

Community Fundraising and Events Lead

Job Description

KEY INFORMATION

Job title:	Community Fundraising and Events Lead
Department:	Fundraising and Communications
Location:	Cornwall Wildlife Trust HQ at Five Acres nature reserve (hybrid working is supported)
Reporting to:	Public Fundraising Manager
Responsible for:	Volunteers
Key relationships:	Director of Fundraising and Communications, Supporter Care and Administration Manager, Volunteers and external stakeholders
Number of days:	0.6 FTE (three days per week), which can be worked flexibly according to the programme's needs and successful candidate's preferences
Contract type:	Fixed Term (24 months with potential to extend)
Salary:	£25,000 - £27,500 (adjusted for FTE)

ABOUT CORNWALL WILDLIFE TRUST

Cornwall Wildlife Trust is an active nature conservation organisation, working across land and sea to create a Cornwall where nature thrives.

OUR VALUES

- 1. Passionate and Inspiring:** We believe in our vision of a Cornwall where nature thrives and know that what we do matters. We are committed to our work and inspire others to join us.
- 2. Knowledgeable and Authentic:** We bring expertise and credibility to our work, ensuring actions and decisions are grounded in integrity, accountability, evidence and practicality.
- 3. Inclusive and Enabling:** We know we cannot turn the tide on nature's decline alone, and that everyone has a role to play. We listen to, learn from, collaborate with, involve, educate and empower others to deliver change.
- 4. Focused and Impactful:** We are ambitious and determined to deliver impact. We recognise the need to be creative, applying bold new approaches alongside the things we know already work.

ABOUT THE FUNDRAISING & COMMUNICATIONS TEAM AND OUR COMMUNITY FUNDRAISING AND EVENTS PROGRAMME

We know that wildlife in Cornwall is in trouble. But we also know we can create a Cornwall where nature once again thrives – but only with the incredible support of members, fundraisers, corporate partners, volunteers, and generosity of those who choose to remember our work in their Wills.

Our Community Fundraising and Events Programme exists to deliver events and initiatives that secure funds for our work, while also supporting the amazing groups and individuals fundraising on our behalf. This work includes our Open Gardens programme, which raises tens of thousands each year for nature in Cornwall, thanks to the generosity of those who open their garden gates for Cornwall Wildlife Trust.

ROLE PURPOSE

To lead the planning, coordination, and delivery of Cornwall Wildlife Trust's Community Fundraising and Events programme, including Open Gardens. This role will focus on delivering engaging, impactful fundraising activities and events that create opportunities for people to connect with and support the Trust's work. As a delivery-oriented role, the emphasis will be on taking ownership of event execution to ensure outstanding outcomes for both supporters and Cornwall Wildlife Trust.

This hands-on role will involve managing key fundraising initiatives, overseeing event logistics, and working collaboratively with volunteers, stakeholders, and staff to achieve Cornwall Wildlife Trust's objectives.

RESPONSIBILITIES

Event delivery and coordination:

- Develop and deliver the Open Gardens programme: Lead the delivery of Cornwall Wildlife Trust's annual Open Gardens programme, taking on responsibility for all aspects of the programme, including budgeting, development, volunteer management, and event delivery.
- Plan and execute other events: Take ownership of the development and direct delivery of other key events, including Royal Cornwall Show, challenge events, and flagship family events. Ensure each event meets its objectives and runs seamlessly.
- Event setup and logistics: Oversee and manage the physical setup and breakdown of events, including transportation of equipment, signage placement, and ensuring venues are event ready.

Community engagement and fundraising initiatives:

- Lead fundraising campaigns: Deliver local and national fundraising initiatives, such as the Big Wild Walk, adapting them for Cornwall's communities to maximise participation and impact.
- Establish fundraising groups: Develop and manage community-based fundraising groups, ensuring they have the resources and direction needed to deliver successful activities independently.



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- Volunteer-led event coordination: Manage and guide volunteers to deliver community fundraising activities, ensuring they are equipped and supported to run events and other initiatives successfully.
- Speaker network: Deliver the Trust’s volunteer speaker network programme.

Volunteer management:

- Recruitment and development: Lead the recruitment and onboarding of volunteers for fundraising and events, providing training to ensure they can deliver confidently.
- Volunteer leadership: Act as the primary point of contact and motivator for volunteers, ensuring they feel valued and empowered in their roles.

Operational management:

- Budget oversight: Manage event budgets and monitor expenditures to ensure cost-effective delivery.
- Fundraising platform optimisation: Oversee the use of platforms such as JustGiving to maximise their effectiveness in supporting campaigns and community fundraising.
- Data and reporting: Ensure accurate recording of event data, fundraising achievements, and volunteer participation through the Customer Relationship Management (CRM) database, and provide regular performance reports to the team.

Health, safety, and compliance

- Risk management: Conduct a thorough visit of all potential sites, and develop and implement risk assessments for all events and fundraising activities, ensuring adherence to health and safety standards.
- Compliance: Ensure all activities comply with fundraising regulations, including GDPR and Cornwall Wildlife Trust policies.

PERSON SPECIFICATION

Essential	Desirable
Experience delivering community fundraising activities (or similar) and events, including logistics	Knowledge of Cornwall Wildlife Trust’s work and conservation goals
Strong project management skills, with the ability to lead multiple events and campaigns	Familiarity with current community fundraising trends and opportunities
Excellent organisational and problem-solving abilities, particularly under time constraints	Understanding of GDPR and community fundraising regulations
Ability to motivate and lead volunteers to deliver activities and achieve goals	Experience adapting national campaigns for local audiences
Proficiency using Microsoft Office and CRM databases for reporting and data management	
Exceptional interpersonal skills for building relationships with supporters and stakeholders	

ADDITIONAL INFORMATION

- **Physical Requirements:** This role requires an ability to undertake manual tasks, such as lifting, setting up event materials, and managing physical logistics.
- **Flexible Working:** Includes evening and weekend work to deliver events.
- **Driving License:** A clean, full UK driving license is essential for event delivery and resource transportation as well as travel both locally and nationally to support with events. Must be able to drive Cornwall Wildlife Trust vehicles, which have capacity for transporting event materials.

HOW TO APPLY

Please send your CV with a cover letter (outlining why you're interested in the position and how your skills and experience aligns to the person specific) to recruitment@cornwallwildlifetrust.org.uk by 8am on Monday 7th April 2025.

THANK YOU FOR YOUR INTEREST IN THIS ROLE. WE LOOK FORWARD TO HEARING FROM YOU.



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