



The Royal Parks Foundation is a registered charity, launched in May 2003, to help protect, conserve and enhance the eight Royal Parks. The small, energetic Foundation team is based in Hyde Park and works alongside colleagues from The Royal Parks Agency, the body responsible for the daily management of the Parks.

The Foundation's Chief Executive and team are supported by an active and committed Chairman and Board of Trustees, who meet four times a year.

Since its launch, the Foundation has helped raise over £13million for a variety of projects, large and small. As part of its work, the charity helps support the 130,000 trees in the Royal Parks. It also runs a popular wildlife adoption scheme and there is untapped potential to develop the dedication of Benches as well as bespoke smaller Park Projects.

We are looking for the right person to drive Community Fundraising specifically incorporating these three income streams in support of the RPF Fundraising Strategy for 2013/14/15.

Job Title: Fundraising Officer

Salary: £23,000 - £25,000 per annum
25 days leave per annum, plus Public Holidays
Pension (after 3 months)

Reporting to: Head of Fundraising
(also working closely with Assistant Park Managers, Project Managers, Head of Landscaping, Head of Ecology, RPF Web Manager)

Strategic Objective: a) Raise more funds from Trees, Wildlife, and Bench Dedications as well as small bespoke projects in the Royal Parks. b) Support the wider work of the Foundation by building strong, long-term relationships with community stakeholders. c) Cultivate Donors into Major Giving

Specific Responsibilities:

RPF Tree Sponsorship and Wildlife Adoptions Fundraising:

- Develop Tree Sponsorship & Wildlife Adoptions in line with fundraising targets
- Ownership and follow-up of telephone/written enquiries for Tree Sponsorships
- Information management of Tree Sponsorships data on Raisers Edge database
- Regular liaison with each Park to establish which trees are available
- Matching donor enquiries to trees and subsequent relationship management
- Production and administration of Adoption Packs and Tree Certificates
- Organisation of Tree Sponsorship Presentations in each Park
- Administrate adoption renewals and conversions to Direct Debit
- Draft brief Monthly Report for Senior Management Team

RPF Bench Dedications Management:

- Manage supply & demand of Bench Dedications in line with fundraising targets
- Liaise with individual Parks to establish available bench locations, suitability
- Ownership + follow up of telephone/written enquiries for Bench Dedications
- Order benches and produce plaques engraved with donor message
- Information management of Bench Dedications data on Raisers Edge database
- Match donors on the waiting list to the limited supply of benches efficiently
- Draft brief Monthly Report for Senior Management Team

RPF Bespoke Park Projects Fundraising:

- Match smaller Park projects to Potential Donors - value £ 1k to 10k
- Support the cultivation of small donors into Major Donors with HoF
- Support the cultivation of small Corporate Sponsors into Principal Sponsors
- Help deliver the benefits promised to Major and Corporate Donor Stewardship
- Work with Comms Team for Supporter Engagement

General RPF Fundraising Support:

- Hands-on team assistance with general administration and events as necessary throughout the year. This could be anything from photocopying, helping with mailings, putting up a small marquee, carrying boxes, designing and administrating our ad-hoc campaigns, managing volunteer days, planting bulbs with children, reed-bedding in chest-high waders etc... At RPF we all muck-in !

Person specification:

Experience:

- Minimum two years' experience of working in a busy charity environment
- Experience developing relationships on the telephone and by email
- Familiarity with results-oriented, problem-solving, can-do organisation culture
- Qualifications: Degree level education

Personal skills:

- Ability to develop a relationship confidently with empathy and sensitivity - both face-to-face and on the phone. Many donors are making dedications to celebrate the life of someone whom they have loved and who has passed away recently. Exchanges can be emotionally charged and therefore require delicate handling.
- Excellent verbal and written communication skills
- Highly organised with meticulous attention to detail at every level
- Enthusiastic and self-motivated with the ability to work autonomously
- Interest in and commitment to environmental, heritage and cultural issues
- Good networker, team player and Ambassador for the Foundation
- Computer literate, familiar with Microsoft Office: Word, Powerpoint, Excel
- Raisers Edge knowledge an advantage (if not, training will be given)
- Process-oriented and comfortably numerate on excel spreadsheets
- Ability to prioritise heavy workload, handle tasks simultaneously and perform effectively under pressure - with a smile !

Key criteria for success: After 12 months, the successful candidate will have:

- Worked with colleagues in the Foundation and The Royal Parks to develop the Park Projects Fundraising Strategy so that they will assist in securing £150,000 per annum for the Foundation by June 2014.
- Created - launched - and delivered imaginative Fundraising Campaigns
- Reviewed previous Dedications Data for Trees, Adoptions, Benches and Small Projects, streamlined it and devised an efficient, accurate reporting template.
- Become a well-respected and well-liked member of the Foundation team - both internally and externally.

This job will provide you with the opportunity to working within a really friendly team, in a fantastic office location in the heart of Hyde Park on a very stimulating array of projects.

It will require good organisational skills and attention to detail – and at the same time offer someone a real creative opportunity to pick up the Dedications Projects and Community Engagement Opportunities - and take them to an entirely different level.

We work very hard, especially through the summer months – but we also have a lot of fun too, with regular outings to the Parks, team volunteering in stunning wildlife locations.

If you'd like to apply, please send a CV and short covering letter to:

Jessica Dash, Royal Parks Foundation, The Old Police House, Hyde Park, London W2 2UH jdash@royalparksfoundation.org

Closing date: 5pm, Monday 20th May 2013
Registered charity 1097545