



JOB DESCRIPTION

Job Title	Head of Philanthropy & Principal Gifts (Maternity Cover)		
Department	Supporter Income and Engagement		
Reports to	Director of Philanthropy & Events		
Location	This role has a UK based contract and as such, you must have the right to live and work in the UK. You'll be required to work at your contracted office which will be one of; The Living Planet Centre, Woking, Surrey, GU21 4LL or The Tun, 4 Jackson's Entry, Holyrood Road, Edinburgh, EH8 8PJ or Churchill House, 17 Churchill Way, Cardiff CF10 2HH , and will need to be able to commute to this location.		
Job Level	Level 6		
Flexibility	WWF-UK operates a hybrid working arrangement with a minimum of 20% of contracted hours collaborating in-person with colleagues each month, with the balance being worked from home. Additionally, we have a flexible working policy which can be used to consider individual requests to tailor working patterns, whilst continuing to meet the needs of the role, team and organisation.		
Checks required	Safeguarding Level	Zero	
	<p>Default Safeguarding Statement Level zero and one</p> <p><i>WWF-UK believes anyone who is involved in our work or connected to it, especially children, should be safe from harm. Our first priority will always be to safeguard anyone at risk of harm or abuse. WWF-UK operates robust recruitment practices to ensure candidates for all roles are suitable. Our process includes values-based questions during interviews and annual performance reviews, reference checks that we verify orally, criminal records checks (at the appropriate level) and pre-employment declarations. We do not tolerate any form of abuse or exploitation and act robustly to any allegations or concerns</i></p>		
Hours	35	FTE	1.00
Date	December 2023		

CONTEXT OF ROLE

WWF needs to co-create and work with major philanthropic funders to achieve our mission of building a future where people and nature thrive. We already have an outstanding team in place currently delivering c£12m per year and we are working to shift our focus to principal giving level (gifts of £100k+) and to identify transformational giving opportunities to accelerate solutions to bring our world back to life.

Our Philanthropy & Events team sits within the Supporter Income & Engagement Department and is primarily responsible for working with WWF's philanthropic major donors and trusts and foundations to develop and deliver sector-leading donor cultivation and engagement strategies to build genuine relationships with this key audience and amplify the impact of our work.

MAIN PURPOSE AND SCOPE OF THE JOB

You will be responsible for building long term, effective relationships with trusts, foundations and high net worth individuals giving £25,000 upwards. You will take the strategic lead in delivering excellent stewardship to donors and driving new business to hit or exceed target as identified in WWF's five-year strategic plan or its subsequent revisions. Your contribution will result in lasting and transformational gifts that help deliver WWF-UK's goals.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- To grow the philanthropic base of WWF-UK's work from c. £12m pa to £30m pa over 2024-2027 strategy period;
- To establish a personal portfolio of recurring funding relationships with environmental philanthropists, HNW's and family foundations securing philanthropic gifts typically measured at £100k+ across a varied pipeline of supporters;
- To lead and manage a team of relationship managers, including the 2030 Circle Manager within the Philanthropy Team through promotion of best practice and ongoing coaching and mentoring of individuals within the team;
- To oversee and support the implementation of the growth of the 2030 Circle giving club to achieve its £10m target by 2030.
- To work collaboratively with colleagues in our programmes team to co-create, write and review visionary propositions around our strategic priorities that win support and influence funding decisions;
- To provide leadership, develop and own a strategy to acquire significant new support across one or more thematic areas of WWF's work or to a specific programme of activity within our fundraising plans.
- To ensure that supporters have an outstanding experience of being involved as a supporter of WWF;
- To work collaboratively across the WWF Network working closely with Philanthropy peers in other parts of the globe;
- To be responsible for budgeting and target setting, co-creating Annual Operation Plans and monitoring Key Performance Indicators;
- To actively network within the environmental funding sector;
- To undertake any other duties as may reasonably be required of you in the post.

PERSON SPECIFICATION

EXPERIENCE, QUALIFICATIONS & KNOWLEDGE

- Educated to degree level or equivalent;
- Substantial experience in fundraising and a track record of success in securing substantial gifts;
- Demonstrated ability to lead a team and manage, motivate and develop individuals to work to best of their ability;
- Experience of developing complex, multi-national and multi-stakeholder proposals and cases for support;
- Experience of developing and implement a strategy and leading a team to deliver it;
- Experience of working collaboratively as part of an integrated team and strategy
- Ability to engage with and influence internal and external stakeholders;
- Understanding of contemporary fundraising techniques and a genuine desire to innovate.

SKILLS AND COMPETENCIES

- Articulate with persuasive and engaging verbal communication skills;
- Outstanding written communication skills with the ability to craft and edit winning bids and proposals;
- Strong networking, relationship building and diplomacy skills;
- Planning and managing budgets and forecasting in a philanthropic context;
- Ability to work on own initiative;
- Willing to adapt and learn new skills.

WWF-UK'S VALUES

WWF-UK's values are: 'Courage', 'Integrity', 'Respect', and 'Collaboration'. These values should be embedded in your work and behavior, and any associated policies and processes adopted consistently.

WWF UK are committed to an inclusive and accessible recruitment process. As a Disability Confident Employer, we acknowledge that some candidates may require additional support to overcome barriers experienced during the application process. If you require any reasonable adjustments to support your application or interview, please reach out to the Talent Acquisition team via recruitment@wwf.org.uk

This document sets out key responsibilities of the role and is not intended to be an exhaustive list of tasks and duties. We reserve the right, at our sole discretion, to reasonably vary the responsibilities from time to time depending on the needs of the organisation without changing the level of the role.