



Cheshire
Wildlife Trust



Director of Fundraising & Development
Recruitment pack

Director of Fundraising and Development

Creating a Wilder Cheshire, Together

Cheshire Wildlife Trust

Senior Leadership Team | Reports to the CEO

Pay scale: £52,014–£61,405 plus excellent benefits

Location: Cheshire (with travel across the county). Hybrid and flexible working available



A message from our Chief Executive

Nature is at a critical moment, and so are we.

Across Cheshire, wildlife is under increasing pressure from habitat loss, climate change and the way we use our land and seas. At the same time, I am continually inspired by the growing number of people who want to be part of the solution – supporters, partners, land managers, communities and colleagues who believe that a Wilder Cheshire is both necessary and achievable.

At Cheshire Wildlife Trust, we are ambitious for nature. Our 2030 strategy sets out a clear commitment to nature's recovery at scale, to mobilising people to act for wildlife, and to ensuring that nature plays its full role in addressing local and global problems. Delivering this vision requires not only passion and expertise, but also sustained investment, trusted relationships and compelling ways for people to support our work.

The Director of Fundraising and Development is therefore one of the most important leadership roles in our organisation. You will shape how people connect with our mission, how they experience the Trust, and how their generosity is translated into real, lasting impact for nature.

We are looking for a leader who shares our values, believes in collaboration, and is motivated by purpose as much as performance. In return, you will have the opportunity to lead an exceptional team, work alongside committed Trustees and colleagues, and play a defining role in securing a future where nature in Cheshire can thrive.

If you are inspired by our vision and want to use your skills to help nature recover, I warmly encourage you to apply.

Charlotte Harris

Chief Executive

Cheshire Wildlife Trust

A moment that matters for nature in Cheshire

Nature in Cheshire is under pressure as never before. Species are declining, habitats are fragmented, and the climate emergency is accelerating these challenges. Yet at the same time, there is growing public will to act.

Cheshire Wildlife Trust exists to turn concern into action. Grounded in science, collaboration and local pride, we work with communities, landowners, partners and supporters to restore nature where people live and work.

Wildlife is in freefall. Nature is under pressure like never before. Yet this is also a moment of extraordinary opportunity.

By 2030, Cheshire Wildlife Trust (CWT) is committed to seeing nature recovering, wildlife returning, and people reconnecting with the natural world. To achieve this, we must inspire many more people to stand on nature's side—and secure the sustainable funding that will make recovery possible.

This is why we are seeking an exceptional **Director of Fundraising and Development**: a strategic, values-driven leader who can unlock the resources, relationships, and momentum needed to create a **Wilder Cheshire**.

About Cheshire Wildlife Trust

Cheshire Wildlife Trust is a locally rooted, values-driven charity working to ensure wildlife has a future on land and at sea. As part of the UK-wide federation of Wildlife Trusts, we combine strong local knowledge with national influence.

Supported by more than **17,500 members** and thousands of volunteers and partners, we are trusted to speak up for nature, to act boldly, and to deliver lasting change.

Our vision is to see nature in recovery with abundant wildlife, restored habitats and functioning ecosystems that support people, climate and the economy.

Everything we do is rooted in collaboration, evidence, and the belief that a better future for wildlife is still within reach.



The role at a glance

As **Director of Fundraising and Development**, you will lead one of the Trust's most critical directorates. Your purpose is clear: **to ensure Cheshire Wildlife Trust is sustainably funded and widely supported**, enabling us to deliver our ambitions at scale.

This is a senior leadership role with strategic, financial, and cultural responsibility. You will shape how people experience, support, and champion our work—turning passion for nature into long-term commitment and investment.

You will achieve this by:

- Growing income from individual giving
- Building a strong pipeline of fundable propositions and projects
- Securing grants, major gifts, and corporate partnerships –
- Strengthening our supporter base and brand through compelling marketing and communications
- Leading a motivated, high-performing team that delivers sustainable results

Key responsibilities

Strategic leadership

- Provide strategic leadership to the Fundraising & Development Directorate, setting clear direction and driving high performance.
- Act as a key member of the Senior Leadership Team, contributing to Trust-wide strategy and decision-making.
- Develop and deliver long-term fundraising, marketing, and supporter engagement strategies that diversify and grow income.
- Champion a supporter-centric, data-led culture aligned with CWT's mission.

Income generation & fundraising excellence

- Oversee annual and multi-year income plans across individual giving, grants, major donors, legacies, and corporate partnerships.
- Drive growth in individual giving through compelling supporter journeys and retention strategies.
- Maintain a strong pipeline of inspiring, fundable propositions aligned to nature recovery priorities.
- Lead the development of high-value cases for support and funding bids.
- Work closely with the CEO and other colleagues to steward senior donor and funder relationships.
- Ensure all fundraising is ethical, compliant, and reinforces public trust.

Marketing, communications & supporter growth

- Direct integrated marketing and communications strategies that grow and diversify our supporter base.
- Oversee brand development, reputation management, and consistent storytelling.
- Ensure communications clearly articulate CWT's impact and connect people meaningfully with nature.
- Lead digital engagement strategies to maximise reach, income, and supporter acquisition.

Collaboration & proposition development

- Work closely with the Nature Recovery Directorate to translate priorities into compelling public propositions.
- Align fundraising ambition with organisational capacity and delivery.
- Foster collaboration across teams to deliver unified, high-quality supporter experiences.

Team leadership & culture

- Inspire, develop, and lead a high-performing Fundraising & Development team.
- Create an inclusive, proactive culture that supports wellbeing and continuous improvement.
- Set and monitor performance targets, budgets, and delivery milestones.

Governance, reporting & risk

- Provide clear, regular reporting to the CEO, Trustees, and Senior Leadership Team.
- Lead robust financial planning, forecasting, and risk management for your department.
- Ensure compliance with fundraising regulation, data protection, and internal policies.



Who we're looking for

Essential experience and knowledge

You will bring:

- Significant leadership experience in fundraising, individual giving, marketing, or supporter engagement within a charity or mission-driven organisation
- A proven track record of sustained income growth across multiple fundraising streams, including grants
- Experience developing and delivering long-term income strategies
- A deep understanding of supporter journeys, stewardship, and audience insight
- Success in creating compelling propositions and high-value funding bids
- Knowledge of brand management, marketing campaigns, and digital engagement
- Strong understanding of UK fundraising regulation and ethical standards
- Experience leading and developing high-performing teams
- Experience managing substantial budgets and complex stakeholders

Desirable

- Knowledge of the Wildlife Trust movement or environmental sector
- Understanding of nature conservation or environmental issues
- Experience of behavioural change approaches
- Data-led fundraising or marketing expertise
- Experience supporting organisational change or culture development

The qualities that matter

We are looking for someone who:

- Is passionate about securing a future for wildlife
 - Leads with integrity, evidence, and purpose
 - Is proactive, professional, and pioneering
 - Thinks creatively with a supporter-first mindset
 - Is resilient and comfortable balancing strategy with delivery and resource constraints
 - Builds trust, inspires others, and models our values
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Governance, responsibility & influence

This role carries significant responsibility:

Leadership of a directorate with an annual income target of around **£2 million**

Senior-level engagement with Trustees, major donors, and partners

Accountability for financial planning, systems, risk, and compliance

Ambassadorial responsibility for CWT's reputation and relationships

You will be a visible leader, internally and externally, helping to shape the future of the Trust.

Why join us?

At Cheshire Wildlife Trust, our values shape how we work as much as what we achieve. We are collaborative, evidence-led, inclusive and ambitious for nature.

This role offers the opportunity to play a defining role in delivering nature's recovery in Cheshire whilst working alongside passionate colleagues, Trustees, volunteers and supporters.

We welcome applicants who share our commitment to equality, diversity and inclusion, and who believe that nature's recovery must involve everyone.

In return we offer excellent benefits, professional development and an opportunity to use your skills to deliver impact.

How to apply

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

Your covering letter should outline the skills, knowledge and experience you would bring to the role, including examples of strategic leadership and impact that demonstrate why you are the right person for this Director position.

If you would like an informal conversation about the role, you are welcome to contact Charlotte Harris (CEO) via email at charris@cheshirewt.org.uk to arrange a call.

The closing date for this role is midnight on Sunday 15th February.

Interviews will be held week commencing Monday 2nd March at our Malpas headquarters.

Together, we can create a Wilder Cheshire – where nature thrives and people are part of the solution.



Cheshire
Wildlife Trust



"We have the choice of a better – and wilder – future. A future where wildlife thrives alongside people.

A future where nature helps us in the fight against climate change.

The time is now to create a wilder future."

Sir David Attenborough

President Emeritus, The Wildlife Trusts