

# Head of Fundraising

**ELEPHANT FAMILY**  
Protecting Asian wildlife and its habitat



Job Pack  
February 2024

# Introduction

Thank you so much for your interest in Elephant Family and the position of Head of Fundraising.

Elephant Family is one of the most exciting charities in the country! We organise the most amazing events and have an incredible supporter base, the combination of which enables us to raise funds for the conservation programmes we deliver in Asia.

Elephant Family was established by the conservationist Mark Shand (the late brother of Her Majesty The Queen). In 2021 it merged with the British Asian Trust, which in turn had been set up by His Majesty The King when he was The Prince of Wales. Their Majesties continue to be our Joint Presidents and have an active interest in the organisation and our conservation programmes.

Recent years have seen some remarkable successes – in 2021 our “CoExistence Campaign” brought London to a standstill as over 100 lifesize elephants made of lantana closed the Mall for a day and then occupied the Royal Parks for six weeks, raising over £4m in the process!

Last year our Animal Ball made global headlines and raised over £2m. We have also secured substantial funding from the UK Government for our work in India.

We now want to build on these successes and substantially increase our income so that we can increase our programmes and impact. We are looking for an outstanding fundraiser who will develop and implement an ambitious and exciting fundraising strategy that will focus on amazing events, High Net Worth individuals and corporate partnerships. You will be responsible for developing and implementing this fundraising strategy and building the team that will deliver it. You should be creative and innovative and relish the prospect of working in a fast-moving and dynamic environment.

If you believe you have the skills and qualities we are seeking, we would be delighted to hear from you.

**Richard Hawkes**  
**Chief Executive**





# About Elephant Family

**We work to conserve Asia's wildlife and enable successful coexistence between all living things.**

## Conservation

The biggest challenge facing the world's wildlife is lack of space. Asia is uniquely placed to demonstrate how the overlap between the human and wild world is possible. Here, species such as tigers, leopards and elephants share lands with people living in the highest density populations in the world – up to 450 people per km<sup>2</sup> compared to just 90 in conservation hubs such as Kenya.

In South Asia, we are in a unique position to develop innovative and sustainable solutions that will ensure that both humans and wildlife can thrive alongside each other.

**19 priority  
species  
protected  
so far**

## Our aim

There is an urgent need to find ways to halt biodiversity loss and take action to combat climate change. One million species have been threatened with extinction within decades, and the rate of destruction of the natural world poses catastrophic and imminent threats not just to wildlife, but to human health and survival.

We aim to leave behind a legacy for wildlife, preserve biodiversity, and foster coexistence between people and the wildlife they share spaces with. In partnership with leading indigenous conservationists, we champion pioneering and innovative landscape-level initiatives revolving around the key pillars of community, connectivity, and collaboration in our key focus areas.



## Focus areas

Our work focuses on both the **coexistence** and **landscape connectivity** of space between people and wildlife. This includes:

- Landscape-level interventions in target regions, including habitat restoration and connecting fragmented corridors
- Local community engagement to raise awareness around conservation and human-wildlife coexistence
- Driving sustainable livelihood opportunities for local communities to meet their development needs while reducing their dependence on resources from wildlife habitats
- Government engagement and sector building for improved policies, learning and knowledge generation and dissemination

Our projects have the added benefit of providing livelihoods to the rural poor, increasing carbon sinks and reducing air pollution across South Asia.

## Impact

Currently our work is spread across Karnataka, Kerala, Assam, Meghalaya, Maharashtra, Gujarat, Haryana, Ladakh, and Tamil Nadu. In addition to ongoing research, we have achieved the following:

- 19 priority species protected
- 839 households supported with alternate livelihoods or fuel to facilitate biodiversity-friendly development
- 3485 stakeholders trained in conservation and human-wildlife conflict mitigation
- 15284 people reached through conservation related outreach efforts

Total funds raised to date exceed £20 million, the majority of which were achieved via our high profile public art campaigns such as CoExistence, Elephant Parade, Travels to my Elephant and The Big Egg Hunt, alongside headline-grabbing events such as The Animal Ball.



**In 2021, Elephant Family merged with British Asian Trust, an alliance that marked a really exciting step in the evolution of both the British Asian Trust and Elephant Family. It brought together the best minds in conservation, management and philanthropy, to respond urgently to the staggering loss of habitat threatening Asia's wildlife species and the communities who live alongside them. By combining our expertise, we will accelerate our response and scale our impact on both.**

# Our Events

For the past 20 years, we have been shining a multi-coloured spotlight on the plight of Asia's wildlife through high profile public art campaigns such as CoExistence, Elephant Parade, Travels to my Elephant and The Big Egg Hunt, alongside headline-grabbing events such as The Animal Ball.



In 2021, we led London's biggest environmental art campaign with 125 life-sized elephant sculptures migrating from their home in the Nilgiri Hills, India, to the Royal Parks in London, attracting over 4 million visitors.

The CoExistence exhibition raised over £3million for our human-wildlife coexistence projects and the CoEx message reached over 20 million through various media channels.

In 2022, we launched a new CoExistence Fund to support initiatives led by pioneering, local conservationists in India. A CoExistence Fellowship has also been launched, enabling young people from around India to study, understand, implement, and facilitate coexistence in conservation.

Over  
20million  
people  
reached



# The Animal Ball

2023 was the year of our flagship fundraising gala, the Animal Ball. The Ball sees the greatest minds in the worlds of fashion and philanthropy come together to raise millions and celebrate our natural world.



In 2025 The Big Egg Hunt will be taking over London where 200 giant eggs will take the city by storm. For six weeks over Easter next year, we will install these exquisite creations in several high-traffic areas of London.

Each egg will be designed and decorated by leading artists, designers, jewellers and architects. Every single egg masterpiece is auctioned at the end of the hunt, raising vital funds for wildlife protection and conservation.

# Role description

**Role title:** Head of Fundraising

**Salary:** £70,000

**Contract:** Permanent

**Hours:** Full-time, open to flexible working requests

**Employee benefits:** Benefits include 25 days annual leave (pro rata) plus bank holidays, 5% employer contribution pension

**Location:** Hybrid, 2 days per week in White City office

**Reporting to:** Director of Fundraising (British Asian Trust)

**Line reports:** Senior Relationships Manager, Fundraising Manager, Events Officer

## Key accountabilities

### Overall

- Develop and implement the Elephant Family fundraising strategy
- Drive the unrestricted pipeline
- Maximise the Elephant Family brand for income generation purposes
- Building a clear communication plan to engage supporters
- Drive and ensure team performance whilst cultivating a confident, collegiate and professional team culture
- Maintain excellent donor management systems
- Ensure all fundraising is in compliance with UK charities' regulation and internal policies

### Lead fundraising strategies in key areas of income generation

- Ensure the successful delivery of Elephant Family's innovative and creative event programme
- Develop and implement a strategy for securing substantial funds from major donors – ensuring strong pipelines and strong engagement and stewardship strategy
- Support internal stakeholder leads (the Trustees and Chief Executive and Executive Director) to effectively manage donor relationships for which they are responsible. Develop and maintain relationships with current and new corporate donors, ensuring excellent account management to secure long term, high value relationships
- Lead on designing a future events plan and maximise existing events to engage and steward prospects and donors
- Ensure a strategy is in place for securing funds from other regular givers and appeals.
- Develop plans, budgets and key performance measurements; ensure that resources are in place to support the plans; and monitor and report on performance against targets

*Continued overleaf*

## **Support members of the Elephant Family team and other key stakeholders to reach out to their networks**

- Provide briefings and practical support to help stakeholders to make effective approaches and asks
- Proactively research, network and engage with key sector stakeholders and groups to identify and pursue new funding opportunities and strategic partnerships, collaborating with senior staff as appropriate

## **Provide leadership to the Elephant Family Fundraising Team**

- Ensure strong management processes in place for inspiring, motivating and managing each individual and the team overall
- Drive a high performance culture that aligns and fits with the culture of Elephant Family – creative, fun and ambitious

## **Corporate**

- Develop and maintain strong relationships with all individuals and teams as appropriate – most especially Communications, Fundraising and Conservation
- Actively contribute to and support wider British Asian Trust activities and initiatives, particularly with regards to income generation and communications
- Consistently demonstrate the values and principles of the British Asian Trust in all its activities

## **Key relationships**

### **Internal:**

- Manage the EF Fundraising and Events Team
- Link closely with wider Fundraising Team
- Link closely with the Communications Team
- Link closely with Senior Manager Conservation

### **External:**

- Trustees
- Giving circles
- Patrons
- Existing and prospective donors





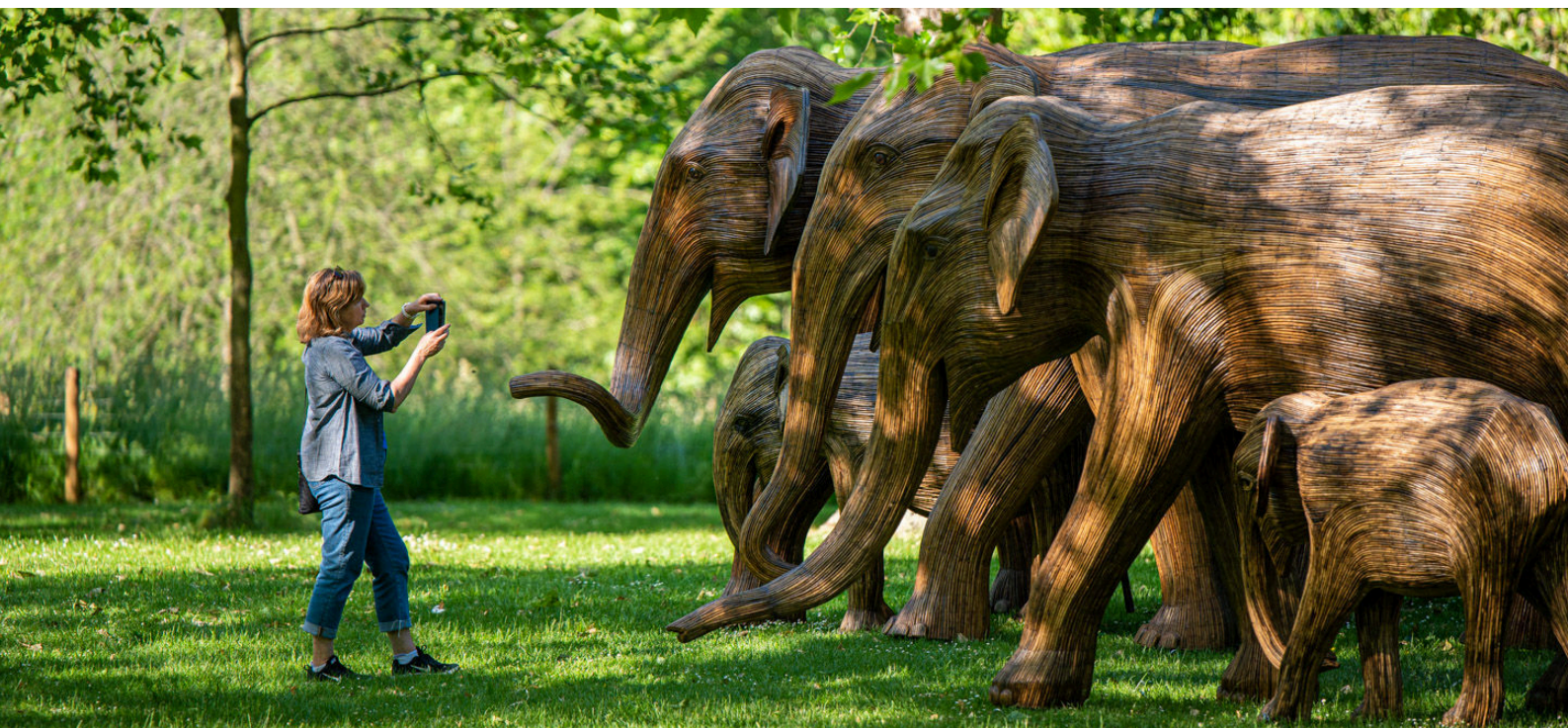
# Person specification

## Essential

- Demonstrable experience of senior roles in comparable and complex organisations with a growth mindset and high levels of ambition
- Experience of flourishing in a dynamic, ambitious and quirky environment
- Proven ability to raise substantial funds from events, high net worth individuals or corporates
- Strong experience of leading large, creative and innovative events
- Demonstrable experience of successfully managing extremely high-level stakeholders
- Experience of being both strategic and operational, with the ability to be hands on when necessary
- Ability to manage high levels of ambiguity and uncertainty
- Strong written and verbal communication skills, a persuasive and passionate communicator, with excellent interpersonal skills
- Action-oriented, entrepreneurial, adaptable, and innovative with an ability to work through periods of change and growth
- Ambitious, innovative, target driven and self-motivated
- Trustworthy, patient, and flexible. Open to new ways of working, learning new tasks and skills as required

## Desirable

- Experience of international development, the not-for-profit and / or the impact investing sectors
- An understanding and passion for conservation



# Apply

Elephant Family are partnering with **Cristy Gresswell-Nunn** at **QuarterFive Fundraising Recruitment** for this appointment. For a confidential discussion of this role and to make an application, please contact Cristy via:

 [cristy@quarterfive.co.uk](mailto:cristy@quarterfive.co.uk)

 **07377 937540**

The deadline for applications is **Friday 1st March**.

## Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Cristy by email [cristy@quarterfive.co.uk](mailto:cristy@quarterfive.co.uk) or call 07851 879269.

## Equality, Diversity and Inclusion

The British Asian Trust is committed to encouraging an equal, diverse, and inclusive working environment, where all individuals are treated fairly, with dignity and respect and we benefit from a variety of perspectives that better reflect the communities we wish to serve. We are committed to providing a safe, supportive, and welcoming environment for our staff and our partners. This is regardless of age, disability, gender, sexual identity, marital or partnership status, race or ethnicity, faith or religion, health, maternal status, financial or economic background.

British Asian Trust's Equity Diversity and Inclusion Policy can be found [here](#).

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.

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fundraising recruitment

**This job pack has been created by QuarterFive, in collaboration with Elephant Family.**

QuarterFive Fundraising Recruitment is a specialist agency for charities and fundraisers. We provide clients with access to the best fundraising talent in the sector, and offer candidates expert support in securing their next fundraising role.