



## **JOB DESCRIPTION**

<b>JOB TITLE</b>	Senior Individual Giving Officer
<b>TEAM</b>	Fundraising & Marketing
<b>GRADE</b>	D
<b>RESPONSIBLE TO</b>	Head of Fundraising
<b>RESPONSIBLE FOR</b>	Supporter Care Assistant
<b>LOCATION</b>	Brooklands Farm HQ (hybrid working available)
<b>CONTRACT</b>	Full-time, Permanent (35 hours per week)

### **About Dorset Wildlife Trust**

Dorset Wildlife Trust protects Dorset's wildlife and wild places, from the Jurassic coastline to heaths, woodlands, wetlands and meadows. The supporters of Dorset Wildlife Trust generate over £1 million of crucial income through membership donations, wildlife adoptions and giving to our fundraising campaigns. Supporter growth is central to Dorset Wildlife Trusts' strategy, to inspire and empower 1 in 4 people to take meaningful action for wildlife.

### **Role overview**

The Senior Individual Giving Officer plays a key role in delivering a first-class experience for supporters, driving income through effective membership recruitment, stewardship, and supporter engagement.

Working closely with the Head of Fundraising and wider team, you will lead on supporter communications, develop tailored stewardship journeys, and manage day-to-day relationships with key partners. You will also line manage the Supporter Care Assistant, ensuring operational excellence in supporter care.

The role is instrumental in generating income through the recruitment and retention of members, individual giving cash appeals and community/mass fundraising. A focus for this role is digital development of existing fundraising and membership activities/opportunities, as well as creation of new.

This is a full-time, permanent post (35 hours per week). Based at Dorset Wildlife Trust's headquarters Brooklands Farm, with hybrid working available. The post holder will be required to attend training, meetings and events in Dorset Wildlife Trust offices or sites, as and when required.

### **Key responsibilities**

#### **1. Individual Giving & Membership Management and Development**

- Lead on the delivery of cost-effective individual giving campaigns to recruit, retain and grow membership and wider income.
- Manage effective membership function.
- Lead on the development of digital and eco-friendly membership options.
- Manage all aspects of membership communications and administration, including onboarding and stewardship.
- Maximise Gift Aid claims from membership subscriptions.
- Provide accurate forecasts and reports on membership performance and income.

- Driving community fundraising and mass participation opportunities, including Giving Days.
- Spokesperson for Dorset Wildlife Trust membership internally and externally.

## **2. Supporter Communications & Engagement**

- Oversee the organisation and delivery of all supporter mailings and digital communications, including e-newsletters, campaign updates, and event information.
- Work with the Head of Fundraising and the Marketing Team to develop segmented communication journeys.
- Plan and deliver online and in-person engagement events to build deeper supporter relationships.
- Ensure all communications are GDPR-compliant and follow best practice in supporter care.

## **3. Supporter Care**

- Provide excellent supporter experience, including proactive event liaison and timely responses to queries.
- Line manage the Supporter Care Assistant to ensure donations are accurately processed, thanked, and recorded.
- Maintain accurate supporter records on the CRM system (Charity CRM) and collaborate with the Data Officer on selections and reports.
- Maintain stock control of membership materials and literature.

## **4. Partnership Management (SWWFL)**

- Manage the relationship with South West Wildlife Fundraising Ltd (SWWFL), supporting and motivating field fundraising teams.
- Promote a “one team” culture, ensuring SWWFL recruiters feel engaged with DWT.
- Provide logistical and collateral support for SWWFL venue sourcing and events.

## **5. Strategic Input & Leadership**

- Act as a champion for supporter and member experience across the organisation.
- Work with DWT staff and partners to maximise opportunities for membership recruitment at centres, reserves, and events.
- Contribute to the ongoing development of DWT's membership products and strategies.
- Line manage Supporter Care Assistant.
- Manage an annual budget and report on income and ROI as required.

## **6. General Duties**

- Participate in DWT activities and events as required, supporting delivery of the Strategic Plan.
- Promote a culture of supporter recruitment and engagement across the organisation.
- Ensure compliance with organisational policies, particularly around GDPR, Health and Safety, and Equal Opportunities.
- Some evening and weekend work may be required. Travel across Dorset (and occasionally further afield) is expected. Use of pool vehicles is available; own transport may be needed.

## **Person Specification**

### **Essential Experience & Skills**

- Proven experience in customer or supporter service roles.

- Strong track record in supporter engagement, membership development, or fundraising campaigns.
- Strong digital skills, including confident use of email marketing and social media platforms.
- Line management/volunteer management experience.
- Excellent verbal and written communication skills with the ability to engage, inspire, and motivate.
- Experience of working on large-scale mailings.
- Skilled in data handling and confident using CRM databases.
- Outstanding time management, organisational skills, and attention to detail.
- Ability to plan and deliver events.
- Full valid driving license.

### **Desirable Experience**

- Experience working in a charity or not-for-profit environment.
- Knowledge of individual giving (including community fundraising) or membership fundraising.
- Budget management.
- Familiarity with tools such as Mailchimp, Eventbrite, and digital fundraising platforms.
- Knowledge of wildlife conservation and enthusiasm for environmental issues.

### **Knowledge & Qualifications**

- GCSE English and Maths (or equivalent) essential.
- Knowledge of best practice in supporter care and GDPR compliance.
- Confident in Microsoft Office and CRM database systems.

### **Personal Attributes**

- Enthusiastic, friendly, and approachable.
- A team player who is also self-motivated and proactive.
- Confident, creative thinker with strong problem-solving abilities.
- High levels of integrity, tact, and professionalism.
- Commitment to Dorset Wildlife Trust's values and mission.
- A flexible and positive attitude.