ▪ Able to work evenings and weekends on occasion. 	



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	▪ Valid Driving licence and access to own vehicle.	
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OTHER INFORMATION

Responsible to: The postholder will report to the CEO, who will conduct annual and interim reviews of performance against targets.

Location: Office with potential for proportion of home-working, ideally within one to two hours of Leominster.

Holidays and working hours: 23 days leave plus Public Holidays, accruing at 1 day per year of service to a maximum of 28 days. Time off in lieu may be accrued for weekend and significant evening working. 3 days of this annual leave must be taken between Christmas and the New Year. Minimum 37.5 hours each week, with flexible working hours. Internal candidates would retain existing annual leave entitlement.

Start date: June 2021.

Miscellaneous: the postholder will be provided with use of a laptop computer and mobile phone. Mileage may be reclaimed along with other out of pocket expenses on a monthly basis.