



## ROLE DESCRIPTION AND PERSON SPECIFICATION

### Philanthropy Officer

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#### BASE OF WORK:

Brooke House with regular travel across the county.

#### WORK HOURS:

37.5 hours per week. Occasional weekends and evenings, with time given off in lieu.

#### REPORTING TO:

Philanthropy Manager

#### CONTRACT OF EMPLOYMENT:

Permanent

## ROLE PURPOSE

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Suffolk Wildlife Trust is an inspiring and impactful organisation with a compelling vision for our county “[A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help](#)”.

In the decade to 2030, we are committed to scaling up our activities across the county, to bring nature back to Suffolk. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive – and for 1 in 4 people to be actively helping to achieve this.

As the Philanthropy Officer, the post holder will play a key role in achieving our ambitious goals for nature’s recovery in Suffolk by driving fundraising initiatives and fostering meaningful relationships with supporters. By creating engaging opportunities for philanthropy and delivering exceptional stewardship, the role will inspire and empower individuals and communities to contribute to our vision for 30% of Suffolk being connected and well-cared-for by 2030.

## MAIN RESPONSIBILITIES

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Every staff role has three key areas of focus known as the “Power of 3” to support our mission to bring nature back. Typically, you should expect to spend 80% of your time on these:

### 1) Exceptional supporter experience

- Provide a central force within the Philanthropy team, to support the creation of engaging fundraising opportunities and develop exceptional stewardship to ensure the donor’s experience is nurtured to ensure long term supporter relationships.
- As led by the Philanthropy Manager, support the delivery of creative supporter journey and retention programmes, that build long-term loyalty and value across philanthropy.
- Working with the Philanthropy Manager and Membership Manager ensure robust and accurate records are kept to support key audience segmentation and reporting, bespoke communication strategies and event attendance.

### 2) Grow the Major Donor and Legacy programmes

- Research and identify new major donor and legacy prospects from both internal and external sources.

- Work with the Philanthropy Manager to develop and deliver engaging and inspiring cultivation and stewardship plans.
- Work with the Philanthropy Manager to help plan and deliver a varied calendar of supporter events to deepen relationships and ensure supporters feel valued.

### 3) Individual Giving appeals and products

- Work with the Philanthropy Manager to plan and deliver exciting, multi-channel fundraising appeals that inspire and engage new and existing audiences.
- Help analyse appeal effectiveness, capturing lessons learned and support recommendations for the future.
- Support the Philanthropy Manager to develop and roll out new fundraising propositions and products based upon data and insights, including in-memory and prize-led fundraising initiatives.
- Ensure effective communication across all departments as programmes are developed and embedded.

Use your skills and experience to contribute holistically to the Trust's vision for a Wilder Suffolk.

## PERSON SPECIFICATION

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- A personal commitment to Suffolk Wildlife Trust's mission to bring nature back.
- Track record of supporting successful fundraising, sales or marketing activities and plans.
- Target driven with proven success of increasing income and engagement from supporters or customers.
- A confident communicator, with a flair for creating inspiring and compelling stories of impact.
- Good financial acumen skills for budgeting, event planning and ROI analysis.
- Track record of forging productive, collaborative relationships with a wide range of supporters and partners.
- Track record of excellent event planning and delivery.
- Excellent organisational skills and able to prioritise effectively.
- Excellent IT skills and using the Microsoft 365 environment including Teams and SharePoint.
- A supportive and approachable colleague with a high degree of personal integrity.
- Strong personal resilience and the ability to discuss sensitive topics (e.g. related to death).

## OUR CULTURE

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[Our organisational culture matters to us and enables us to achieve more for wildlife.](#)

Your role description explains the three key areas of focus of your role. What is equally important is how you do it. Suffolk Wildlife Trust is a gutsy organisation - we show courage, determination and spirit, learning from experience and embracing new ideas.

We are driven by our shared values and passion for nature and support each other – staff and volunteers - to be the best we can to deliver for nature. We constantly strive to communicate and collaborate brilliantly, representing Suffolk Wildlife Trust in a friendly, professional and well-informed manner.

## ADDITIONAL INFORMATION

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- The role may entail some evening and weekend working.
- The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Suffolk.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.
- A Basic level DBS check.

## **WILD ABOUT INCLUSION**

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Suffolk Wildlife Trust is committed to an inclusive and diverse workplace where everyone is welcome. As a conservation charity, we recognise the importance of diversity in both nature and our workforce of staff and volunteers. We strive to ensure that everyone feels valued and empowered to contribute to our vision of “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”.