



The
Wildlife
Trusts

MAJOR GIFTS FUNDRAISER

RECRUITMENT PACK

Salary: up to £45,000 per annum

Location: This role is predominantly home-based with regular travel to locations across the UK.

Office facilities are available at our Newark office at The Kiln, Waterside, Mather Road, Newark, NG24 1WT, for those within easy travelling distance.

There is a requirement to attend in-person the monthly team meetings at the Newark office.

Benefits: Private medical insurance, staff Electric vehicle scheme, generous pension and annual leave entitlement

Full time: 35 hours per week

Permanent contract

Royal Society of Wildlife Trusts
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About Us

The Wildlife Trusts are a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. We have more than 945,000 members, over 33,000 volunteers, 4,100 staff and 600 trustees. There are 46 individual Wildlife Trusts, each of which is a place-based independent charity with its own legal identity, formed by groups of people getting together and working with others to make a positive difference to wildlife and future generations, starting where they live and work.

Every Wildlife Trust is part of The Wildlife Trusts federation and a corporate member of the Royal Society of Wildlife Trusts, a registered charity in its own right [founded in 1912](#) and one of the founding members of IUCN – the International Union for the Conservation of Nature. Taken together this federation of 47 charities is known as The Wildlife Trusts.

The next few years will be critical in determining what kind of world we all live in. We need to urgently reverse the loss of wildlife and put nature into recovery at scale if we are to prevent climate and ecological disaster. We recognise that this will require big, bold changes in the way The Wildlife Trusts work, not least in how we mobilise others and support them to organise within their own communities.

About You

This is an exciting opportunity to play a pivotal role in securing transformational support for nature in the UK and beyond. Working with senior leaders to build and steward high-value donor relationships, we are seeking an experienced and ambitious Major Gifts Fundraiser with exceptional relationship-building, communication and storytelling skills, and a commitment to inspiring philanthropic support for nature's recovery.

This role offers the opportunity to contribute not only to income growth but also to strengthen major donor fundraising across The Wildlife Trusts.

We are looking for an exceptional Major Gifts Fundraiser to join one of the UK's most cherished nature charities at a pivotal moment for nature's recovery.

In this influential role, you will be instrumental in expanding our network of high-net-worth supporters. Working closely with our Head of Major Donor Fundraising, Chief Executive, Senior Leadership Team and our Wildlife Trust colleagues, you will focus on identifying and cultivating meaningful, long-term relationships, that delivers transformational support for nature's recovery in the UK.

You will be a confident, compelling communicator, and engaging Major Gifts Fundraiser, with the ability to express The Wildlife Trusts' case for support in tackling the nature and climate emergencies, both through our work on nature's restoration on the ground to driving change through policy, influencing and campaigning. You will be highly experienced in inspiring donors by connecting their values with our mission to tackle the climate and nature emergencies.

We are looking for an experienced Major Gifts Fundraiser with a track record of securing significant restricted and unrestricted income. You will be skilled at initiating and developing mutually beneficial relationships, motivated by ambitious targets and driven by the opportunity to make a genuine difference for nature.



The Wildlife Trusts value passion, respect, trust, integrity, pragmatic activism and strength in diversity. Whilst we are passionate in promoting our aims, we are not judgmental and are inclusive. We particularly encourage applications from people who are underrepresented within our sector, including people from minority backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.

RSWT take our Safeguarding responsibilities extremely seriously. Please click [here](#) to read our commitment statement. The Royal Society of Wildlife Trusts is committed to safeguarding and promoting the welfare of children and adults at risk. For applicable roles, applicants must be willing to undergo checks with past employers and Disclosure and Barring Service checks at the eligible level.

RSWT are committed to increasing the diversity of its staff through its Levelling the Field recruitment pledge and, as a Disability Confident employer, we are committed to fostering an inclusive, equitable, and welcoming recruitment experience for all applicants. Applicants with disabilities and from ethnic minority backgrounds, will be considered for the next stage of the selection process should they meet all the minimum criteria for the role outlined in the person specification detailed as essential criteria in the recruitment pack. As part of our Disability Confident Scheme, RSWT offers an interview to a fair and proportionate number of applicants with disabilities and therefore not all applicants with disabilities would be entitled to an interview as they must still satisfy the minimum requirements for the job. This commitment is designed to help reduce barriers and promote equal opportunity. We actively work to remove barriers throughout the recruitment journey and are dedicated to creating an accessible and supportive recruitment experience by offering reasonable adjustments at every stage of the recruitment process, as well as within the workplace. If you would benefit from any adjustments to support you during your application or interview process, please let us know and we will be pleased to put the appropriate support in place.

At RSWT, we are committed to creating a safe environment where discrimination, bullying, and harassment are not tolerated. We expect everyone to uphold, respect, and support our zero-tolerance policy. Please be aware we may not accept applications if we have reason to believe they have been wholly produced using generative AI tools.



Job Description – Overall Purpose of the job

The postholder will play a key role in:

- **Securing philanthropic income to support The Wildlife Trusts' mission to restore nature and address the climate and nature emergencies, by developing and expanding our portfolio of high-net-worth individuals in the UK and internationally.**

The role will deliver and exceed agreed income targets through the cultivation of meaningful, long-term relationships and high-quality donor engagement.

- **Contributing to strengthening The Wildlife Trusts' collective capability and capacity within major donor fundraising.**

This includes sharing evidence-based insight, advice and good practice, and working collaboratively with colleagues to drive continuous improvements in fundraising systems, processes and ways of working, ensuring a sustainable and effective approach to major donor giving across The Wildlife Trusts.

Job Description – Main responsibilities

Develop and manage a portfolio of high-value relationships with individuals in the UK and internationally, with the objective of securing major gifts and pledges (i.e. in excess of £10,000) to support The Wildlife Trusts' strategic fundraising priorities:

- Identify, research and recruit major-donor prospects new to The Wildlife Trusts' movement from own personal networks and independent research. Understand donors' interests, motivations, and giving priorities.
- Work closely with senior leaders and colleagues to develop compelling, tailored proposals and approaches that successfully solicit major gifts donations.
- Accurately record and manage all donor interactions within the Customer Relationship Management ("CRM") System, effectively moving prospect donors through the donor pipeline.
- Maximise donor retention levels by developing and stewarding a pipeline of high-value contributions, including financial, advocacy, and time.
- Ensure the effective and strategic use of the Chief Executive and other senior staff in cultivating and stewarding relationships with major donors.
- Design and deliver a high-quality stewardship programme that ensures all major donors feel valued, engaged and connected to RSWT.
- Support and contribute to a programme of national major donor events, including events such as RHS Chelsea, as well as smaller, bespoke events for major gift donors.
- Play an active role in the Major Donor Fundraising Community of Practice across The Wildlife Trusts sharing learning and contributing to continuous improvement.
- Produce high-quality reports and deliver engaging webinars to communicate insights, data and best practice relating to major giving in the UK and internationally.
- Provide support and guidance to individual Wildlife Trusts in establishing and developing their Major Giving Programmes.
- Engage with our Digital Transformation Programme to understand what opportunities this may bring to enhance and strengthen major donor fundraising approaches.

Job Description – Other responsibilities

Other responsibilities:

- Undertake all required administrative tasks associated with the role.
- The role will require occasional travel, including potential overnight stays for meetings, events and conferences.

For the organisation to work effectively you may be required to assist with other areas of work and therefore, you should be prepared to undertake other duties appropriate to the post, and any other reasonable duties required.

All staff are ambassadors for the organisation both internally and externally and are expected to act in a professional manner at all times. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.

Person Specification

APP = Application Form

A = Assessment

I = Interview question

Essential

- Key Competencies:
 - **Planning and Execution:** demonstrates excellent organisational and time management skills, with the ability to prioritise effectively, manage multiple priorities and consistently delivering high-quality outcomes to competing deadlines, even when under pressure. **App**
 - **Adaptability & Resilience:** able to work confidently and effectively on their own initiative with sound professional judgement, while contributing positively and collaboratively as part of a wider team. **App**
 - **Collaboration & Support:** demonstrates the ability to build, develop and sustain, trusted relationships with a diverse range of stakeholders, including high-value supporters, working collaboratively to achieve shared goals and long-term impact. **I**
 - **Communication & Influence:** an effective and confident storyteller, with excellent communication and influencing skills, able to develop compelling, tailored cases for support, translate complex work and impact into engaging narratives that build trust and inspire philanthropic giving with high-value supporters and senior stakeholders. **I**
- Experience:
 - **Significant experience of managing a major donor fundraising programme:** including prospect research, developing new prospects, and the application of effective policies and protocols. **App, I**
 - **Proven track record of delivering a major donor programme:** that achieves significant income targets and secures high-value philanthropic support. **App, I**



Person Specification

Essential

- Knowledge and skills:
 - **Excellent knowledge of donor portfolio and pipeline management:** including tracking progress and managing prospects through different stages of the donor journey. **App, A**
 - **Good working knowledge of Customer Relationship Management (“CRM”) systems:** with experience of maintaining accurate records and using data to inform fundraising strategy and decision making. **I**
 - **Exceptional understanding of major donor fundraising principles:** including donor motivation, relationship-led fundraising and long-term stewardship. **App, A, I**
 - **Skilled in identifying, researching, cultivating, soliciting and stewarding major donors:** delivering high-quality supporter care that encourages long-term commitment. **A**
 - **Fundraising practices:** awareness of good practice, ethics and compliance in major donor fundraising. **I**

Desirable

- Experience:
 - **Experience of developing and using Key Performance Indicators (“KPIs”):** to monitor performance, inform decision-making and drive continuous improvement in major gift fundraising.
- Knowledge and skills:
 - **Good understanding of nature conservation:** a genuine interest in nature and conservation, with a passion for inspiring support for The Wildlife Trusts’ mission to address the nature and climate emergencies.





Additional benefits of working for The Wildlife Trusts

- Private medical insurance
- Electric vehicle salary sacrifice scheme
- 26 days holiday per year plus 8 bank holidays
- 4 Concessionary Days
- Non-contributory Life Assurance Scheme
- Generous pension contribution
- Charity worker discount
- Employee Assistance Programme
- Cycle to Work Scheme

Closing date for applications: 10th May 2026

First interview: : 27th May 2026 (Online)

Second interview: 3rd June 2026 (Online)

