



Yorkshire
Wildlife Trust

Director of Fundraising & Engagement Candidate Brief



ywt.org.uk

Welcome

Thank you for your interest in joining the Senior Leadership Team at Yorkshire Wildlife Trust at a pivotal time for securing nature's recovery. We hope the information we have put together about the Trust will encourage you to make an application for the role.

We are looking for a dynamic and experienced Director of Fundraising and Engagement, who will work across the Trust to shape compelling campaigns, supporter and visitor journeys which mobilise the powerful potential which volunteering and community organising offers, to take action for wildlife and to create a nature positive future.

You will have the hunger to tap into the significant fundraising potential and the confidence to cultivate and develop positive relationships with high-level contacts in companies, grant funders and among high-net-worth individuals. We are also looking for someone with an outstanding track record in securing major strategic grant funding and corporate partnerships and developing major donor programmes to ensure our programmes of work provide showcases of how nature can recover in Yorkshire.

You will be joining an established extended leadership team who have been working together for a number of years, diverse in thinking style and with deep commitment to our cause and the Trust's success. You will also work closely with our Trustee Board which is vibrant, engaged and supportive.

If you have the passion to make a difference, are a dedicated team player with the skills and experience we need, then please apply to help us create a diverse and inclusive team, committed to driving change for Yorkshire's wildlife and communities.



Rachael Bice

Chief Executive



About us

Yorkshire Wildlife Trust is one of the region's largest environmental charities; our mission is to **drive nature's recovery in Yorkshire** across our land and at sea.

We are one of 46 regional Wildlife Trusts working for nature and collectively forming the Wildlife Trusts, one of the largest collective national movements for wildlife in Europe.

Our vision is for **wildlife and people thrive together across Yorkshire's communities, land, rivers and sea**. We work holistically in nature; thinking globally, planning at regional and landscape scale, while delivering our work in partnership with local communities, caring for local wildlife together. Our dedicated team of staff (c.190) and volunteers (c.1000) work together, on behalf of all our Members (c.41,000), in every corner of Yorkshire to make this vision a reality.

Since forming in 1946 with our first reserve at Askham Bog, we now steward 115 nature reserves, which cover more than 3000 hectares of land and include some of our most precious wildlife. We also work extensively with other land managers, communities and businesses, to inspire, advise and deliver restoration work, supporting others too play their part in nature's recovery.

We are passionate advocates for Yorkshire's incredible wildlife and wild places. Join us and help create a diverse and inclusive team, committed to driving change for Yorkshire's wildlife, communities and a positive future.

Our 2024 comprehensive **State of Yorkshire's Nature report**, provides a baseline for tracking action across Yorkshire. In 2025 we will publish, **Bringing Yorkshire's Nature Back**, our 30 by 30 blueprint.

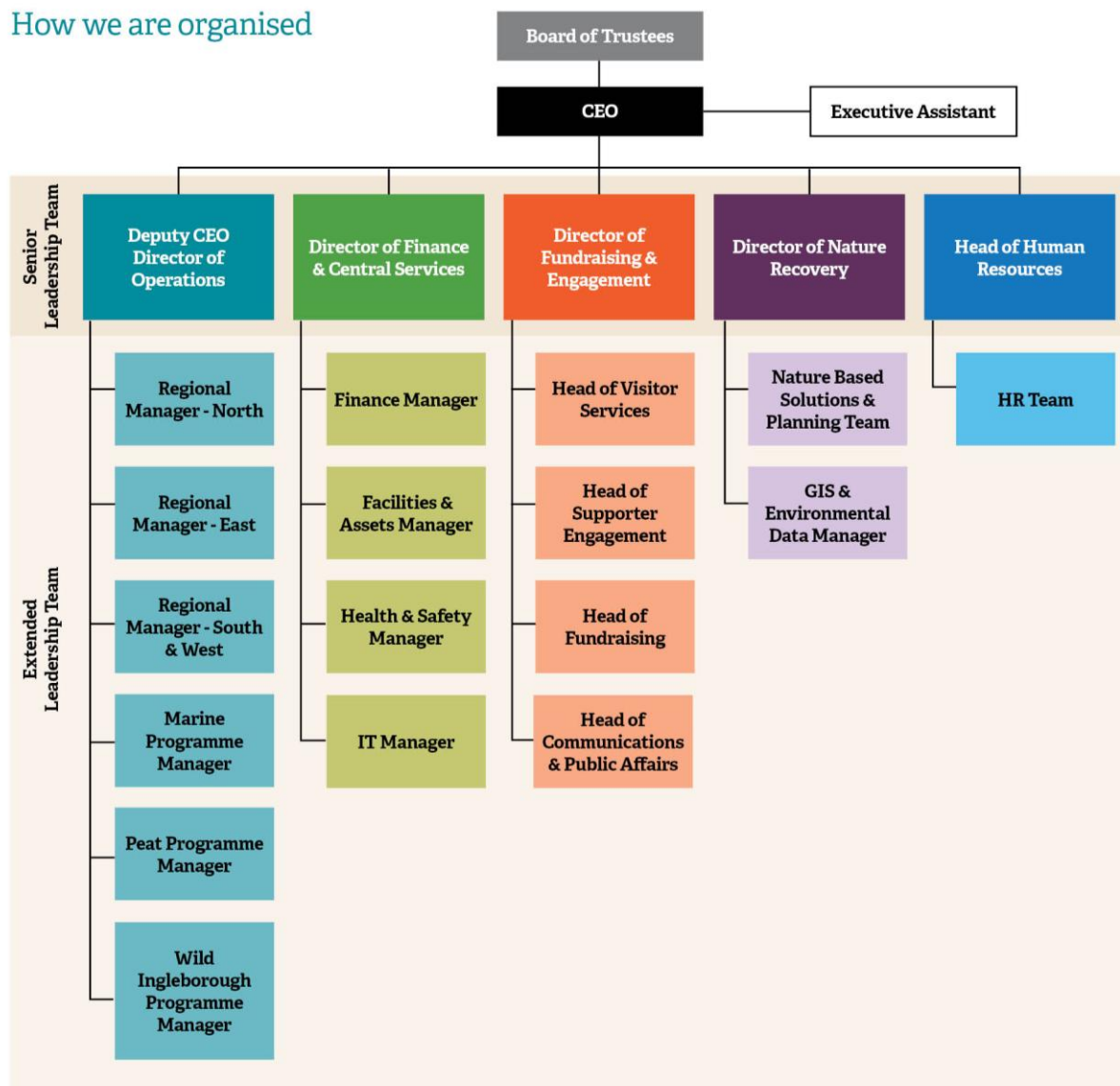
YWT 2030 is our charitable strategy and focuses on how we will play our part in delivering the 30% by 2030 goal set out in Bringing Yorkshire's Nature Back, through five headline ambitions - every role in the Trust contributes to the achievement of these goals.

- **Generating hope:** *We will show how Yorkshire's nature can be restored and protected for future generations, through compelling evidence, case studies and campaigns for change.*
- **Building power:** *We will work together with a diverse network of members, supporters and organisations, to build the collective capacity, influence and resources to stand up for nature.*
- **Taking action:** *We will be at the heart of a coalition taking sustained action to ensure 30% of land, rivers and sea are positively managed for wildlife by 2030, enabling nature's recovery and adapting to climate change.*



- **One Trust:** Our trust is inclusive, integrated and innovative. Our diverse teams work collaboratively, enabled through digital technology and commitment to personal & professional learning.
- **Resourced and resilient:** Our finances are resilient and balanced, with income secured from a diverse portfolio of sources. Our work programmes are carefully designed and risks effectively managed.

How we are organised



Director of Fundraising & Engagement

Job Description

Responsible for	Head of Communications and Public Affairs, Head of Fundraising, Head of Supporter Engagement and Head of Visitor Services, with overall responsibility for a headcount of circa 70 staff across all teams within the Fundraising and Engagement Directorate.
Responsible to: Budget Management	The Chief Executive Expected in the region of: Income c.£3.3m; Expenditure c.£2m; Generated surplus c.£1.3m (as of 2025/26)
Location/Based at:	York, Doncaster, Stirley or Skipton with regular travel across the region
Date last updated	5 September 2025

Main Purpose of the Role

- The Director for Fundraising and Engagement is part of the Trust's Senior Leadership Team responsible for defining strategic priorities and coordinating cross-functional initiatives to implement YWT's strategy internally and externally in conjunction with the Senior and Extended Leadership Teams.
- As part of the Senior Leadership Team, collaborative working is essential to ensure all of our work considers the relationships with our members, funders and audiences, to generate action and secure support so we optimise the impact of the whole Trust's resources for our charitable purposes.

Tasks and responsibilities

Leadership and Management activities:

- The Director of Fundraising and Engagement will inspire and motivate the F&E Directorate to excel, fostering a spirit of collaboration and partnership within and beyond the team. Providing direction and guidance for the communications, public affairs, engagement, visitor services and fundraising activities that increase and diversify sources of fundraised income.



Key objectives are:

Communications and Public Affairs

- Provide strategic and creative direction to elevate the Yorkshire Wildlife Trust brand and profile, including campaigns for change, marketing and fundraising.
- Direct the creation and development annual strategic campaigning and communication plans for the charity; supported by clear guidelines, tools, templates, and role delegation for implementation across the organisation.
- Ensure regular assessment of the effectiveness of the Trust's internal and external communication channels; creating measures to create awareness and build momentum as well as test the effectiveness of communications.
- Ensure our brand, campaigns, communications and marketing enable our ambition to become an equal, diverse and inclusive organisation which reflects the diversity of Yorkshire and catalyses more support wildlife.

Engagement

- Provide strategic leadership for supporter engagement and informal education activities across the Trust, including but not exclusive to, members, donors, funders, supporters, visitors and volunteers
- Lead the design and implementation of flagship engagement programmes working with colleagues to co-create implementation, evaluation and integrate learning
- To ensure that supporter engagement activities and strategic decision-making is informed by good quality data intelligence and audience insight
- Be the *Designated Safeguarding Lead* for Yorkshire Wildlife Trust by developing and managing policy and governance and leading the response to safeguarding concerns and incidents
- Be the Equality Diversity and Inclusivity (EDI) lead with external audiences

Fundraising

- In collaboration with the CEO, and Senior Leadership Team co-create the Trust's Funding Strategy with specific responsibility for fundraised income
- Develop and implement the Trust's fundraising strategy; in particular growing the net contribution made by unrestricted income



- Ensure organisational compliance with fundraising legislation, data protection and Codes of Fundraising Practise
- Develop and manage fundraising frameworks and relationship management tools that enable the coordination of multiple and varied fundraising approaches for the organisation
- Responsibility for development of appropriate stewardship of funders and direct stewardship of high-value funding relationships – individuals, Trust's and Corporate partners
- Responsibility for ensuring forward thinking, market awareness and innovation in our approach to diversify the fundraised income portfolio.

Visitor Experience & Services

- Lead the strategic development of Visitor Experience, working closely with Senior Leadership Team and colleagues to build on our 'Wilder Framework', to drive delivery of high quality, generative visitor experiences across our property and reserve portfolio.
- Ensure visitor experiences are designed deliver our strategic goal to mobilise '1 in 4' people to take positive action for nature including reaching new and more diverse audiences.
- Lead the strategic development of our Nature Discovery Centres including providing strategic management oversight of the Trust's flagship visitor centres, cafés and retail experiences to optimise engagement, commercial opportunities and income generation
- Develop, manage and monitor a reporting framework for a range of KPI's and strategic objectives, i.e. profitability, footfall, spend per head/visit, repeat visits
- Cultivate supportive external partnerships and networks, such as with TWT and other relevant Yorkshire based attractions such as Yorkshire Wildlife Park, Askham Bryan Wildlife Park and The Deep.
- Business Planning and Funding
- Contributing to the ongoing development and implementation of the YWT Strategy and associated Business Plan.
- Providing insight, design and continuous improvement to monitoring and reporting of the Trust's performance and management with specific responsibilities around Fundraising and Engagement activities.



- Contributing to the development of a collaborative, learning culture, where experience is reflected upon and informs future plans and practices.

People

- As a member of the Senior Leadership Team actively contribute to a culture of development, high performance and people management that creates leadership capabilities in the organisation.
- Resource and manage the delivery of the organisational strategy and annual Business Plan throughout the Directorate team and in partnership with other teams.
- Development of effective teams, through positive governance for projects, programmes and partnerships and team building activities.
- Development of individuals through personal development plans, training, in work experience and through team building activities.
- Upholding our values for staff, trainees, volunteers, Members and the public, creating a constructive and learning culture.
- To participate in an on-call rota to provide suitable support for activities which operate on a 7 day a week basis.

Other

- Promote the Trust and partner organisations whenever possible.
- Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
- Support and promote the Trust's commitment to equality, diversity and inclusion.
- The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
- Abide by all Trust policies.
- Undertake any other duties as requested by your line manager and in line with the post.



Person Specification

Experience	Essential/Desirable
Significant experience of management including HR, budget and financial management	Essential
Significant experience of initiating and developing strategic high value relationships	Essential
Proven experience and success developing a diverse fundraising portfolio	Essential
Experience and demonstrable ability to develop and implement engagement, communications and marketing strategies based on audience insights (internal & external) to drive income.	Essential
Experience of leading and motivating high performing teams and confident working at Board level and with Directors and Trustees	Essential
Experience managing and designing visitor experience offers	Desirable
Substantial experience in a similar role at a senior executive level	Desirable
Experience of working in the voluntary/not-for-profit sector and within a multi-site organisation	Desirable
Experience working with corporate partners to offer a portfolio of support options	Desirable
Knowledge and Skills	Essential/Desirable
Good understanding of fundraising legislation, data protection and Fundraising Codes of Practice	Essential
Good understanding of trends in philanthropy and fundraising, able to spot and act on new opportunities	Essential
A strong understanding of brand development and management	Essential
Strategic understanding and approach to developing and delivering communication across varied platforms	Essential



A good understanding of developing customer relationship management (CRM) strategy to better understand stakeholders and customers for more effective engagement and communication	Essential
Exceptional organisational and prioritisation skills, with the ability to operate flexibly and reactively when required	Essential
An adept programme and campaigns manager, ideally with specialist skills/training	Essential
Strong ICT skills, especially in the use of MS Office software, social media, CRM and web platforms	Essential
Excellent communication and presentation skills with strong editorial and print skills, able to write, edit and proof copy quickly and efficiently	Essential
Strong budgeting and financial management skills	Essential
Knowledge of sustainable philanthropy	Essential
Knowledge of environmental issues and nature conservation	Desirable
Knowledge and understanding of safeguarding procedures	Desirable
Knowledge of using feedback to drive continuous improvement	Desirable
Personal Qualities	Essential/Desirable
Strategic and innovative thinker who can translate concepts into programmes for delivery with an approachable and dynamic manner.	Essential
Inspiring communicator, able to negotiate at the highest level, and with the ability to build relationships and rapport with a wide range of stakeholders.	Essential
Collaborative team player who can lead and facilitate conversations to establish direction and build consensus internally and externally.	Essential
High standards of personal and professional integrity to role model our values and support good governance.	Essential



Commercially-minded and able to identify income-generating opportunities	Essential
Commitment to and passion for nature in wild places and urban settings.	Desirable
Essential Qualifications/Requirements	Essential/Desirable
Educated to degree level in a relevant subject or have substantial relevant, transferable experience	Essential
A member of the Chartered Institute of Fundraising	Essential
Willing and able to travel across the Yorkshire region on a regular basis	Essential



Terms and Conditions

Salary:	Within the range £59,450 to £62,525 per annum based on experience.
Hours:	<p>35 hours per week, Monday to Friday.</p> <p>The nature of the post's duties may occasionally require evening and/or weekend work.</p> <p>Paid overtime is not available, but time off in lieu will be given for essential additional hours worked.</p>
Contract:	Permanent. A probationary period of 6 months applies, during which you will be required to complete all essential, mandatory training.
Flexibility:	Whilst ensuring the needs of the business and the role are met, the Trust endeavours to meet the flexible working needs of its employees. Depending on the nature of the role, the Trust offers hybrid working (a mix of office and at home).
Holidays:	30 days per annum inclusive of 3 office/site closure days over the Christmas period, in addition to national public holidays, rising to 33 days after 5 years' service. All leave is pro rata for part time employees.
Pensions:	You may be eligible to be auto enrolled into the Trust's Pension Scheme. Terms of the scheme are available on request from Finance.
Employee Assistance Programme:	The Trust provides an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues.
Health Questionnaire:	You will be asked to complete a health questionnaire in order to identify and support or adjustments you may require.



Equal Opportunities:	Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.
Place of Work:	The post can be based from one of the Trust's main office locations: York, Doncaster, Stirley or Skipton
Travel:	Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the employee's own vehicle may be necessary for business use, at a mileage rate of 45p per mile.
Training & Professional Memberships:	The Trust is fully committed to personal development and training and supports achieving and maintaining professional memberships and accreditations, with any essential-to-role professional memberships paid for by the Trust.

