



Fundraising Director

Candidate Pack

April 2021



Welcome

Thank you for your interest in our Fundraising Director role.

Over the last 20 years SOS, our incredible frontline partners and our global network of supporters have undoubtedly helped orangutans to survive in Sumatra. From planting over 2 million trees to restore lost forests, to saving the lives of more than 200 orangutans, and engaging upwards of 20,000 local people in conservation action, we're hugely proud of the impactful programmes and partnerships we've built.

Yet, forests are still falling, and both Sumatran and Tapanuli orangutans are in a highly precarious position.

So, in the next 20 years, orangutan conservation needs to undergo a step change. We need to move beyond survival – we need to enable wild orangutans to *thrive* in safe forests.

We're focused on the solutions, and as part of our new greenprint for conservation action in Sumatra, our projects will build resilience – for orangutan populations, for their fragile forest ecosystems, for the communities who act as custodians of their natural environment and for the global climate.

SOS is part of a network of conservation optimists, and I am in the fortunate position of having my optimism bolstered on a daily basis by the great strides that our partners and allies in Sumatra are making. Of course, we need more than optimism to achieve real results, but we also have a plan, and almost all the ingredients to turn that plan into a conservation success story for orangutans, forests and communities. We are partnering with fantastic, effective frontline organisations doing some truly impactful work; there are tried and tested programmes that are ready to be scaled up; there are innovative approaches that are ready for investment. If we can channel more support to this precious species and their incredible forest home, our vision of wild orangutans thriving in safe forests is within reach. Our new Fundraising Director will play an absolutely vital role in growing our income, the final ingredient enabling us to deliver game-changing programmes and partnerships.

We are looking for an exceptional fundraiser to join our team, bringing the leadership, vision, drive and creativity to develop and deliver a fundraising strategy that matches our conservation plans in scope and ambition. This will enable us to scale up our impact to meet the many opportunities and challenges that lie ahead of us. You'll be joining an incredible team, and we'll do everything we can to help you succeed. This position also offers some unique rewards – this is a real chance to play a vital role in the protection of an iconic species, as well as enabling a charity to achieve transformational growth.

SOS is a small organisation with a big mission. We're striving to change the way that Sumatra's forests and wildlife are valued, managed and protected. If that's the sort of challenge that excites and energises you, we can't wait to hear from you. Together we can protect orangutans, their forests and their future.

Helen Buckland
Director



About SOS

Sumatran and Tapanuli orangutans are critically endangered. As their rainforest habitat is cleared for agriculture, infrastructure and roads, these gentle apes, one of our closest relatives in the animal kingdom, are being pushed to the edge of extinction. SOS is dedicated to turning this situation around.

We are a small, dynamic NGO on a mission to protect orangutans, their forests and their future. We deliver impact through supporting frontline projects and global partnerships which tackle the causes of deforestation as well as the symptoms.

We are backing frontline environmental defenders, supporting immediate boots-on-the-ground protection, building the capacity of our partner organisations, and setting the wheels in motion for long-term conservation solutions.

Together with our partners and allies, we have achieved a great deal. Forest loss is slowing in northern Sumatra, and we are reclaiming and restoring land lost to agricultural development – turning back the clock on deforestation. We are seeing more prosecutions for wildlife crimes, and damaging infrastructure projects being cancelled due to their impact on the natural world. These successes bolster our optimism that our vision of wild orangutans thriving in safe forests is within reach.

Job Description

Job Title: Fundraising Director

Salary: circa £46k

Benefits: Our excellent benefits package includes a generous annual leave entitlement (25 days plus public holidays), working from home with regular team meetings (Covid permitting) to help you maintain a healthy work-life balance, a 5 % pension contribution, and opportunities for continuous professional development.

Terms: Full-time or part-time (0.8 FTE) for the right candidate, permanent

Reporting to: Director

Line management responsibilities: You will oversee our Engagement Manager and external corporate partnerships agency.

Location: Flexible remote with regular presence at our office in Abingdon, near Oxford, UK.



Job Purpose

To lead, develop and deliver a strategic fundraising programme to secure the resources we need to protect orangutans and their forest home.

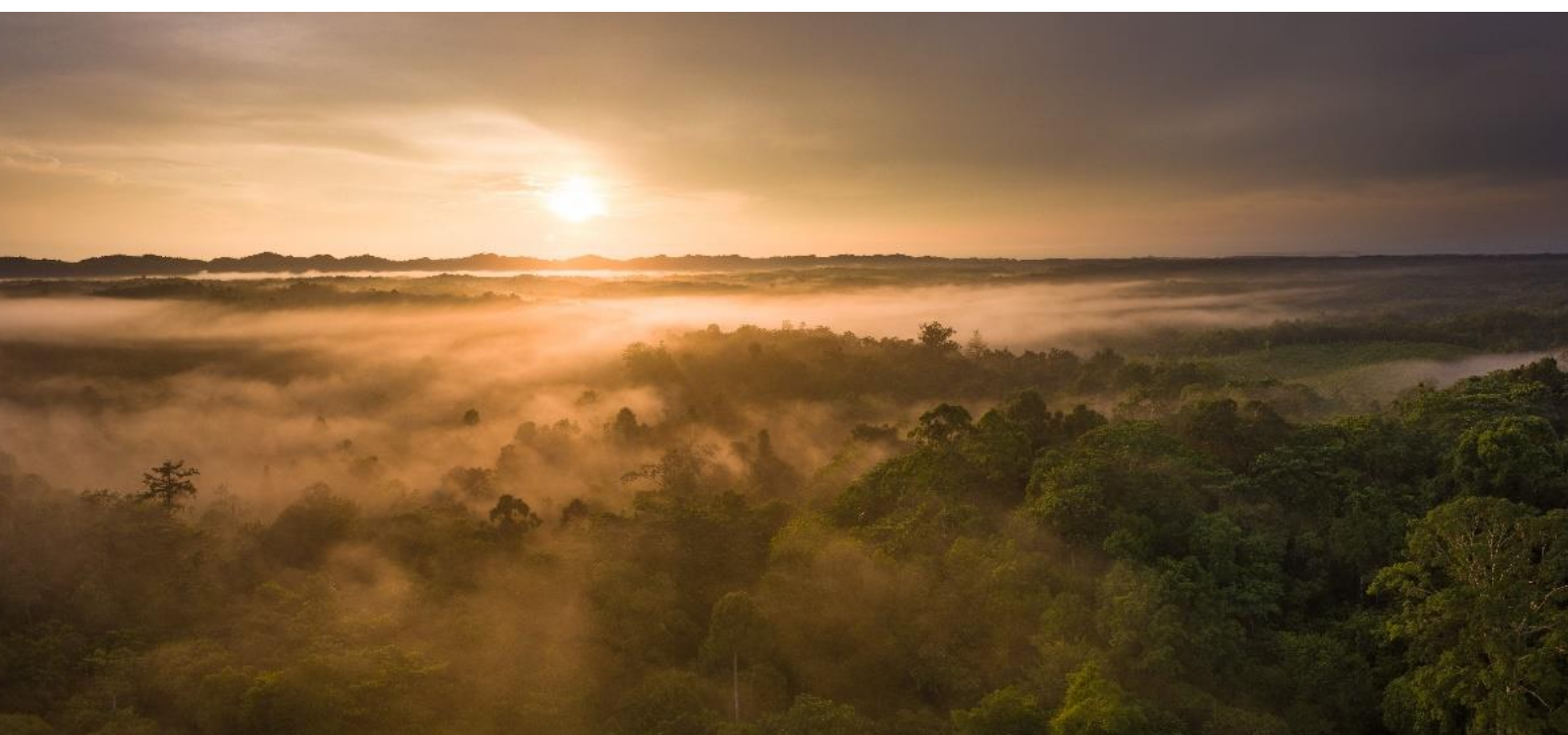
Role summary

As we prepare to launch our new conservation strategy, and with an incredible track record of programmes and partnerships to build on, the main priority of this role will be to lead on securing the support we need to enable wild orangutans to thrive in safe forests.

The Fundraising Director will play a key leadership role in the organisation, as well as directly securing income through - in particular - developing our major gifts fundraising. This exciting position demands vision, creativity, a passion for our cause, and brilliant relationship building skills. Joining an optimistic, open and supportive culture, you will have the freedom to innovate and explore exciting new ways to advance our mission.

Main responsibilities include:

- Strategic fundraising leadership to develop and deliver an ambitious plan for transformational growth;
- Build and manage multiple fundraising income streams, with a focus on growing our Major Gifts fundraising from donors and philanthropic foundations;
- Personally managing and developing our pool of major donors and prospects, and asking for gifts;
- Drive fundraising innovation and excellence;
- Nurture and grow an international network of supporters;
- Lead, support and motivate our team to achieve outstanding results.



Detailed Responsibilities

Strategy & Leadership

- Responsible for the development, management and delivery of a comprehensive, ambitious and cost-effective Fundraising Strategy.
- Prepare annual and multi-year fundraising income and expenditure budgets, and take responsibility for managing, monitoring and delivering them.
- Drive innovation and fundraising excellence.
- Ongoing analysis and interpretation of fundraising data, delivering insightful reports to the Director and Board of Trustees on a regular basis; including monitoring and evaluation of fundraising performance, and making data-driven decisions to support growth.
- Keep abreast of trends and developments in fundraising, ensuring that any potential implications for the charity are addressed, and evaluate new opportunities, balancing short and long-term returns.

Income Generation

- Manage overall income generation, ensuring the annual fundraising targets for the charity are met, and staff are motivated and led towards ambitious and sustainable goals.
- Ensure the delivery of a diverse and balanced mix of restricted and unrestricted income from UK and International donors, partners and funders.
- Take personal responsibility for developing, delivering and growing Major Gifts fundraising, generating income from existing and new donors and philanthropic foundations, and delivering exceptional stewardship.
- Recommend and implement a plan to increase and diversify individual giving and the value of lifetime giving, including legacies.
- Lead on the development of innovative supporter recruitment, development and retention strategies and fundraising concepts and appeals.
- Work with colleagues to develop compelling cases for support which support the delivery of SOS's strategy, identifying potential funders and preparing strong funding bids.

Fundraising Operational Management

- Lead, motivate and manage the day-to-day activities of the Fundraising team to achieve their objectives, overseeing training and development, and ensuring effective information sharing, planning and delivery.
- Ensure that existing and new funders feel engaged with the charity's work, receive appropriate recognition, and receive engaging reports demonstrating the impact of their support.

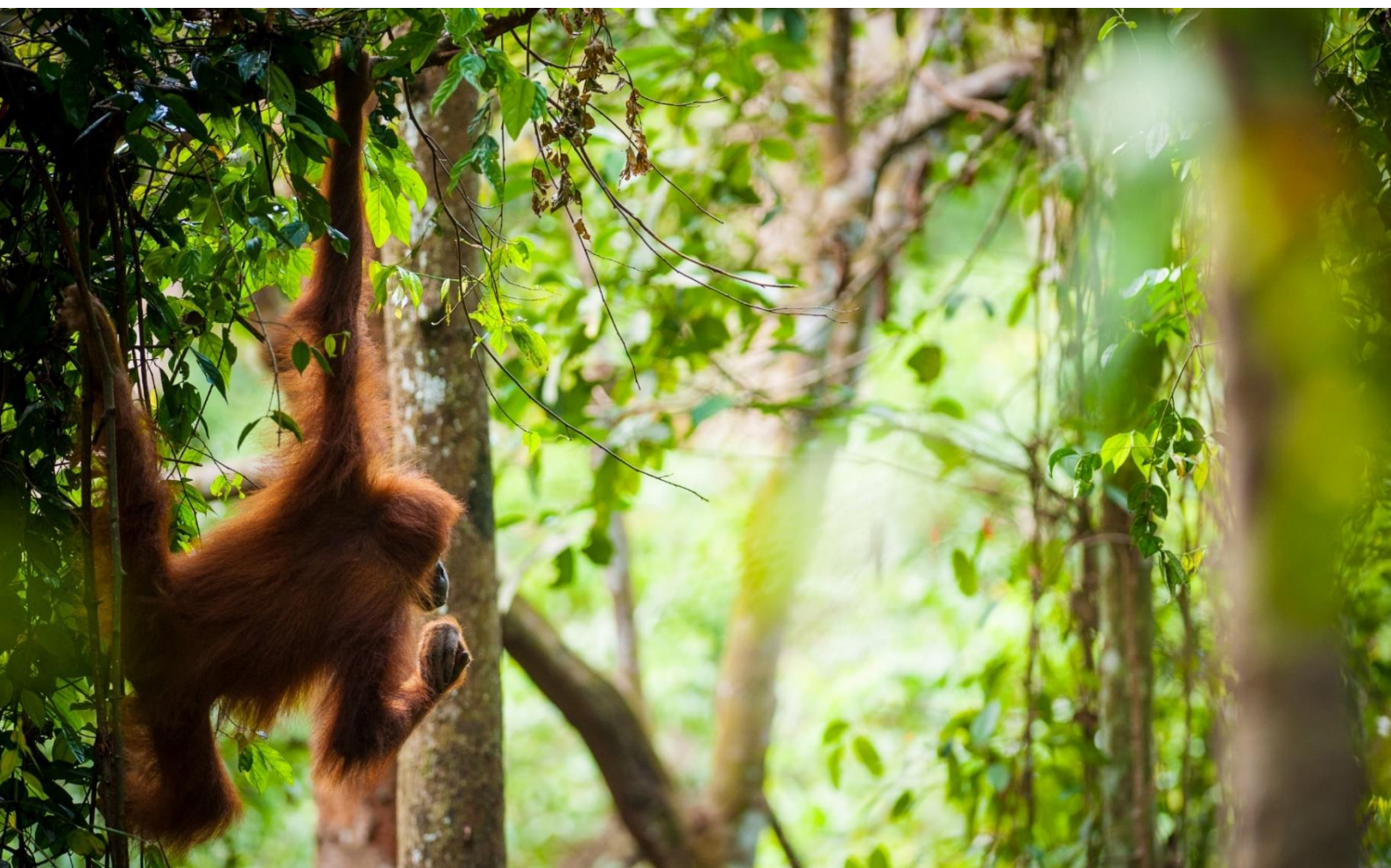
- Ensure that all fundraising activities are compliant with relevant charity legislation and codes of practice (including data protection legislation).
- Responsible for the administration, processes and systems that underpin fundraising activities, including the effective use and management of the supporter database.
- Maintain an excellent understanding of the external fundraising environment, in order to maximise opportunities for diversification and ensure compliance with best practice.

Communications and Marketing

- Work collaboratively with the Engagement Manager to develop an ambitious communications and marketing strategy, ensuring income generation opportunities are fully considered as part of communications plans and campaigns, to maximise supporter engagement and income generation.

Additional responsibilities

- Perform a key ambassadorial role, representing the organisation and its work with enthusiasm and authority.
- Work with the Director to inspire and motivate staff and achieve the right organisational culture to promote our values, creativity, and impact.
- Undertake any other duties which may be reasonably required in the position and contribute to wider activity and overall success of the charity.



Person Specification

Who are we looking for?

We're looking for someone really special, who is able to develop a transformational fundraising strategy that will enable us to deliver our ambitious conservation plans, whilst rolling your sleeves up and delivering exceptional fundraising results.

If you recognise the following skills and qualities in yourself, then we'd love to hear from you:

- **Achieving Results**

You will be a dynamic fundraiser with substantial experience and a strong track record of success in securing major gifts. You will have grown a broader range of income streams and set and met ambitious income targets, including through your direct experience of at least one other income stream - ideally corporate partnerships, appeals, or trusts and grants.

You will be able to demonstrate the ability to set clear goals and priorities and take responsibility for working in a collaborative manner to ensure their delivery, while demonstrating tenacity and enthusiasm in achieving them.

- **Leadership**

Experienced in creating a transformational income and engagement strategy, you will also have the capacity to develop clear plans to deliver it.

You'll be equally comfortable crafting compelling funding bids and cases for support for donors, as reviewing fundraising data to gather insights and support decision-making to grow our income.

You should have some management experience or be able to demonstrate an ability to lead, manage, motivate and develop individuals to work to the best of their ability.

- **Relationship Building**

You will have a particular flair for building relationships, networking and influencing, and experience at putting these skills to use when engaging with key supporters and major donors.

You'll have a keen eye for new opportunities, but also take pride in delivering excellent stewardship of existing relationships.

You will be able to thrive in a small team, and able to both energise and support colleagues to deliver outstanding results.

- **Communication**

Our new Fundraising Director will be an exceptional and proactive communicator, able to craft compelling messages which inspire our supporters (and potential supporters) with passion and influence.

Confident to represent and advocate on behalf of SOS at a senior level, you will be able to build our credibility and profile, with outstanding oral and written communication skills.

As well as a demonstrable ability to prepare high quality written materials appropriate to a range of audiences, you should have excellent interpersonal, networking and presentation skills, and ideally some experience of marketing.

- **Passion and commitment**

You should be committed to SOS's mission and work, with a desire to drive it forward with energy and determination, excited by the opportunity to make a substantial contribution to the protection of Sumatra's orangutans and their forest home.

Experience in the environmental conservation and/or international development sectors would be beneficial, as well as experience in both the UK NGO and INGO environment, but is not essential.

- **Alignment with SOS's values**

You can read about our values and what they mean to us on the [SOS website](#).

You will be a supportive and flexible team player, with a positive and optimistic attitude. You will have the ability to listen to and learn from others whilst offering constructive advice as and when required.

Other desirable personal attributes include:

- Outstanding time-management, organisational skills and attention to detail;
- Self-motivated, proactive and resourceful;
- Solutions and impact oriented;
- Ability to make strategic decisions based on analysis, experience, instinct and judgement;
- Confident, persuasive, authoritative and approachable manner;
- Willing to be flexible and hands-on; able to thrive in a small team;
- Willing to travel within the UK and beyond to meet with donors as required;
- Some experience or knowledge of fundraising outside the UK.

Why work with us

Mission

We are on a mission to enable wild orangutans to thrive in safe forests. We operate at the frontline of some of the world's most pressing environmental and social problems, implementing effective and scalable responses with communities at their heart.

Culture

We're a small and nimble organisation, quick to embrace new opportunities and implement promising ideas. We expect and support our staff to take a lead in their own work, offering scope for creativity and strategic input.

Professional development

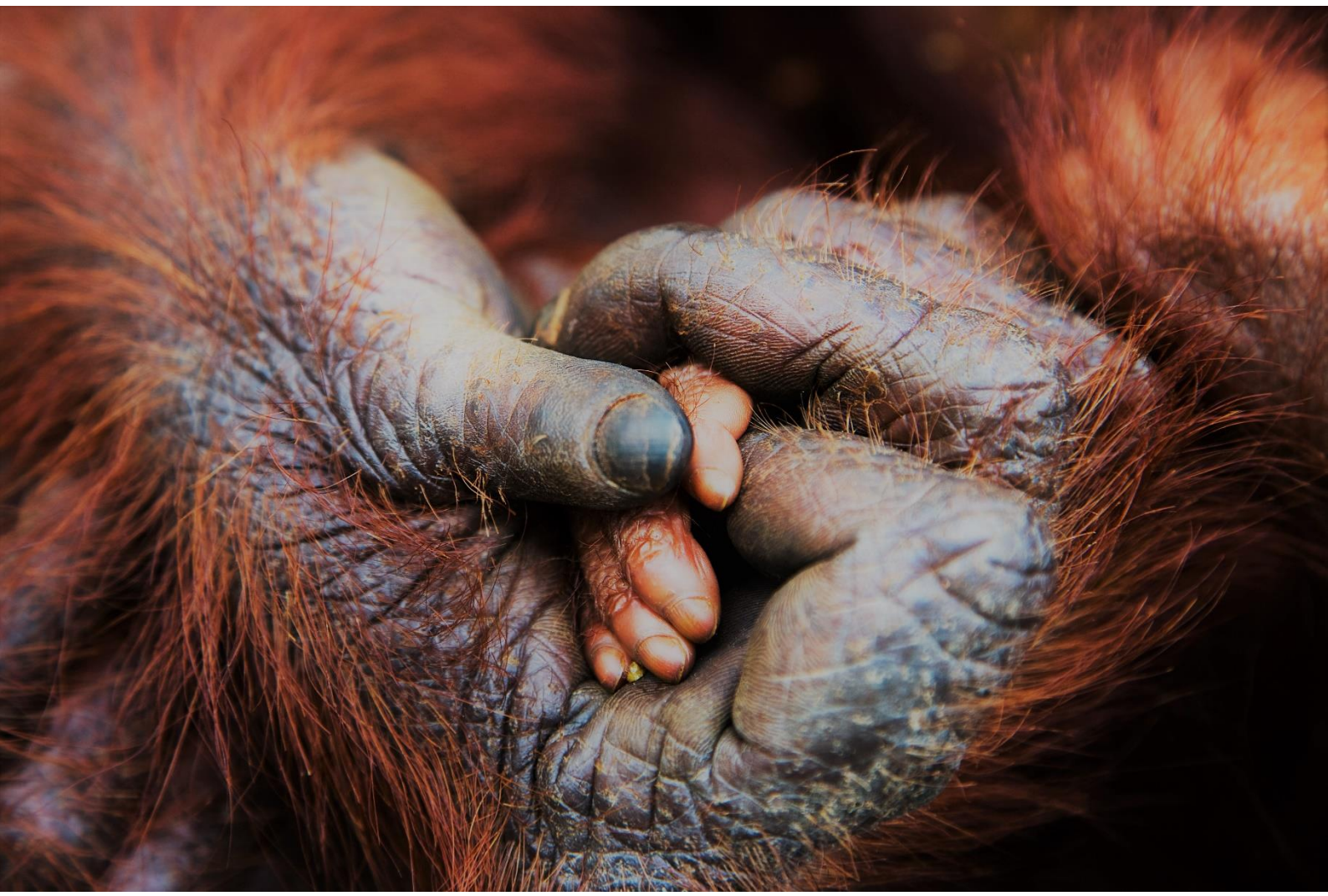
We challenge and support our team to grow their skills, providing exposure to different work experiences and training opportunities.

Adventure

We offer opportunities for travel, to see the results of your hard work for yourself – making you an even more passionate ambassador for our mission and our work.

Unity

Our small team and board of engaged trustees work closely and collaboratively together, sharing ideas, celebrating successes and breaking barriers to accelerate our impact.



How to Apply

Please send your C.V. and a detailed covering letter (no more than two pages) explaining your motivations for working with SOS, and how your skills and experience make you an outstanding candidate, to: recruitment@orangutans-sos.org

Timeline

- *Closing Date:* 10am on 7th June 2021
- Interviews are planned to take place during the week commencing 14th June. Second interviews may be arranged.

To find out more about our work, please visit our website: orangutans-sos.org

If you would like an informal discussion about this role before applying, please contact Helen Buckland, Director:

- helen@orangutans-sos.org
- 01235 530825

Applicants must be eligible to work in the UK.

SOS is an equal opportunities employer. We value diversity and are strongly committed to providing equal employment opportunities for all employees and all applicants for employment. Our equal opportunities policy will be made available upon request.



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Orangutan
Society