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**Application Pack**

**Individual Giving Manager**

**Advertised September 2021**

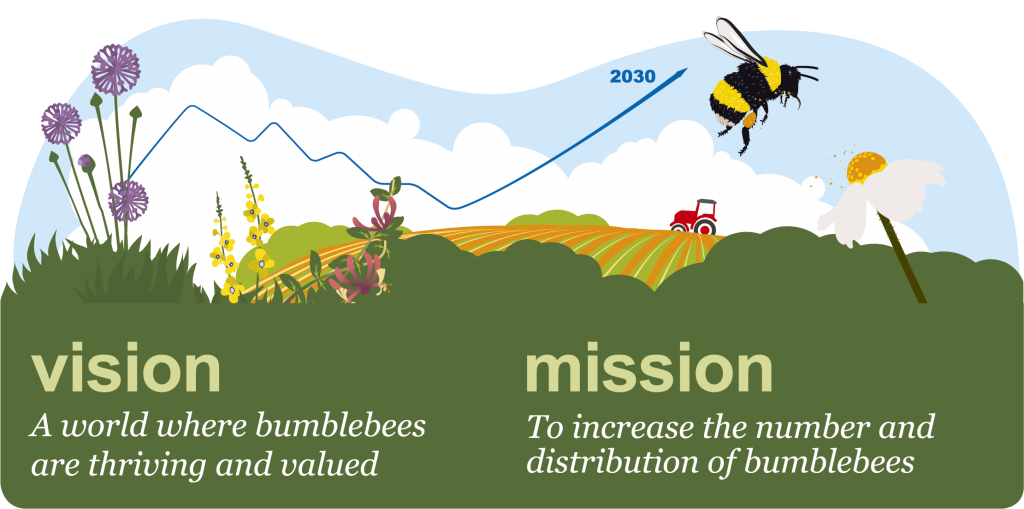
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**Job Advert**

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| A unique opportunity to join a successful and growing conservation charity! Individual Giving Manager *Salary £32,000 per annum*  The Bumblebee Conservation Trust is looking for a full-time Individual Giving Manager to play a leading and hands on role in the growth of the charity.  You will be responsible for designing and implementing stewardship plans to enhance our overall supporter experience and donor journey, and grow our income across individual giving, legacy, in memorandum, and membership activity.  The Trust is currently undertaking a review of our digital systems, including our CRM and website. Working closely with the fundraising and engagement teams, you will play a key role in ensuring the smooth transition between systems and the adoption of new digital fundraising opportunities.  You will be an experienced, proactive and creative fundraiser with a proven track record in generating significant fundraising income and achieving income targets.    Please refer to the job description and person specification for more details of the role.  This is a full-time, permanent position, partially homebased and partially based from the Trust’s offices in Stirling, where the Individual Giving team is based – the exact split between home and office is negotiable. Benefits include: 8% employer pension contribution, flexible working, death in service benefit, and well-being support via Health Assured's Employee Assistance Programme.  The Trust recruits, employs, trains and promotes regardless of race, religion, colour, national origin, gender, disability, age, and other protected status.  At the Trust, we have a clear goal: to be the place where a diverse mix of talented people want to come, to stay and do their best work. We pride ourselves on reaching for our vision – to reverse the decline in bumblebees, through the hard work and dedication of our passionate and creative employees. The closing date is 11.59pm, Sunday 17 October 2021. | BBCT_CMYK.jpg  **For an application pack please visit our website:**  [bumblebeeconservation.org/vacancies/](http://www.bumblebeeconservation.org/vacancies/) *Bumblebee Conservation Trust**Beta Centre Stirling University Innovation Park Stirling FK9 4NF* *Tel: 01786 594 128*[*recruitment@bumblebeeconservation.org*](mailto:recruitment@bumblebeeconservation.org) Charity numbers: 1115634; SC042830  To discuss the post informally, please contact:  Dawn Ewing, Head of Strategy & Development  Tel. 07395 791 182  [dawn.ewing@bumblebeeconservation.org](mailto:dawn.ewing@bumblebeeconservation.org) Closing Date:11.59pm, Sunday 17 October 2021 **Interview date:**  **Friday 12 November 2021** |

**About the Bumblebee Conservation Trust**



The Bumblebee Conservation Trust was established in May 2006 in response to ongoing declines in many bumblebee species, due primarily to habitat loss through agricultural intensification. In the last 80 years two species have become nationally extinct whilst populations of several others have crashed dramatically. Over one third of social bumblebee species are now regarded as species of principal importance under the UK Post-2010 Biodiversity Framework.

Bumblebees are ‘keystone’ pollinators, integral to our natural environment, and providing significant economic benefits through pollination of crops. We aim to help bumblebees and the habitats that they depend on through conservation and education.

For more information about our work, visit our website (<http://bumblebeeconservation.org>).

**Job Description**

**Job Title:** Individual Giving Manager

**Reporting to:** Head of Strategy & Development

**Hours:** This is a full-time (35 hours a week) permanent position, based partially from home and partially at our Stirling office. The balance of home and office working is negotiable.

**Job purpose:**

* Work with the Head of Strategy & Development and Fundraising Manager (Institutions) to ensure that the Trust achieves fundraising targets across a diverse portfolio of income streams.
* Lead, manage and motivate your team to create a robust stewardship programme that strengthens relationships, cultivates and nurtures existing donors, and grows the Trust’s supporter base and income.

**Main responsibilities:**

***Individual Giving and membership***

* Develop and deliver a strategy to increase income across a range of individual giving areas including memberships, appeals, payroll giving, regular giving, digital donations, in-memoriam and legacy giving.
* Work with the CEO and Executive Support Officer to generate income from high net worth individuals.
* Provide a supporter experience that increases conversion and retention and builds long term commitment to the charity.
* Continually review and develop the Trust’s membership offering, benchmarking against other similar organisations.
* Maintain a high level of member satisfaction through member communications and at all stages of the membership life-cycle.
* Manage member events, including the AGM and Supporters’ Day.
* Create compelling and effective fundraising communications.
* Utilise insight and data to set, monitor and evaluate campaign and revenue performance.
* Work with the Volunteering team to develop new opportunities to engage communities, volunteers and individuals in fundraising for the Trust, including the development of new resources and tools to facilitate this.

***Data Protection and reporting***

* Working with the Trust Data Protection Officer, act as data protection lead for the Fundraising department, ensuring procedures are up to date and follow ICO best practise, and that Fundraising staff are appropriately trained.
* Working with colleagues across the organisation, play a key role in the implementation and ongoing management of a new Customer Relationship Management (CRM) database.
* Prepare reports as and when required by the Head of Strategy & Development and CEO for Trustee and Committee meetings.
* Manage and implement the Trust’s complaints policy and procedures, ensuring the highest possible standard of service is provided.

***General***

* Manage, support and inspire your direct reports.
* Manage budget planning and monitoring across the department’s income streams.
* Advise on likely fundraising or reputational risks of proposed courses of action.
* Advise on, implement and monitor fundraising regulations.
* Demonstrate and promote the culture and values of the Trust.
* Stay abreast of external developments that may impact on your area of work.

**Person Specification**

**Essential**

* At least 3 years’ experience within a membership organisation, charity or sales and marketing environment.
* Proven track record in achieving income targets and growing income across multiple revenues with a wide range of activities, campaigns and appeals.
* Excellent copy writing skills and a track record of developing supporter focused content.
* Proven experience of leading, inspiring and growing a range of direct reports.
* Sound knowledge and a thorough understanding of the principles and practices of supporter acquisition, donor journey development and motivations for giving.
* Experienced in developing strategic plans and fundraising budgets.
* Demonstrable experience of individual and community fundraising channels, methods and techniques.
* Strong project management and organisational skills.
* Excellent communication and presentation skills.
* Knowledge and understanding of the latest fundraising legislation and regulations.
* Robust knowledge and understanding of the latest GDPR regulations.
* Working knowledge of donor and supporter contact management, including use of a CRM or donor database.
* IT literate: familiar with using word processing, databases, spreadsheets, project management software and web applications including email and e-marketing.
* High levels of enthusiasm, self-motivation and a self-managing ‘can do’ attitude.

**Desirable**

* Educated to degree level or demonstrable experience.
* Experience of establishing and maintaining good working relationships across remote teams.
* Knowledge or understanding about bumblebees.
* Problem solving skills particularly in response to customer complaints.

**Summary of terms and conditions of employment**

**Terms and conditions:** This is a full-time, permanent post.

**Salary:** £32,000 per annum

**Pension:** This post is eligible for the BBCT pension scheme (8% Employer contribution).

**Location:** Home basedwith attendance at the Stirling office when required – exact split between home and office is negotiable on appointment.

**Hours of work:** The post holder will be employed full-time for 35 hours per week. Some overtime work may be required and a flexitime system is in place.

**Annual leave:** Annual entitlement of 35 days (on a pro rata basis for part-time staff) inclusive of Bank/Public Holidays.

**Policies and procedures:** We have policies designed to ensure the safety and well-being of both workers and volunteers e.g. health and safety, lone working.

**Other benefits:** The Trust provides Death in Service insurance to all employees, calculated as two times salary. Well-being support is provided via access to Health Assured’s Employee Assistance Programme.

The Trust recruits, employs, trains and promotes regardless of race, religion, colour, national origin, gender, disability, age, and other protected status.

At the Trust, we have a clear goal: to be the place where a diverse mix of talented people want to come, to stay and do their best work. We pride ourselves on reaching for our vision – to reverse the decline in bumblebees, through the hard work and dedication of our passionate and creative employees.

**Recruitment and Selection Process**

The Bumblebee Conservation Trust is an Equal Opportunities employer.  This means that whilst seeking employment or during such employment with the Trust, we will seek to ensure equality of treatment for all persons regardless of sex, race, age, marital or civil partnership status, disability, religion or belief, sexual orientation, gender reassignment, pregnancy or maternity status.

**Pre-employment checks:**

We will require a minimum of two appropriate references and will check original documents proving your qualifications, identity, and right to live and work in the UK before you can start work with us.

You will be asked to complete our Criminal Record Declaration Form, however, a person’s criminal record, in itself, will not debar that person from being appointed to a post.

**References:**

Referees should ideally be your present and last employer. They should have had either managerial or supervisory responsibility for your work, and not be colleagues, subordinates or friends. If this is your first employment, a tutor’s reference and a personal reference or similar will be acceptable.

If you have any questions about providing reference details, please contact us.

BBCT will only approach your referees once an offer of employment has been made; they will be provided with a copy of the job description and asked to return a Reference Request Form.

**How we use your personal information:**

The information which we gather from you during the recruitment and selection process is retained and processed in accordance with the provisions set out by the Data Protection Act 1998 (DPA) and further to the General Data Protection Regulations (GDPR).

Please note that by submitting an application for employment, you are accepting that you have read and understood our Data Protection and Privacy Policy for Job Applicants (<https://www.bumblebeeconservation.org/wp-content/uploads/2017/05/Data-Protection-and-Privacy-Policy-for-Job-Applicants-July-2018.pdf>)

If you have any questions about how we use your data, please contact us.

**How to Apply**

If you are interested in joining us, please complete the application form below and return by email to [recruitment@bumblebeeconservation.org](mailto:recruitment@bumblebeeconservation.org) no later than **11.59, Sunday 17 October 2021**.You will receive confirmation we have received your application, and we will contact you to let you know if your application is being progressed to the interview stage.

In order to ensure that all applicants are assessed equally and fairly, applications will only be accepted on the form provided. Please do not send CVs.

Interviews are expected to take place on **Friday 12 November 2021 via Zoom**.

# Application Form

# PRIVATE AND CONFIDENTIAL

**APPLICATION FOR THE POST OF:**

**CLOSING DATE:**

**INSTRUCTIONS FOR COMPLETION:**

* Complete using black ink (block capitals)

or typescript (normal case)

* Answer all questions
* Do not attach a C.V.

**PLEASE RETURN COMPLETED FORM TO:**[recruitment@bumblebeeconservation.org](mailto:recruitment@bumblebeeconservation.org)

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| **APPLICANT INFORMATION** | | | |
| TITLE: | SURNAME: | | FORENAME(S): |
| ADDRESS (including postcode): | | | |
| DAYTIME TELEPHONE NUMBER: | | EVENING TELEPHONE NUMBER: | |
| EMAIL ADDRESS: | | | |
| CAN YOU PROVIDE PROOF OF YOUR RIGHT TO LIVE AND WORK IN THE UK?  Yes  No  (please tick/double click to select) | | | |
| DO YOU HOLD A FULL CLEAN DRIVING LICENCE?    Yes  No  (please tick/double click to select) | | | |
| DO YOU HAVE ACCESS TO A CAR TO USE AT WORK?  Yes  No  (please tick/double click to select) | | | |
| IF YOU HAVE A DISABILITY WILL YOU REQUIRE ANY REASONABLE ADJUSTMENTS MADE TO ENABLE YOU TO ATTEND AN INTERVIEW?  Yes  N/A  (please tick/double click to select)  If yes please provide details: | | | |

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| --- | --- |
| **EMPLOYMENT HISTORY** | |
| **PRESENT OR MOST RECENT EMPLOYMENT** | |
| DATE FROM: | DATE TO: |
| JOB TITLE: | COMPANY NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
| IF STILL EMPLOYED PLEASE STATE NOTICE PERIOD REQUIRED: | |

|  |  |
| --- | --- |
| **PREVIOUS EMPLOYMENT OR RELEVANT VOLUNTEERING EXPERIENCE**  *Please continue on a separate sheet if necessary* | |
| DATE FROM: | DATE TO: |
| JOB TITLE: | COMPANY NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
|  | |
| DATE FROM: | DATE TO: |
| JOB TITLE: | COMPANY NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
|  | |
| DATE FROM: | DATE TO: |
| JOB TITLE: | COMPANY NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
|  | |
| DATE FROM: | DATE TO: |
| JOB TITLE: | COMPANY NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
|  | |
| DATE FROM: | DATE TO: |
| JOB TITLE: | COMPANY NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |

|  |  |
| --- | --- |
| **EDUCATION** | |
| DATE FROM: | DATE TO: |
| SCHOOL/COLLEGE/UNIVERSITY: | |
| QUALIFICATIONS *Please state level and grade obtained* | |
|  | |
| DATE FROM: | DATE TO: |
| SCHOOL/COLLEGE/UNIVERSITY: | |
| QUALIFICATIONS *Please state level and grade obtained* | |
|  | |
| DATE FROM: | DATE TO: |
| SCHOOL/COLLEGE/UNIVERSITY: | |
| QUALIFICATIONS *Please state level and grade obtained* | |

|  |  |
| --- | --- |
| **TRAINING & DEVELOPMENT** | |
| DATE FROM: | DATE TO: |
| TRAINING INSTITUTE/AWARDING BODY: | |
| QUALIFICATIONS *Please state level and grade obtained* | |
|  | |
| DATE FROM: | DATE TO: |
| TRAINING INSTITUTE/AWARDING BODY: | |
| QUALIFICATIONS *Please state level and grade obtained* | |
|  | |
| DATE FROM: | DATE TO: |
| TRAINING INSTITUTE/AWARDING BODY: | |
| QUALIFICATIONS *Please state level and grade obtained* | |

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| **MEMBERSHIP OF PROFESSIONAL BODIES (if applicable)** |
| NAME OF INSTITUTE/PROFESSIONAL BODY: |
| MEMBERSHIP TYPE: |
|  |
| NAME OF INSTITUTE/PROFESSIONAL BODY: |
| MEMBERSHIP TYPE: |
|  |
| NAME OF INSTITUTE/PROFESSIONAL BODY: |
| MEMBERSHIP TYPE: |

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| --- |
| **PERSONAL STATEMENT**  ***Detail how your knowledge, skills and experience will enable you to fulfil the requirements of the post. Please refer to the job description and person specification when completing this section. You can also include details of any voluntary activities or interests, as well as any other relevant information you would like us to consider in support of your application.***  **PLEASE DO NOT EXCEED 2 SIDES OF A4 IN LENGTH.** |
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| --- | --- | --- | --- |
| **REFERENCES** | | | |
| Please give details of TWO people who can confirm your suitability for this role. This should ideally include your present/most recent employer and not be related to you in any personal capacity (e.g. friends or family members). **We will only approach referees if you are offered the post. If you cannot provide two references do not leave this section blank, please contact us.** | | | |
| TITLE: | SURNAME: | | FORENAME(S): |
| JOB TITLE: | | | |
| ADDRESS (including postcode): | | | |
| DAYTIME TELEPHONE NUMBER: | | EVENING TELEPHONE NUMBER: | |
| EMAIL ADDRESS: | | | |
| CAPACITY IN WHICH KNOWN TO YOU: | | | |
|  | | | |
| TITLE: | SURNAME: | | FORENAME(S): |
| JOB TITLE: | | | |
| ADDRESS (including postcode): | | | |
| DAYTIME TELEPHONE NUMBER: | | EVENING TELEPHONE NUMBER: | |
| EMAIL ADDRESS: | | | |
| CAPACITY IN WHICH KNOWN TO YOU: | | | |

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| **DECLARATION** |
| **Agreement to use my data**   * I hereby freely give the Bumblebee Conservation Trust consent to process, store and use my personal data relating to my job application in accordance with the Data Protection and Privacy Policy for Job Applicants (<https://www.bumblebeeconservation.org/wp-content/uploads/2017/05/Data-Protection-and-Privacy-Policy-for-Job-Applicants-July-2018.pdf>) * I confirm that, to the best of my knowledge, the information on this form is correct. * I accept that if any of the enclosed information is found to be untrue after my appointment, I may be liable for dismissal without notice. * I authorise you to contact the references listed on this form and make any other checks deemed appropriate once an offer of employment is made.   **In giving my consent:**   * I understand that I can ask to see this data to check its accuracy at any time via a subject access request (SAR). * I understand that I can ask for a copy of my personal data held about me at any time, and this request is free of charge. * I understand that I can request that data that is no longer required to be held can be removed from my file and destroyed. * I understand that if I am unsuccessful with my application my data will be destroyed after **6 months**. |
| NAME (PLEASE PRINT): |
| SIGNATURE: |
| DATE: |

**Please also complete and return the separate Equal Opportunities Monitoring Form below.**

How we use this information:

* This form will be detached from your application on receipt.
* It will be kept strictly confidential and is completely anonymous.
* This form is stored separately from the application.
* It is not viewed during the short-listing process.
* It will not form any part of the recruitment process or decision to appoint.
* This information will be used to provide data for monitoring purposes only.

**Equal Opportunities Monitoring Form**

PRIVATE AND CONFIDENTIAL

The Bumblebee Conservation Trust is an Equal Opportunities employer.  This means that whilst seeking employment or during such employment with the Trust, we will seek to ensure equality of treatment for all persons regardless of sex, race, age, marital or civil partnership status, disability, religion or belief, sexual orientation, gender reassignment, pregnancy or maternity status.

You may choose to leave any or all questions unanswered.

|  |  |  |  |
| --- | --- | --- | --- |
| TYPE OF ROLE APPLIED FOR: | CONSERVATION  SCIENCE  ADMINISTRATION  FINANCE  COMMUNICATIONS  PUBLIC ENGAGEMENT  STRATEGY | | |
| DATE FORM COMPLETED: |  | AGE: |  |
| GENDER  (Please circle/cross out as appropriate): | MALE  FEMALE  TRANSGENDER  OTHER  (Please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | IS THIS THE SAME GENDER YOU WERE ASSIGNED AT BIRTH? | Yes  No  (please tick/double click to select) |
| MARITAL STATUS (Please circle/cross out as appropriate): | MARRIED  CIVIL PARTNERSHIP  SINGLE  DIVORCED  LIVING WITH PARTNER  OTHER (Please specify)­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| DO YOU HAVE RESPONSIBILITY FOR DEPENDANTS (e.g. children, elderly, or any other person for whom you are the main carer)? | CHILDREN  ELDERLY  OTHER  NOT APPLICABLE | | |
| DISABILITY  Do you consider yourself to have a physical and/or mental impairment as defined by the Equality Act 2010/ Disability Discrimination Act 1995 (NI)? | Yes  No  (please tick/double click to select)  Please give details if you wish: | | |
| ETHNIC ORIGIN  How would you describe your identity? | **WHITE:**  BRITISH  ENGLISH  IRISH  SCOTTISH  WELSH  OTHER (PLEASE SPECIFY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    **MIXED:**  WHITE AND BLACK CARIBBEAN  WHITE AND BLACK AFRICAN  WHITE AND ASIAN  OTHER (PLEASE SPECIFY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **ASIAN, ASIAN BRITISH, ASIAN ENGLISH, ASIAN SCOTTISH ASIAN IRISH OR ASIAN WELSH** (Delete as applicable)**:**  INDIAN  PAKISTANI  BANGLADESHI  OTHER (PLEASE SPECIFY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **BLACK, BLACK BRITISH, BLACK ENGLISH, BLACK SCOTTISH, BLACK IRISH, BLACK WELSH** (Delete as applicable)**:**  CARIBBEAN  AFRICAN  OTHER (PLEASE SPECIFY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **CHINESE, CHINESE BRITISH, CHINESE ENGLISH, CHINESE SCOTTISH, CHINESE IRISH, CHINESE WELSH** (Delete as applicable)**:**  CHINESE  OTHER (PLEASE SPECIFY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **OTHER ETHNIC ORIGIN:**  (PLEASE SPECIFY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| RELIGION/CULTURAL BACKGROUND | NONE  CHRISTIAN  BUDDHIST  HINDU  JEWISH  MUSLIM  SIKH  OTHER (PLEASE SPECIFY): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| WHERE DID YOU SEE THIS POST ADVERTISED?  *Please include URL if possible* |  | | |

**Thank you for taking the time to complete this form. Please return to** [**recruitment@bumblebeeconservation.org**](mailto:recruitment@bumblebeeconservation.org)