



Cheshire
Wildlife Trust

Let's bring wildlife back together -
for everyone, everywhere





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Purpose and impact of the role

We have reached a tipping point. Wildlife is in freefall both locally and nationally and our climate is in crisis. By 2030 we must see nature recovering, wildlife returning and ecosystems restored and we need many, many more people on nature's side.

Cheshire Wildlife Trust is a fast-growing environmental charity which is part of the UK-wide federation of Wildlife Trusts. With the local support of over 17,500 members and almost 1 million members nationally, you will be a part of a dynamic organisation which is at the forefront of bringing wildlife back. Your role will help achieve our 2030 goals to put nature into recovery, mobilise at least 1 in 4 people to be on nature's side and ensure that the environment plays a full role in addressing the climate crisis. In short, we need to create a [Wilder Cheshire](#).

This role sits within the Business & Finance Directorate. The main purpose of the department is to support delivery of the 2030 strategy by ensuring that our resources are well managed.

This role sits within the Fundraising and Communications Directorate.

The main purpose of the department is to achieve our strategic engagement goals and grow our voluntary income by igniting people's passion for and connection with nature.



The specific purpose of this position is to:

- Encourage and enable supporters to leave gifts in Wills and in memory gifts to Cheshire Wildlife Trust to increase income in current and future years
- Administer legacy gifts to the Trust



Overview

Title: Legacy Officer

Team: Fundraising & Communications

Responsible to: Director of Fundraising & Communications

Term: Permanent

Salary: Salary: £29,341–£33,735 FTE.
(actual: £17,604–£20,241 for 0.6 FTE, starting in region of £17,604).

Hours: Part-time 21 hours per week (Open to offering 28 hours per week).

Location: Hybrid working with a minimum of one day per week working from our Bickley Hall Farm HQ. (SY14 8EF)

Main duties and responsibilities

- Work with the Fundraising & Communications team to deliver comprehensive and ongoing marketing of legacies and in memory giving using a range of channels and content.
- Work with colleagues to build a list of prospective legacy supporters.
- Be the first point of contact for enquiries about gifts in Wills and in memory gifts, responding promptly and professionally.
- Work with the Director of Fundraising & Communications and the wider team to deliver effective stewardship of legacy prospects and pledgers including events and tailored communications.
- Support the development of ongoing relationships with solicitors and Will writing service providers.
- Respond to legacy gift administration communications and liaise with executors and co-beneficiaries to ensure effective and timely administration of gifts in Wills.
- Engage colleagues within Cheshire Wildlife Trust to be ambassadors for legacies in their respective roles.
- Provide regular briefings, training and materials to equip staff to promote legacies.
- Liaise with supplier and relevant colleagues to install 'in memory' leaves.

Main duties continued...

- Participate in The Wildlife Trusts' Legacy Community of Practice to share skills, knowledge and inspiration to support the development of legacy fundraising at Cheshire Wildlife Trust and across the federation.
- Work with the Fundraising Administrators to maintain accurate, effective and compliant legacy and in memory records on the CRM.
- Track the effectiveness of legacy marketing and stewardship activities and monitor enquiries and pledges.

Strategy, delivery and managerial responsibility:

- No direct responsibility for others but may supervise the work of 1-2 officers, trainees, assistants and volunteers. May give technical advice to others.
- Reports to either a Programme Manager or Team Leader and responsible for planning and delivery a work programme to meet set objectives.
- Required to show initiative and manage both proactive and reactive work.

Fiscal responsibility:

- Accountable for raising funds and the day-to-day monitoring of project and contract budgets and/or other income streams of £50k-300k.





Legal Responsibility:

- Expected to comply with the limits and authorities set out in CWT's Financial and General Schemes of Delegation.
- Required to comply with the Health & Safety at Work Act, General Data Protection Regulations, fundraising regulations and CWT policies and procedures.
- Required to work within the limits set out in your individual competency record and to undergo competency based training as required.
- Responsible for ensuring that project and contract work is carried out safely, lawfully and in line with relevant internal and external policies and regulations.

Relationships:

- Expected to be an ambassador for Cheshire Wildlife Trust responsible for upholding the Trust's reputation, image and level of service.
- Expected to promote membership at all available opportunities and engage positively with potential and current supporters.
- Required to maintain operational relationships both internally and externally and to use influencing and negotiating skills when required.

Person specification

Knowledge and experience

You will have already gained at least 5 years relevant experience or at least a Level 5* qualification or be a member of a professional body within one or more of the following fields: Fundraising/Marketing/Legacy Fundraising

In addition you will need to demonstrate knowledge and/or experience of the following:

- Experience of planning and producing inspiring marketing content for specific audiences
- Basic level use of Canva, Adobe and InDesign (desirable)
- Experience of communicating clearly, assertively and sensitively with supporters or customers, ideally in relation to legacy giving
- Experience and/or understanding of gifts in Wills (desirable)
- Experience of building strong relationships, ideally with charity supporters
- Experience of planning and delivering events to develop relationships, ideally in a fundraising setting

*You can check whether a qualification you hold is at the right level [here](#).



Skills

The competencies required for your role are below:

- You demonstrate good professional conduct and support and encourage others to uphold professional standards. You consistently set an example by modelling professional behaviours.
- Able to demonstrate awareness of relevant H&S legislation, and organisational H&S policy and procedures. Takes personal responsibility for own H&S and wellbeing. Implements safe working practices
- Skilled in presenting a range of information confidently and clearly both orally and in writing. Competent in adapting communication style and language to meet the needs of the audience. Able to use a range of communication strategies to influence and persuade others. Able to communicate effectively and clearly with stakeholders including the general public.
- Able to demonstrate an awareness of effective data management, data sharing and security. Able to demonstrate an understanding of and ability to use a range of common software packages to record, manage and present data and other information.



Skills continued...

- Able to work efficiently and to a high standard. Able to contribute to achieving, measuring and monitoring targets. Can demonstrate an ability to plan budgets and resources to meet objectives. Able to contribute to strategic planning. Competent at managing contracts and lower-value projects. Demonstrates skills in understanding and meeting customer needs and able to deal with the public effectively.
- Understands equal opportunities and activity supports others by demonstrating inclusive behaviour. Able to set a good example to others and show leadership when required.

Personal qualities

We expect all who work for Cheshire Wildlife Trust to demonstrate the following personal qualities:

- Be passionate about securing a future for local wildlife on land and sea
- Be someone who leads by example and makes decisions based on evidence
- Be proactive, professional and pioneering in your everyday work
- Make sustainable choices
- Be able to work both alone and as part of a team
- Be flexible, practical and well organised
- Be friendly and approachable
- Have the means to travel to our headquarters as and when required.

In addition this role requires the following:

- High emotional intelligence and resilience due to the sensitive nature of the role



Benefits and rewards

We are a small and friendly organisation employing around 70 staff supported by a network of delivery partners, volunteers and trainees. The people who work for Cheshire Wildlife Trust are passionate about the natural environment and local wildlife conservation. We have a highly motivated and committed team who are driven to succeed, and we believe that our staff thrive best in a culture of creative freedom within a strategic framework. Many staff are involved in Cheshire Wildlife Trust's activities outside of their duties such as occasional volunteering to help with a wildlife survey or helping run a weekend/evening event.

At Cheshire Wildlife Trust we embrace agile working with a focus on supporting you to achieve your objectives alongside a healthy work-life balance. We operate a hybrid working policy with most staff working at least part of the week from home and/or out on site.

Our headquarters at Bickley Hall Farm (SY14 8EF) are set in the beautiful Cheshire countryside on a working farm managed by Cheshire Wildlife Trust. The farmhouse provides our main office space with fantastic views and the opportunity to walk around the farm in your free time. Depending on your role you may also have the flexibility to work from one of our satellite offices or use a hot desk hosted by a partner organisation.



Our full terms and conditions of employment are set out in your employment contract, staff handbook and benefits and remuneration handbook which will be issued to you at the start of your employment. A summary is included below:

Future planning

- Group Personal Pension Scheme with contributions matched up to 7.5%
- Life Insurance cover of 3x salary

Career progression

- All new employees undertake a probationary period of 6 months, in which time they are expected to demonstrate their suitability for the post.
- A personal development plan and paid job-related training.
- A salary and career progression framework with clear criteria.
- Salaries are externally and internally benchmarked.
- Professional membership fees are paid.

Annual leave

- Starting full-time allowance of 25 days plus public holidays. One additional day is awarded after year 1,2,3,5,10 and 15 (pro-rated for part-time workers).
- Salary sacrifice scheme with the option to purchase up to an additional 5 days annual leave per annum (available from the April after your start date and pro-rated for part-time workers).
- Time Off in Lieu available for out of hours working



Employee health support

- Employee Assistance Programme
- Access to a mental health first aider
- Eye tests paid for and paid time off for medical appointments

Parents and carers support

- Parental and compassionate leave policies in place

Travel

- Business mileage paid in accordance with our travel and expenses policy and if necessary, access to a Cheshire Wildlife Trust vehicle.
- A salary sacrifice bike to work scheme.

Other perks and culture

- We are committed to ensuring we reflect and represent all parts of society by improving access to jobs and training opportunities for groups currently under represented in our sector. Read more about [our commitment to Equality, Diversity & Inclusion here.](#)
- Annual staff away days
- Subsidised Christmas meal
- Dog friendly office available
- Discount from Cotswold Outdoor
- A dress for the day culture
- Access to charity worker discounts
- Relevant professional membership fees paid
- Salary sacrifice schemes for technology e.g. personal laptops/TV's



How to apply

To apply for the position, please send a copy of your CV, as well as a covering letter in PDF format, to Emma Raine (Senior People & Culture Officer) at jobs@cheshirewt.org.uk.

Your covering letter should explain, in no more than one side of A4, what skills, knowledge, and experience you have that make you the right person for this role.

The closing date for this role is midnight on Sunday the 26th of October. Interviews are planned for Tuesday the 4th of November at our Malpas headquarters.

Applicants must have the right to work in the UK. Sorry, we are unable to offer sponsorship for this position. You may be required to undergo a DBS check for this role.



Wild About
Inclusion