

Recruitment Pack

Head of Individual Giving



A message from our Chief Executive

Society is increasingly recognising that we cannot deliver the benefits we seek for nature in isolation of our climate and societal challenges. At Plantlife we have a vision of a world rich in plants and fungi and of nature thriving in a socially just world. This is at the heart of our work, and I trust that the content of this recruitment pack will inspire you to join us.

I can say without hesitation that we have a superb team at Plantlife, individually and collectively contributing to the positive impact we strive for. We also work with so many insightful partners alongside whom we deliver real impact, at scale and pace. Our membership and finances are growing in numbers and providing a robust platform for our work. Across so many habitats, working with so many species and engaging with so many communities, we aim to be conservation organisation of choice; expert, impactful, agile and fun to work with and for. Our passion for the task at hand shines through.

Thank you for your interest in this pivotal role for Plantlife. Our vision for a world rich in wild plants and fungi is fundamental to the success of so much we must achieve as a society. If we get this right, together, we'll be able to address the challenges faced by nature and climate change with full societal engagement, thereby protecting and restoring this beautiful world we live in. We'd love you to be part of what we trying to achieve and we look forward to receiving your application.



Ian Dunn



More about Plantlife

- Founded in 1989, Plantlife now has 20,000 members and many more supporters.
- Plantlife is the only UK membership charity dedicated to conserving wild plants and fungi in their natural habitats and helping people to enjoy and learn about them.
- Plantlife works across all key plant ecosystems and habitats focussing on specific habitats and species depending on need. Its current priorities in the UK are grasslands and temperate forests due to their acute vulnerability as well as at-risk species recovery.
- Plantlife owns 24 nature reserves covering nearly 4,500 acres across England, Scotland, Wales and the Isle of Man. It carries out conservation and outreach work on its own land and in partnership with many others. Plantlife advises landowners and publishes best practice guidance. It carries out research and gathers data to inform government policy.
- Working with the Global Partnership for Plant Conservation, Plantlife was instrumental in the creation of the Global Strategy for Plant Conservation and the initiation of Important Plant Areas across the world – planning their conservation with government and community groups.
- Plantlife works globally by contributing to international conventions on climate and biodiversity and through its status as a registered COP Observer.
- Plantlife engages people of all ages and abilities in plant conservation and education and aims to give everybody opportunities to enjoy wild plants and fungi.
- Plantlife is governed by a board of 12 trustees and has around 80 staff located across the UK. It supports a team of around 1,500 volunteers who work in the field, at events and in its offices.
- Plantlife is funded by donations from its members and supporters, through grants and charitable trusts, corporate partnerships and through its pioneering land management advice and projects.
- Plantlife Trading Ltd is a subsidiary of Plantlife, offering consultancy services for land owners, managers and others with influence.

You can read more about our work in our [Annual Review 2022/23](#).



About the role

This is a new position to head up the future development of individual giving at Plantlife. We have a growing base of over 20,000 members and ambitions to double this in the years ahead as we look to engage more people with nature.

This role will work with the Supporter team, building on strong foundations to grow membership, enhance supporter journeys and appeal activity to build lifetime value and deliver future legacy income as well as innovate to deliver core income that is the foundation for Plantlife's mission to create a world rich in plants and fungi. This role includes the oversight of Supporter Care and fundraising administration functions.

About you

You will have an outstanding track record of leading strategic investment and delivering results from direct marketing with keen understanding of how supporter/customer centred engagement helps drive income . You will bring strong experience in multi-channel planning and execution for membership and supporter recruitment and retention through digital, direct dialogue and offline channels, strong relationship building and communication skills, possessing analytical skill combined with creative flair.



Job Description - Head of Individual Giving

Reporting to

Director of Fundraising, Marketing and Communications

Key Relationships

Head of Communications and Engagement, Head of Partnerships, Supporter Care Team, Conservation Team, external agencies

Responsible for

Supporter Development Manager, Supporter Care Manager

Overall Purpose of the Role

Lead the strategic development of individual giving support for Plantlife, delivering core income growth via membership, appeals, legacy giving and other forms of public giving.

Main Responsibilities

Strategy

Develop the individual giving strategy to recruit, retain, re-activate and maximise the life-time value of financial supporters through outstanding supporter relationships and experiences.

- Lead and develop strategy to grow core income and diversify portfolio, developing multi channel programmes that drive membership recruitment and wider giving to support organisational strategy.
- Horizon scan the individual giving market, identifying audience potential and develop new products and innovations to grow future giving.
- Lead the team to set annual budgets, targets, KPI and workplans to deliver the strategic plan, providing reporting as required, managing expenditure and forecasting income.
- Develop donor impact focused case for support and build storytelling content for individual giving audiences to strengthen appeals and other fundraising asks.
- Identify and lead relationships with key external agencies, suppliers and other networks to support a growth strategy.

Leadership

Lead in a collaborative way to support team members to reach their potential and deliver on team goals and ambitions.

- Develop team structures to ensure the right capacity is in place to manage income growth and hit KPI's.
- Provide a supportive and motivating work environment which encourages team members to achieve their full potential driven by team values.
- Line manage and set clear objectives for team members that support overall team and organisational strategy.
- Represent the Individual Giving Team in leadership, wider marketing team and other Plantlife networks and meetings to achieve shared goals and objectives.
- Discover and share external developments, research or knowledge with wider team to enhance innovation and find incremental improvements.

Supporter Engagement Journeys

Work in collaboration with the Head of Partnerships to build Supporter Journeys that develop followers, enquirers, and participants, into members and supporters to build giving pipelines.

- Coordinate relationships across functions with existing and new supporters to build multi-dimensional and multi-layered supporter journeys that provide an excellent supporter experience.
- Build conversion journeys for followers, enquirers and participants in close collaboration with Communications and Engagement team to build fundraising audiences and make the most of every contact and opportunity.
- Ensure that supporters continue to be inspired by Plantlife's work and our common cause and feel valued for their contribution.
- Facilitate discussions and strategic conversations to make the most of every potential contact and opportunity.
- Liaise closely with Head of Communications & Engagement and team to deliver on strategies for appeals, lead generation and conversion.

Legacy and Mid Level Giving

Deepen engagement with Plantlife's mission and impact to support mid-level giving and future legacy income.

- Develop the legacy and In Memoriam strategy including case for support, stewardship and marketing plans to engage both known and unknown supporters including members, philanthropists, financial supporters, followers and advocates.
- Grow pipeline for future legacy giving through effective legacy campaign delivery to increase number of supporters who remember Plantlife in their will.
- Lead legacy administration in liaison with agency support and Finance to effectively and sensitively ensure legators wishes are fulfilled.
- Collaborate closely with the Head of Partnerships to develop Mid-Level donors programme that deepens connections and builds philanthropy pipeline.

Systems and Compliance

Lead the development of efficient and effective operations that support income growth , future proofing systems and processes to underpin fundraising activity.

- Work with Director and in consultation with Supporter Managers and Partnerships team to create strategic plan for development of supporter and fundraising operations to effectively support income growth.
- Lead the development of Donorfy CRM system for fundraising management in liaison with the Partnerships Team and wider CRM working group.
- Ensure compliance with Fundraising, HMRC, GDPR and other compliance requirements to ensure fundraising is legal, ethical and underpinned by best practice.
- Develop fundraising policies as required to strengthen Plantlife's fundraising frameworks.

General

- Observe Plantlife working policies at all times, including those on Health and Safety and Equal Opportunities.
- Undertake, from time to time, other duties that may be required of you to support the effectiveness of Plantlife overall.
- Contribute to the overall success of Plantlife and support a positive culture through teamwork, communication and leadership.

Person Specification

You will have strong relationship building and communication skills, possessing analytical skill combined with creative flair

Essential	Desirable
Strategic thinker, able to lead a function, seek out opportunities and overcome challenges	
Strong track record in delivering growth results from individual giving or similar direct marketing role	Experience in membership programmes
Extensive technical knowledge in delivering multi channel digital, direct dialogue and offline direct marketing programmes	Qualifications in direct marketing or fundraising
Ability to lead, mentor and coach a team to achieve their full potential	
A passion for Plantlife's cause and the ability to develop Case for Support that inspire and motivate supporters	Experience within conservation or an environmentally focused cause
Able to manage multiple and complex supporter journeys driven from data insights	Experience of developing mid level giving and legacy programmes
Excellent understanding of Fundraising Compliance including codes of practice, gift aid, and GDPR	Experience of leading fundraising operations
Significant experience in working with CRM, data analysis, budgeting and financial reporting	Experience of Donorfy CRM and BI Reports
A mindset of continual professional improvement and development	Able to demonstrate innovations that have driven income growth
Mature, self-reliant, resilient and determined	

Key Terms and Conditions

Salary	Band G- £46,746 - £50,598.45 per annum**
Hours of Work	This is a full- time position (35 hours per week)
Term	Permanent
Location	<p>Home working or hybrid with an expectation of attendance at our Salisbury office at least once a month and occasional travel across the UK to attend Plantlife events.</p> <p>Our offices in Salisbury and Retford are suitable for a hybrid or fully office based role if preferred</p>
Annual Leave	<p>36 days' holiday per annum (including bank holidays)</p> <p>Additional day's leave awarded on completion of 1st, 3rd, 5th and 7th year of employment</p> <p>Operational closure over the Christmas period (included in entitlement)</p>
Other Benefits	<p>Contributory pension scheme – 6% employer contribution</p> <p>Death in service benefit</p> <p>** New joiners are recruited at the entry spine point of the band - £46,746.</p>

Plantlife is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity.

This role is based in the UK and you must be able to demonstrate your Right To Work in the UK.

How To Apply

The closing date for the role is **Wednesday 10th April**.

We will hold initial interviews on **Monday 22nd April, in London**.

If you think you are the right fit for us and the role we would love to hear from you.

Go to the 'Apply' button on the vacancy page on the website. This will take you to our recruitment portal where you will be required to upload an application form.

We also appreciate you completing the Equality and Diversity Monitoring form on the website.

Thank you for your interest in this role.

If you have any questions about the role, or would like to arrange an informal chat with the line manager, please do not hesitate to email: jobs@plantlife.org.uk

