



The Wildlife Trust for  
**Lancashire  
Manchester &  
North Merseyside**

# Recruitment Pack



# About us

We're one of 47 Wildlife Trusts spread across the UK, the Isle of Man and Alderney.

The Wildlife Trust for Lancashire, Manchester and North Merseyside (LWT) was founded in 1962 by people who knew they needed to take action for nature. Since then we have grown to be the largest nature conservation body in the area.

We are uniquely positioned to lead change in our region, working at a grass roots, local level, whilst also being part of a strong cohesive national movement. We work to protect wild spaces, and re-introduce key species and habitats, protecting the biodiversity of our area so that nature can recover.

## At LWT we believe that:

- Wildlife has intrinsic value, bringing colour, beauty and wonder to all our lives.
- The natural environment is under immense and growing threat, where we live and across the world.
- We are part of the natural world, and wildlife is relevant to every part of our lives; everything we do has an impact on it, and the natural environment affects our health, our wealth and our state of mind.
- Everyone can make a positive contribution to wildlife and can benefit from it.



# Our Mission

- Enable wildlife's recovery in our area by working in partnership with others to conserve, restore, create and connect habitats and to increase species abundance;
- Connect people with nature and help them to take action for wildlife, wherever they are.

# Our Vision

- Nature is recovering on a grand scale across Lancashire, Manchester and North Merseyside, and in our sea, and that everyone is able to enjoy our increasingly abundant wildlife.

# Our Work

Our core conservation work includes land management, advocacy for the natural world with key decision-makers, species re-introduction, protecting threatened species and collecting essential scientific data. We do this on land and at sea to secure a brighter future for both wildlife and wild places across our region.

We work all over our area with schools, colleges and community groups, running inspiring sessions covering everything from Forest School and orienteering, to Wild Family and Nature Tots sessions.

We believe that wildlife and nature have the power to instill confidence, heal the mind and help people meet their potential, which is why we champion a number of ecotherapy-based projects for both children and adults and the positive impacts to date have been phenomenal.

**Find out more:** [www.lancswt.org.uk/our-work](http://www.lancswt.org.uk/our-work)

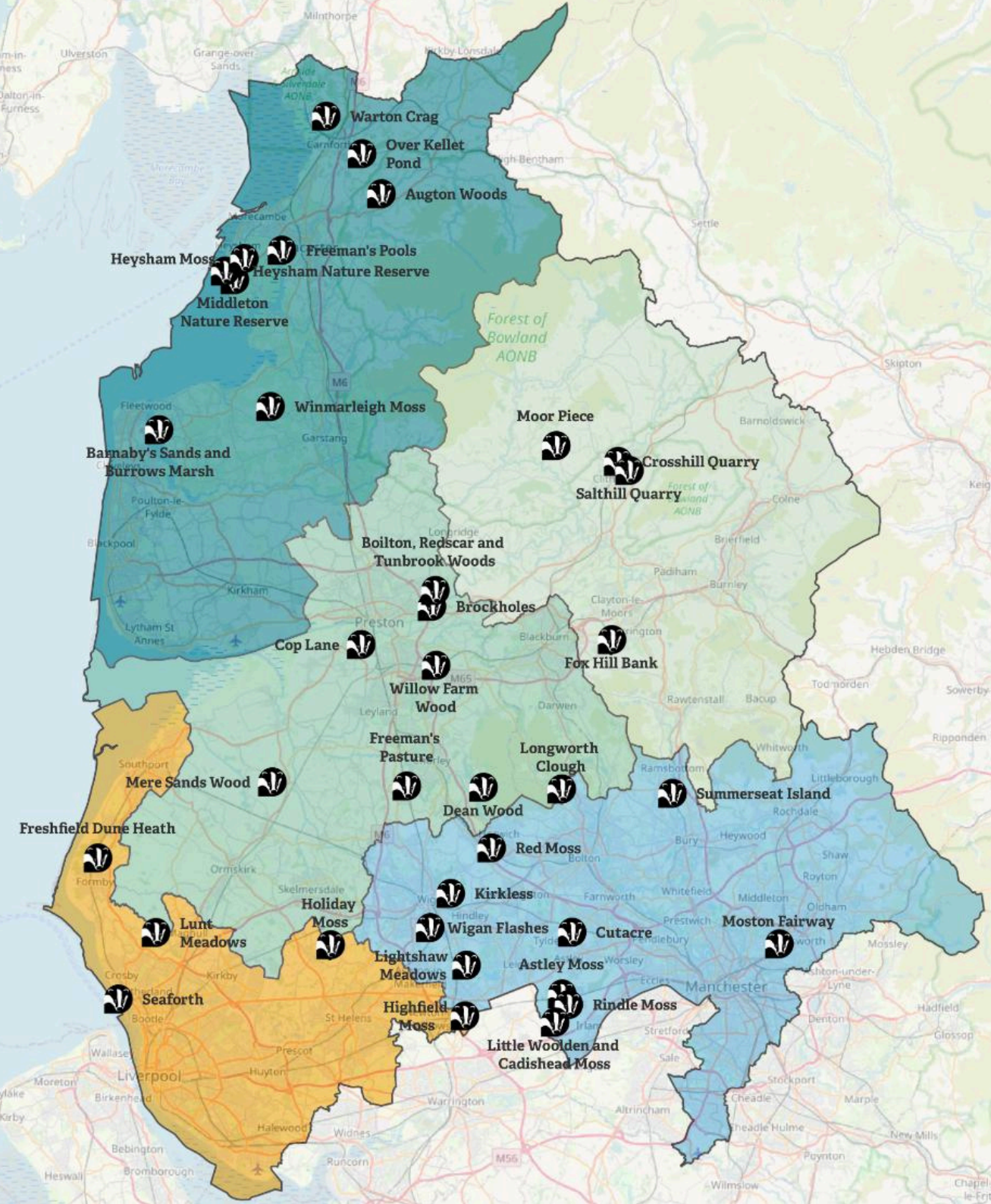
# Our Nature Reserves

We have saved many special places, acquiring and managing many of them as nature reserves.

We look after 50 sites (including 42 of our own nature reserves), and a total of around 1,300 hectares of habitat, creating a network where people and wildlife can thrive, on your doorstep.

We believe that limited mobility shouldn't mean missing out on wildlife. Many of our reserves have accessible paths and boardwalks, disabled facilities and accessible bird hides, so people can fully immerse themselves in the great outdoors and discover the wonderful wildlife that lives on our doorstep.

We also have 6 offices based across Greater Manchester, North Merseyside, West Lancashire, East Lancashire and North Lancashire. Our Head Office is based on the outskirts of Preston.



# Strategic Goals by 2030

- Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.

30% of land and sea is in recovery.

- People are better connected to nature in their lives and more are taking purposeful action for wildlife.

1 in 4 people are taking action for nature.

- We have the financial and human resources, systems and skills that we need to improve our impact for nature's recovery.

LWT will be bigger, better and more joined up.

# Our Strategy

## **Defend wildlife and wild places**

We will stand up for the environment and protect wild spaces, enhancing them for both people and wildlife. We will encourage biodiversity, and work with land owners and other organisations in partnership, to create a network of habitats across our region where people and wildlife can thrive.

## **Inspire people to take action for their local wildlife**

We will inspire people to enjoy and protect the wildlife and wild spaces on their doorstep. We will help people learn how to live more sustainably, and demonstrate the benefits of nature to their health and wellbeing. We will engage people of all ages, from all communities to take action for wildlife and we will foster the environmental leaders of the future.

## **Base our work on sound evidence**

We will use evidence from sound science and research to further ecological understanding and demonstrate the needs, benefits and outcomes of nature conservation. We will use this evidence to focus our efforts on the areas most in need of protecting and champion those species that need a helping hand.

# Our Impact

- Our education team and project officers engage more than **20,000** children in wildlife-related activities.
- On average every **10 miles** you travel in the region means you will pass a Wildlife Trust project.
- More than **30,000** members support the Wildlife Trust in the region and 800,000 across the UK.
- More than **5,000** people a year take part in walks and other events on our reserves.
- We have over **1,200** dedicated volunteers supporting us on a regular basis, with their time, skills and experience.
- Our reserves cover more than **1,300** hectares across the region.
- We own or manage **42** nature reserves in the region.



# Our Culture

We foster a creative environment where new ideas can flourish. Our team members take pride in personal responsibility, striving for excellence in everything they do. Success in our organisation comes from a commitment to outstanding results, alongside a dedication to building strong, meaningful relationships - both within our team and with our external partners.

We promote a culture where our staff, trustees and volunteers are Wild About Inclusion, where difference is celebrated, everyone can be themselves, feel respected and able to contribute to their full potential.

## What does an LWT team member look like?

### **Integrity**

Acting in the best interest of LWT and honouring our scientific foundations in every activity. Our approach is built on honesty, respect, and a commitment to the core objectives of the charity, as well as the wishes of our members and funders.

### **Teamwork**

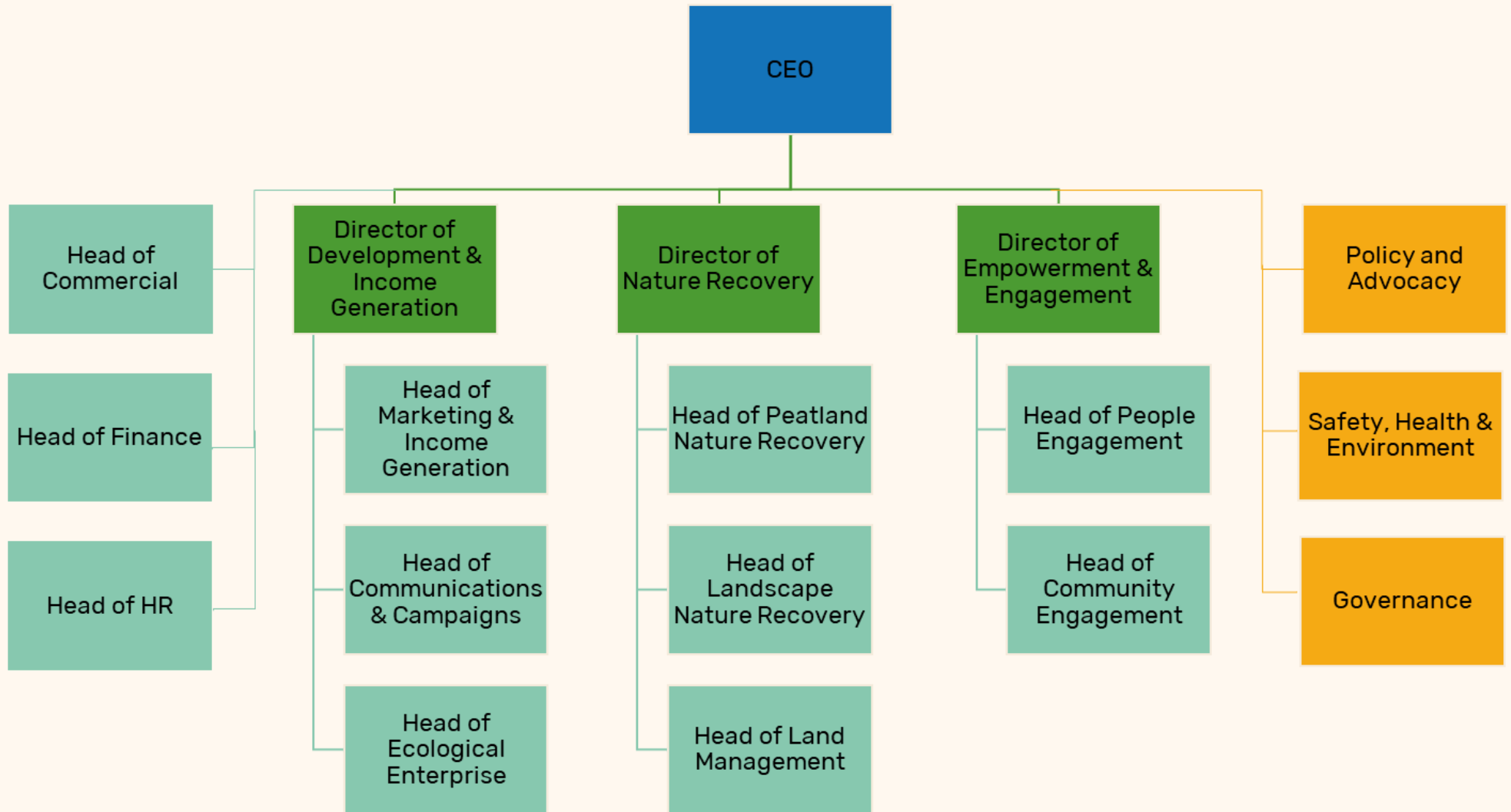
We foster a friendly, welcoming atmosphere where everyone is treated with respect and courtesy. We believe in the strength of our unity as one big team. Always ready to roll up our sleeves and help wherever it's most needed, regardless of the role.

### **Passion**

Passion drives every LWT team member. Whether it's a love for wildlife, a desire to make a meaningful difference, or a commitment to inspire others, passion is at the heart of everything we do - and we have it in abundance!



# Our Organisation



# Job Description

**Post Title:**

Philanthropy Manager

**Responsible to:**

Head of Marketing and Income Generation

**Responsible for:**

Fundraising Officer

**Location:**

The Barn, Berkeley Drive, Bamber Bridge, Preston, PR5 6BY (with travel across Lancashire, Manchester and Merseyside)

Hybrid working available.

**Hours of Work:**

35 hours per week  
(Flexible working available, specifically a 9-day fortnight, 3-weekly Friday off, and Early Finish Fridays)

**Salary:**

£ 31,692.40 per annum

**Duration of post:**

Permanent

**Other:**

All candidates must have the Right to Work in the UK.

## PURPOSE OF POST

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As our Philanthropy Manager, you will be responsible for developing and growing the Trust's high value income through our 'Living Legacy' pledge fund, major donors and philanthropic corporate partnerships. You will lead on building long-term, values-led relationships with high net worth individuals and corporate supporters, ensuring excellent stewardship and meaningful engagement that reflects the impact of their support. You'll also support our various individual giving channels such as appeals, regular giving and fundraising, with impact reporting being at the heart of everything you do.

You will be an ambitious and experienced individual with a strong track record of relationship-led income generation. You will be confident working with senior stakeholders and external partners, able to spot opportunities for growth and influence across the organisation. You will help shape the Trust's appeal planning and work closely with the Marketing Manager to ensure our philanthropic approach is informed by audience insight, supporter motivations and impact storytelling. You will develop strong internal relationships to embed philanthropy into the wider fundraising culture of the Trust.

## KEY ROLES AND RESPONSIBILITIES

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1. To lead the high value fundraising strategy alongside the Head of Marketing and Income Generation and Director of Development for the organisation, putting donor care at the heart of everything you do.
2. To work with the CRM and Supporter Services Manager to ensure our CRM system supports effective relationship management, stewardship planning and accurate recording of high value donor interactions.
3. Develop and deliver a programme of engagement activity for Living Legacy pledge fund supporters, high net worth individuals and philanthropic corporate supporters.
4. Work closely with the Marketing Manager to shape appeals, campaigns and supporter journeys, ensuring a tailored approach to high value audiences that maximise on visibility and income.
5. Work with the wider Wildlife Trust movement to share best practice, gain insight and identify joint working opportunities in high value and philanthropic giving.
6. Work closely with the Head of Marketing and Income Generation to set annual budgets, produce interim forecasts and set income targets.
7. Manage high value income budgets effectively and in line with agreed targets.
8. Champion philanthropy across the organisation, helping teams identify opportunities to engage high value supporters through projects, sites and programmes.
9. Analyse donor data and relationship insights to inform future planning and approach.
10. Lead on compliance for relevant GDPR and Fundraising Regulations within high value fundraising activity.
11. Keep up to date with the work of the Trust and ensure all communications showcase impact clearly and compellingly.

**Living legacy pledge fund, high net worth and individual giving:**

- Work closely with the Head of Marketing & Income Generation and the Development Manager to develop and grow the 'Living Legacy' pledge fund model.
- Continue to manage and develop the Trusts existing traditional legacy model.
- Build and manage a portfolio of high net worth supporters, developing personalised cultivation, stewardship and solicitation plans that are rooted in impact.
- Identify and develop new opportunities for major gifts in line with Trust priorities and strategic projects.
- Work with internal teams to identify projects suitable for philanthropic support and shape compelling funding propositions.
- Work with and support the Fundraising Officer in stewarding donors and maintaining strong, long-term relationships across individual giving.
- Lead the development of bespoke donor experiences, including site visits, briefings and small events alongside the Trust's other directorates.

**Philanthropic corporate partnerships and employee engagement:**

- Develop and manage philanthropic based relationships with corporate partners
- Support the Fundraising Engagement Officer to work closely with colleagues in communications, land and engagement teams to identify opportunities for corporate employee engagement that support relationship-building and long-term giving.
- Support the integration of philanthropic corporate giving into appeals and campaigns
- Identify opportunities to develop strategic, multi-year partnerships with corporate supporters within the Directorates Income Generation activity plan.
- Work closely with the Development Manager to ensure any earned income leads or pipeline activity is accurately recorded on the CRM.

**Impact demonstration, appeals and cross-team working:**

- Play a key role in the planning and delivery of Trust-wide appeals, contributing insight on high value audiences and major donor potential.
- Work closely with the Marketing Manager and Digital Fundraising Officer to shape messaging, audience targeting and supporter journeys for high value prospects.
- Support the alignment of philanthropic fundraising with individual giving and service based corporate engagement activity.
- Provide strategic input into campaign planning to maximise income potential.
- Support the identification of grant and trust opportunities where appropriate
- Contribute insight and relationship support to trusts and foundations work where this aligns with income generation priorities.
- Work across the organisation to seek out impact based narrative that can be translated in to compelling storytelling, aiding both the recruitment and retention of donors

**Compliance:**

- Ensure all relevant GDPR guidelines are adhered to and regularly reviewed and adhered to.
- To ensure all of the Trust fundraising activities remain compliant with the Fundraising Regulator, ensuring the upkeep of training and Responsible Fundraising Handbook
- To work with the Supporter Services Manager to ensure all financial and Gift Aid requirements are adhered to
- Ensure the team are trained and equipped to deal with fundraising complaints in a professional manner, and ensure all complaints are logged and escalated where necessary as per the Trust's policy.

**Targets and Reporting:**

- Work towards achieving fundraising targets set for the team and as an individual.
- To work closely with the finance team and Supporter Services Manager to ensure income is recorded correctly.
- To provide regular reports on progress against targets, maintaining up to date and accurate records at all times.
- Provide regular progress updates to your peers, the Senior Management Team and Trustees.
- Contribute to setting targets for the annual action plan and work with the Head of Marketing & Income Generation to complete annual budgets and reforecasting.
- Pulling and analysing information from the database, identifying trends and using these to inform our plans and compiling monthly reports against agreed KPIs.

**Budgets, Administration and processes:**

- Work closely with the Fundraising Officer to ensure stewardship and relationship management processes are effective.
- Work closely with the wider team to manage donor attrition and look at how donor retention can be improved through impact reporting.
- To support in the effective use and maintenance of our CRM system and drive forward a data-led culture within the wider team and organisation.
- To ensure all fundraising administration is completed and accurate.
- To look for further opportunities to streamline donation processes and increase conversion, working closely with the CRM and Supporter Services Manager and the Marketing Manager.
- To support on the setting of budgets and management of budgets across all membership and fundraising functions, working closely with the Head of Marketing and Income Generation.

**Building Excellence:**

- Ensure that fundraising guidelines enforced by The Institute of Fundraising and Fundraising Regulator are followed.
- Where line management is concerned, lead by example and set exemplar standards.
- To undertake appropriate training activity for skills and personal development including attending Wildlife Trust Seminars, Conferences and following relevant updates on Wildnet (Wildlife Trusts Intranet).
- To ensure all work carried out complies with equal opportunities and Health and Safety policies and procedures.
- Undertake any other duties required by your line manager/SLT lead.

# Person Specification

## EXPERIENCE

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### Essential

- A minimum of four years' experience in relationship-led fundraising, partnerships or business development
- A minimum of two years' experience in managing or supporting high value stakeholder relationships
- Line management experience

### Desirable

- Educated to degree level or equivalent in a relevant field
- Experience of major donor, philanthropy or corporate partnerships
- Well-rounded experience at a management level in fundraising or sales
- Experience of campaign or appeal planning within the third sector

## KNOWLEDGE

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### Essential

- Excellent knowledge of the Fundraising Regulations, GDPR and other relevant legislation
- Understanding of high value fundraising approaches and donor stewardship
- Knowledge of the third sector and fundraising techniques and trends including the use of social media
- Proficient in Microsoft Word, Power Point and MS Outlook
- Strong working knowledge of Microsoft Excel

### Desirable

- Relevant professional qualifications and memberships
- Knowledge of CRM systems and data-led fundraising approaches
- Knowledge of grant/trust/foundation application processes and how to successfully 'bid write'

## SKILLS

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### Essential

- Excellent persuasive, influencing and relationship building skills
- Highly target driven
- Excellent written and verbal communication skills with the ability to translate complex information
- Excellent organisational skills with an ability to prioritise need, plan and implement appropriate actions and monitor and evaluate outcomes
- Strong ability to problem-solve and take a pro-active approach
- Able to tackle problem areas in a positive way
- Ability to work collaboratively across teams

## PERSONAL QUALITIES

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### Essential

- Commercially minded
- Trustworthy and with high personal integrity
- Flexible, approachable and adaptable
- A natural leader and relationship-builder
- Ability to communicate with enthusiasm, tenacity and resilience
- A strong understanding of, commitment to and enthusiasm for the Wildlife Trust and its work in nature conservation
- Commitment to the Trusts policy on Equality, Diversity and Inclusion
- A full driving licence with Class 1 business use insurance

# General Terms & Conditions

<b>Holidays:</b>	28 days per annum (increasing with length of service), plus bank holidays, pro rata for part-time employees.
<b>Pension:</b>	The Trust contributes to the NEST Pension Scheme. Full details will be provided.
<b>Hours of Work:</b>	Full Time 35 hours per week. Normal working pattern will be 9.00am – 5.00pm.  Overtime is not paid but time off in lieu may be taken, where appropriate, as the post may involve some evening or weekend work.
<b>Duration of post:</b>	This post is offered on a permanent basis. All new employees undertake a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.
<b>Closing Date:</b>	<b>Sunday 3<sup>rd</sup> May 2026</b>
<b>Interviews:</b>	<b>Tuesday 12<sup>th</sup> May 2026</b>

To apply for this position you are required to complete an Application Form which can be downloaded from our Website: [www.lancswt.org.uk/jobs](http://www.lancswt.org.uk/jobs)  
Completed applications should be returned to: [applications@lancswt.org.uk](mailto:applications@lancswt.org.uk)

Thank you for your interest in working for the Wildlife Trust for Lancashire, Manchester and North Merseyside. We look forward to receiving your application.

## TERMS OF REFERENCE

As an inclusive employer, The Wildlife Trusts value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We actively encourage applications from people of all backgrounds and cultures. We believe that a diverse workforce will help us create our vision of people close to nature, with land and seas rich in wildlife.

To understand how we are performing, we ask that you kindly complete a Diversity Monitoring Form in addition to your application.

Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the recruiting staff never see individual responses to the questionnaire.

### Criteria Common to All Job Descriptions:

A Job Description sets out the purpose of the job, where it fits into the Trust's structure, the context within which the job holder functions and the principal accountabilities of job holders, or the main tasks they have to carry out. It is not a definitive work plan. This document is intended to provide guidance on the scope and function of the job.

### Equal Opportunities Statement:

All employees are required to adhere to and promote the principles and operation of the Trust's policies on equalities, to ensure that services provided are relevant to ethnically diverse communities and other disadvantaged groups in the area.

### Safety, Health and Environment Statement:

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the Trust's Safety, Health and Environment (SHE) at Work Policy and associated SHE policies and guidelines. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the Trust including personal protective equipment in accordance with training or insurance. All members of Trust staff are responsible for informing their line managers of any potential gaps in the current Trust Policy. All employees are responsible for ensuring that the SHE Policy is up to date and continuously reviewed and evaluated.

### Performance Review:

All employees will participate in the Trust's Performance Review process. The process aims to ensure that performance standards/targets are jointly agreed between employees and line managers and are achieved within agreed time scales. Failure to maintain an appropriate standard indicated by management can result in Capability proceedings being taken.

### Commensurate Statement:

At times, the Post holder will be required to undertake other duties and responsibilities of a similar level and nature in order to support workload peaks and resources and skill shortages, ensuring priorities are met. This will be sensitive to available resources and individual skills and will generally be within the same area.

### Adherence to Staff Handbook, Policies and Procedures:

The Trust is a large, diverse charitable organisation and as such needs to ensure that all employees are aware of their obligations to and from the organisation. These are clearly defined in the Staff Intranet and in the policies and procedures adopted by Council as part of the Trust's governance. All Employees have an obligation to read and understand these policies, especially those that are pertinent to this role.