

Fundraising Lead (Trusts & Corporates)

National Biodiversity Network Trust

Job Pack, June 2024



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Salary: £30,000 to £35,000, depending on experience.
Location: Fully remote, working from home, with some travel.
Contract: Permanent.
Hours: 35 hours per week. Flexible working available. We would consider part-time working (minimum 28 hours per week) for the right candidate.
Closing date: 9am, 26th June 2024.
Interviews: 4th July 2024.

Could you be the talented fundraiser we're looking to welcome into our small, friendly nature charity? Leading our work with trusts and corporate partners, you'll play an important part in protecting and restoring UK wildlife, while advancing your fundraising career in the fast-growing 'nature and climate' space.

The NBN Trust is a nature charity with a difference. Our mission is making data work for nature. *"Data??? That's a bit niche!"*, I hear you say. And you're right – but it's a vitally important niche. The UK is one of the most nature-depleted countries on Earth and, if we're to stand any hope of fixing it, we're going to need data. Lots of data. *"What gets measured gets done"*, as the saying goes. We need to understand what we've lost and what remains. We need to set targets for nature's recovery. And we need to measure success as nature turns the corner and starts to make a comeback.

That's where the NBN Trust comes in. We support the entire UK conservation movement by providing public access to the wildlife data that's needed to make good decisions for nature. We're a conservation charity, tech charity and people charity rolled into one – a unique combination! This gives us novel opportunities for fundraising, and we're excited to be recruiting our first ever dedicated fundraiser, to develop and lead a programme of innovative partnerships with corporate supporters, trusts and foundations. Could this be your next career move?

Working closely with our CEO and our leadership team, you'll be responsible for:

- Initiating, developing and maintaining high-value relationships with new and potential funders, including trusts, foundations and corporate partners.
- Creating high-quality proposals and grant bids that address our strategic priorities.
- Managing an ambitious fundraising pipeline.
- Helping to build a strong fundraising culture and ethos across the organisation.

We're a 100% remote-working charity, so you'll need to be comfortable and effective working from home. The whole team meets up four times a year for in-person team meetings (in London and other locations around the UK). In this role, you'll also travel to some face-to-face meetings and events with funders and partners.

We're an equal opportunities and Living Wage employer. We welcome all applicants, and we're striving to create an inclusive and diverse team. If you're interested in joining us, please read on – and get in touch if there's anything you'd like to ask.

About the NBN Trust

The NBN Trust was founded 24 years ago by a visionary group of people and organisations who recognised that poor access to wildlife data was severely hampering efforts to protect and restore nature. Wildlife data is collected by hundreds of organisations and tens of thousands of volunteers and professional ecologists across the UK – it's potentially a phenomenal resource. But all too often this data is locked away in lonely spreadsheets and databases, inaccessible to all but a handful of people. What was desperately needed was an organisation focused on breaking biodiversity data out of its silos and helping it live its best life, to be used over and over again to help nature. That's us!

What we do

We manage the UK's largest partnership for nature – the National Biodiversity Network – which brings together more than 200 organisations with an interest in collecting, sharing and using biodiversity data. They include household names like the Natural History Museum, the National Trust and the Royal Horticultural Society, as well as specialist bodies like the Bat Conservation Trust and the British Dragonfly Society.

Our data portal, the NBN Atlas, is the UK's biodiversity data repository. It's one of the largest publicly accessible wildlife databases in the world. A treasure trove of information about more than 50,000 species from seals to centipedes, it's relied upon by conservationists, researchers and educators across the UK and beyond.

Much of the data we share is created by the UK's remarkable community of volunteer wildlife recorders. We manage iNaturalistUK, one of the fastest growing wildlife identification and recording apps, used by more than 45,000 people.

You can read more about us here:

- [Our team](#)
- [Our 2022-2027 Strategy](#)
- [Our 2022-2023 Impact Report](#)
- [NBN Atlas](#)
- [iNaturalistUK](#)

Our fundraising – your career development

We're funded through a combination of unrestricted and restricted grants, membership subscriptions and donations. We receive core and project-based funding from public bodies (e.g. Natural England and the Environment Agency), and we've successfully secured large grants (up to £400,000) from major foundations including the Esmée Fairbairn Foundation, John Ellerman Foundation, and the National Lottery Heritage Fund. We've also begun to develop a corporate partnerships programme, and we recently won financial and technological support from Amazon Web Services through their Imagine Awards. We're now working with Fireside Fundraising to develop our corporate programme further. Our fundraising pipeline covers all income streams and is under continuous development.

As our first dedicated fundraiser, you'd be in fantastic position to shape the future of our fundraising programme. Our CEO, Lisa Chilton, is herself a professional fundraiser, so your work would be championed from the top of the organisation, giving you huge potential to make your mark and develop your career.

Fundraising Lead (Trusts and Corporates)

The Fundraising Lead will report to our Communications and Engagement Manager. You'll work closely with our CEO, leadership team, communications, finance, and programme staff. Your responsibilities will include:

1. Initiating, developing and maintaining high-value relationships with new and potential funders, including trusts, foundations and corporate partners.
 - a. Initiate, build and steward a suite of long-term, mutually beneficial relationships with new and existing funders, particularly trusts, foundations and corporate partners.
 - b. Engage colleagues and Trustees in the development and stewardship of these relationships as appropriate.
 - c. Work with finance and programme staff to ensure timely and accurate reporting, detailing the use and impact of their funds.
 - d. Maintain accurate and up-to-date records of funder engagement on our Customer Relationship Management (CRM) database.
2. Creating high-quality proposals and grant bids that address our strategic priorities.
 - a. Research and write compelling proposals and grant applications that address our highest priority needs and are tailored to specific funders. The value of bids is likely to range from £10,000 to £500,000.
 - b. Work closely with programme, communications and finance colleagues to gather the necessary delivery and budgetary information for proposals.
3. Managing an ambitious fundraising pipeline.
 - a. Continuously develop and implement an ambitious fundraising pipeline to secure core and project funding with optimal return on investment.
 - b. Identify and research potential funders via funding directories, online research, and networking. (We may also commission research by external fundraising agencies as needed.)
 - c. Undertake due diligence screening in accordance with our Fundraising Policy.
 - d. Analyse and report on fundraising performance to the leadership team.
4. Helping to build a strong fundraising culture and ethos across the organisation.
 - a. Work with the CEO to foster a deeper understanding of charity fundraising across the Trust and a whole-team ethos.
 - b. Work with the communications team to create impactful messaging and materials to support fundraising activities.
5. Contributing to the Trust being a great place to work.
 - a. Play an active role in the NBN Trust team, including participation in team meetings, training events, cross-team task groups and the annual NBN Conference.
 - b. Embrace the Trust's values and help build a strong and mutually supportive team.
 - c. Openly share ideas, experiences, successes and failures to help our team learn and grow.

What we're looking for

Above all else, we're looking for someone who loves nature, shares our values, thinks creatively, and believes in the power of fundraising to change the world. This is an exciting role and there's huge potential for innovation and learning. It's also a varied and wide-ranging role, and **we don't expect you to have experience in every area**. The table below suggests the kinds of experience that would be useful in the role, but please don't be put off if you don't tick all the boxes.

Category	General experience	Specialist experience
Trust and Foundation fundraising	Understanding of UK grant-makers in the environmental field.	Experience of developing successful grant bids and managing donor relationships.
Corporate fundraising	Relevant experience in sales, business development or corporate fundraising.	Track record of identifying leads and building successful and mutually beneficial partnerships between charities and businesses.
Communication skills	Excellent written and spoken communication, including 'translating' technical language for non-technical audiences.	Experience writing fundraising or marketing materials with a clear and compelling message and call to action.
Relationship and interpersonal skills	Accomplished at building a rapport (including on video calls!) and establishing trust and collaboration.	Track record of managing a portfolio of funder or stakeholder relationships.
IT and numeracy skills	Computer literate, with experience of Office365 applications. Comfortable working with financial information.	Experience with CRM databases. Proficiency developing project budgets for grant applications and proposals.
Problem solving and customer service	Enjoys solving problems and helping others. Positive and adaptable, with excellent attention to detail.	Experience managing complex relationships and addressing challenges and complaints.
Team working	Ability to work effectively within a team and alone, knowing when to ask for support.	Experience within a fully remote team, able to maintain motivation and productivity when home-working.
Organisational skills	Effective at managing and prioritising a diverse workload.	Experience delivering projects on time and to the required quality.

Working arrangements and flexibility

This position will be home-based, with travel once a quarter for in-person team meetings, plus occasional meetings with donors/partners. Flexible working options are available (e.g. compressed hours).

Salary and pension

The salary for this position is £30,000 to £35,000, depending on experience. The NBN Trust automatically signs staff up to a pension plan through the People's Pension. The Trust will contribute double the employee's pension contribution up to a maximum Trust contribution of 7% of the gross annual employee salary.

Holidays

The annual leave year runs from 1 April to 31 March. All staff are entitled to 28 days per annum (pro rata). In addition to this, staff are entitled to all UK bank holidays and 3 days (pro rata) which can be taken between the Christmas and New Year period.

Hours

35 hours per week. The Trust operates a flexitime system. We would consider part-time working (minimum 28 hours per week) for the right candidate.

Living our values

We're passionate about the Trust being a great place to work. We believe that we're all at our most productive and creative when we're happy, motivated and growing in our roles. As a team, we're continually listening, learning and reviewing what we can do to support this.

Our values, created by the team, are:

- We have **Integrity** – We are open and honest in our work and acknowledge our mistakes in order to learn and grow.
- We are **Trusting** – We are reliable and believe in each other.
- We are **Collaborative** – We work in a flexible, supportive and approachable manner and work as a unified team.
- We are **Resilient** – We show commitment and challenge ourselves, and we act in a sustainable and ethical manner.
- We are **Respectful** – We are positive, kind, and fair in our actions.
- We are **Customer focused** – We use our individual and group expertise to ensure a quality service for our customers, stakeholders and beneficiaries.

We want to make a career in nature conservation accessible to everyone. We welcome all applicants, and we're striving to create an inclusive team. We're proud to have signed Wildlife and Countryside Link's [Diversity and Anti-Racism Statement](#) and to be working with partners from across the environmental sector to advance equality, diversity and inclusion, including through the [Route Map towards Greater Ethnic Diversity](#).

We're really into health and wellbeing, and we're conscious that it's harder to look out for each other when working remotely. Currently one-third of our team members are trained in Mental Health First Aid, and we subscribe to a 24/7 Employee Assistance Programme, so there's always someone for you to talk to if you're needing support.



Come join our small but mighty team!

To apply

Please send your CV along with a cover letter (no more than 2 sides of A4) to hr@nbn.org.uk Your covering letter should include the following:

- Why does this role interest you?
- What key aspects of your experience equip you for this role?

The closing date for applications is **9am on Thursday 27th June** and interviews are expected to take place on **Thursday 4th July (to be confirmed)**. Successful candidates will be contacted by **5pm on Friday 28th June** to confirm the details of their interview and any associated tasks (e.g. presentation, written task). Interviews will take place virtually, via Microsoft Teams, and interview questions will be shared with candidates in advance.

If you would like to speak to someone about the role before you apply, please email hr@nbn.org.uk to request a call.

Thank you for your interest in the NBN Trust. We hope you'll apply.

