

SENIOR TRUSTS AND FOUNDATIONS MANAGER

£45,000 depending on experience

Permanent – Full Time

Godalming HQ – Hybrid – Working from home up to 3 days per week





Welcome

Dear Candidate,

I am delighted at your interest in joining Compassion in World Farming International.

This is an immensely exciting time for our issue, our organisation, and our movement. We are seeing unprecedented opportunities to make game-changing progress for animal welfare and moving toward a world without factory farming. Just one example is the recent announcement by the European Commission that it will legislate to end all cages for animals farmed for food – due in no small part to our *End the Cage Age* campaign.

At the same time, there is growing recognition of the need to transform food systems and reduce meat consumption if we are to stave off climate, nature, and health emergencies worldwide. There has never been a better time to press for animals to be treated with compassion and respect, and to show that humane and regenerative food lies at the heart of solving some of the biggest challenges facing humanity.

Our current strategy focuses on mobilising a movement and delivering key legislative reforms for animals. We have our sights firmly set on achieving progress globally, not least through a UN global agreement to transform food systems away from industrial agriculture and meat-heavy diets.

Please take the time to read this pack and to find out more about Compassion at www.ciwf.org. This is an outstanding opportunity for someone who connects with our values and wants to make a lasting impact for animals, people, and the planet. I do hope that you are inspired to be part of our journey and we look forward to receiving your application.

With best wishes

Philip Lybery
Chief Executive Officer



About Compassion

Compassion in World Farming International is a registered charity that works globally to end all factory farming practices. We believe that the biggest cause of cruelty on the planet deserves a focused, specialised approach – so we are relentlessly focused on ending factory farming.

Cruelty to animals is wrecking the planet.

FARM ANIMALS ARE SUFFERING

Over the last half century, the industrialisation of the countryside has led to farm animals disappearing from the land to be caged, cramped and confined in factory farms. This has had a devastating impact on animal welfare.

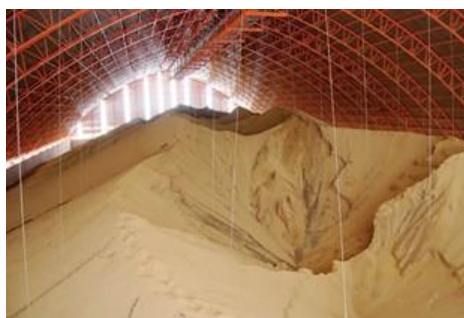


OUR WILDLIFE IS DISAPPEARING

About two-thirds of wildlife loss is driven by food production, with industrial agriculture – factory farming – the most damaging.

OUR ENVIRONMENT IS UNDER SERIOUS THREAT

With nearly half the world's usable land surface devoted to agriculture, the way we feed ourselves is now a dominant activity on the planet, affecting farm animal welfare as well as wildlife and the natural ecosystems on which human society depends.



MEANWHILE, WE ARE WASTING FOOD

More than a third of the world's cereals (and most of its soya) is fed to farm animals, wasting more than two-thirds of the calories and protein in conversion to meat, milk, and eggs. This highlights the sheer inefficiency of feeding crops to farm animals that could be feeding people; or, more properly, from croplands that should be growing food directly for people.

Our solutions



There is a growing need to diversify the range of protein sources for people, reducing the overall amount of meat consumed. This would promote healthier diets, reduce greenhouse gas emissions, help restore the natural environment, make it easier to feed a growing world population and provide greater scope for the very best animal welfare.

A world better fed without factory farming

HAPPIER, HEALTHIER FARM ANIMALS

If we get rid of cruel factory farms and restore farm animals to the land in mixed rotational farms, there are huge benefits to be had. Free-ranging animals can express their natural behaviours – running, flapping, grazing – making for happier animals with better immunity, cutting down on the need for veterinary antibiotics and reducing the risk of disease.



BREATHE LIFE INTO OUR LANDSCAPES

By returning to rotational farms and naturally reared animals, we can bring a cascade of positive benefits for the environment too. When free range animals can wander fields and pasture, they help to regenerate soils. They re-engage the age-old nitrogen cycle where sunlight pushes up plants, eaten by animals whose droppings return nourishment to the soil.

DELIVER ABUNDANT FOOD

If we cut by half the amount of cereals and soya fed to farm animals, it would free up enough food for an extra 2 billion people. This would swell the world's food basket to feed the 9 billion people anticipated by 2050 without the need for a hectare more farmland.





Our strategy

OUR PLAN IS TO BUILD ON
THREE CHANGE GOALS:



WE WILL:

- Show that ending factory farming is key to humane and sustainable food.
- Push for a global agreement to end factory farming in favour of post-industrial agriculture.
- Convince intergovernmental agencies, such as the United Nations institutions, to support humane and sustainable farming policies.
- Encourage policies to reduce meat (including fish), milk and egg consumption in favour of protein diversification from plant-based alternatives.
- Strengthen legislation and enforcement on farm animal welfare with a particular focus on Europe and the UK.
- Persuade governments to adopt policies which incorporate the true cost of factory farming in the price of food.
- Persuade food companies to adopt higher-welfare products across their entire product ranges and support producers who champion higher-welfare livestock practices.
- Enable consumers to make higher-welfare food choices through better information and honest labelling.

The evidence is irrefutable. Factory farming causes unimaginable suffering for billions of farm animals around the world. It wipes out wildlife and devastates our environment – all without providing the sustainable food our growing populations need. It is a cruel system and it is failing.

Our five-year strategy paves the way to a new era in food and farming: a post-industrial agriculture where life is vastly better for farm animals worldwide, where less meat is consumed and where people, wildlife and the planet thrive.

Together we are changing the lives of billions. Together, we can, and will, make factory farming history.



Job profile

| | |
|---------------------------|--|
| Job Title: | Senior Trusts and Foundations Manager |
| Department: | Global Major Gifts |
| Reviewing Manager: | International Head of Major Giving |
| Job Type: | Permanent - Full-time |
| Location: | Godalming HQ (working from home up to 3 days per week) |

1. OVERALL OBJECTIVES OF THE JOB

This is an exciting time to join the Global Major Gifts team at Compassion in World Farming and contribute to delivering our mission to end factory farming. With growing awareness of the impact of factory farming not only on animal welfare, but on human health and the environment, now is a unique moment to raise money for Compassion's work and bring new donors on board.

Annual gross income to Compassion was £14.1 million last year, and income from major philanthropic partners has grown from £330,000 in 2012/13 to over £6 million in 2021/22, and our global team has ambitious growth plans over the coming years.

In this role you will be responsible for fundraising from trusts and foundations in the UK and European markets. You will manage relationships with existing £50,000+ donors, several of whom are giving six figure gifts, providing them with first-class stewardship through written updates and reports. New business growth is also a priority, with a focus on principal gifts (£100k+), and you will work closely with programmes colleagues and Heads of Country offices to identify funding opportunities and create compelling proposals. Strong relationship management skills, an ability to think creatively, and excellent writing skills are essential to the success of this role.

You will also have responsibility for the strategy of our trusts fundraising, working closely with the International Head of Major Gifts to develop a robust set of income targets and growth plans in the coming years. You will line manage the Trusts and Foundations Officer and oversee our mid-value Trusts fundraising (£1k - £10k).

You will report to the International Head of Major Gifts as part of a dynamic and supportive team of seven major gift and trust fundraisers based in the UK, Europe and USA.

2. POSITION IN ORGANISATION

- Reports to the International Head of Major Gifts.
- Develops strong and effective working relationships with the wider Global Major Gifts team, CRM team and Finance colleagues.
- Works in collaboration with programmes colleagues and country offices (EU (Brussels), France, UK, Italy, Netherlands, Poland, and Spain).
- One direct report (Trusts and Foundations Officer).



3. SCOPE OF JOB (these are expanded in section 6)

- Oversee and grow the UK and EU Trusts and Foundations portfolio.
- Deliver first-class account management to a large and varied portfolio of supporters and prospects.
- Develop and write compelling funding proposals, cases for support and impact reports.
- Work with the Prospect Research Manager and colleagues in programmes teams and country offices to identify and seize funding opportunities (events, research, networks).
- Track progress against income targets and KPIs.
- Maintain accurate donor records for financial reporting and evaluation purposes.
- Contribute to wider Major Gifts activity and the overall success of the team.

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for delivering the International Trusts team income target, personally raising upwards of £400,000 this financial year.

5. QUALIFICATIONS & PERSONAL SPECIFICATION

- Requirements to carry out the job effectively (and which may be developed). The requirements listed below are representative of the knowledge, skill, and/or ability required.

| ESSENTIAL | DESIRABLE |
|--|--|
| Proven Ability, Qualifications & Training | |
| <ul style="list-style-type: none"> • Proven ability in fundraising from trusts and foundations • Excellent written and oral communications skills, ability to write clearly and persuasively • Able to be entrepreneurial, identifying and seizing new opportunities • An analytical and questioning mind • Able to pioneer new ideas, adapt processes and create innovative solutions • Truly can-do attitude – used to thinking strategically AND making it happen. • Working with targets and KPIs to plan workload, prioritise and learn. • Personal motivation that inspires energy and commitment throughout the team. • Budgeting and financial management skills • Good IT skills including Microsoft Office applications • Knowledge of your responsibilities in relation to GDPR and the Code of Fundraising Practice | <ul style="list-style-type: none"> • Experience of fundraising for an animal welfare, environmental or climate NGO. |
| Skills, Knowledge & Attributes | |
| <ul style="list-style-type: none"> • Exceptional interpersonal and communication skills • A well organised, methodical approach with fantastic attention to detail • Positive disposition; approachable and adaptable | <ul style="list-style-type: none"> • Good working knowledge of Salesforce or equivalent CRM database • Working knowledge of other European languages |



| | |
|--|--|
| <ul style="list-style-type: none"> • Interest in, combined with the ability to communicate enthusiasm for, Compassion’s mission and work • Ability to work on own initiative and as part of a team • Uses information effectively to present a persuasive case • Uses time management techniques to plan and organise workload, managing peaks and troughs in workload and delivering to deadlines • Remains calm and polite under pressure • Able to present complex information to small and large groups of people in an appropriate manner • Excellent proof-reading skills | <ul style="list-style-type: none"> • Knowledge of Trusts and Foundations fundraising in other European and/or international markets |
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Part 2: DUTIES AND KEY RESPONSIBILITIES

1. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

Deliver first-class account management to a large and varied portfolio of supporters and prospects

- Build and manage long-term relationships with a large portfolio of existing funders to generate increased support and engagement with Compassion’s work, including multi-year grants.
- Exceed donor expectations through excellent and innovative stewardship (e.g. regular reports, updates, and donor meetings).

Develop compelling funding proposals, cases for support and impact reports

- Develop a comprehensive understanding of Compassion’s programmatic priorities, our ‘case for support’ and the impact of factory farming on animals, people and planet.
- Produce high quality, well written funding applications, using plain English to distil complex programmatic information into compelling proposals
- Use creativity and innovation to keep donor communications engaging and different
- Extrapolate financial budgets and data for use in donor proposals and reports, working closely with the finance team to ensure accuracy

Proactively research and cultivate a pipeline of new prospects

- Develop a strong pipeline of new funding sources (through desk research, networking etc.), working with the Prospect Research Manager to identify and prioritise new prospects.
- Use Salesforce dashboards and reports to manage the prospect pipeline and achieve KPIs

Strategic oversight of the Trusts and Foundations portfolio in the UK and Europe



- Drive income to meet challenging annual targets by securing donations from new £50k+ Trusts and Foundations
- Line manage the Trusts and Foundations Officer, with oversight of the small/medium Trusts Programme (up to £10k)
- Monitor progress against targets, using KPIs and data to develop and adapt the strategy, identify priorities and identify opportunities for growth

Maintain accurate donor records for financial reporting and evaluation purposes

- Keep comprehensive records (including financial) of all fundraising related activities, in line with GDPR and data protection guidelines
- Work with Finance and programme colleagues to provide timely, precise and appropriate updates to key funders regarding the charity's activities (including the use of restricted funds)
- Use Salesforce to record donor activity and financial reporting

Contribute to wider Major Gifts activity and the overall success of the team

- Contribute to the strategic direction of the Global Major Gifts team, contributing expertise on Trusts and Foundation fundraising and inputting into growth plans and objectives.
- Contribute to the development and implementation of the Global Major Gifts Team's policies and processes
- Ensure fundraising literature is kept up to date, available to members of the team and other colleagues as appropriate

ADDITIONAL RESPONSIBILITIES AND REQUIREMENTS

- Actively support the promotion and delivery and embedding of equality, inclusion, and diversity
- Help create a fundraising ethos within the organisation to benefit the work we do now and in the future
- As part of your employment, you may be required to travel anywhere within the UK to carry out the duties of your employment
- There may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming International's Ethical Policy



- In all work activities, comply with data protection legislation and Compassion in World Farming International's requirements for the protection of personal information and the privacy of individuals
- The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Core values & competencies

Compassion Values

- Treats people with dignity & respect
- Maintains high ethical standards
- Demonstrates commitment to Compassion in World Farming's mission and goals.

Core Competencies

- Communication – level 1
- Working with People – level 1
- Drive for results – level 1

Functional Competencies

Level 1

For definitions of these competencies and levels please [download this guide](#).



Benefits of working at Compassion in World Farming International - UK

Everyone's role here at Compassion is important in helping us to achieve our mission. We'll make sure you get all the support you need to thrive in our collaborative community of amazing people doing remarkable things.



Pay

We offer our employees a competitive salary, which is reviewed annually through a benchmarking survey and checked within the market. We aim to attract and retain talented staff and ensure all staff are treated equally and fairly throughout the organisation



Health & Wellbeing

We offer the worlds #1 brand for mental fitness – the Calm Meditation App to all our employees free. Calm improves employee well-being by promoting better sleep, reducing stress and anxiety, and developing more mindfulness



Taking Time Out

Our holiday entitlement for full time staff is 25 days per calendar year (1 April to 31 March) rising to 30 days after 5 years' service. Bank and Public holidays are taken in addition to this.

All staff have the option of buying a further 5 days leave (with agreement from their line manager)



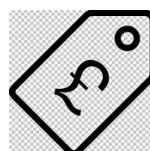
Pension

Our generous pension plan allows you to build up your pension fund. We offer 5% employer contribution if you pay in 3-5% and 10% employer contributions if you pay in 5%+. This is your personal pension and all contributions can be invested in the funds you choose.



Flexible Working

We offer employees the opportunity to work in a hybrid way – up to three days at home (depending on role) and two days in our modern office in Godalming (for full time staff)



Employee Benefits Platform

Our platform enables employees access to a portfolio of benefits which include:

- Cash back Health Scheme
- Cycle to Work
- High Street Discounts
- Holiday Discounts
- Pre-Paid Cards
- Affordable Tech
- Gym discount
- Money management



Learning & Development

We have our own in-house Moodle with 100+ resources available to help you grow in your professional and personal development.



Interest-free annual season ticket loan

We understand that commuting can be costly, so you can apply for an annual season ticket loan for any train, bus or underground train journey from your home to work. We'll arrange for you to pay this back over 12 months through deductions from your salary.



Employee Assistance Programme

We want to support our staff and we want to encourage them to take care of their mental health. Our EAP has access to accredited counsellors, mental wellbeing guidance and advice and GPs. Our EAP can also help employees find resources for dealing with stress and mental health issues, as well as information on other tools and services they can use.



Diversity & Inclusion

Compassion in World Farming International is an equal opportunities employer and will not discriminate against any candidate on the basis of any characteristic protected by the Equality Act 2010.

Compassion in World Farming International is committed to providing a welcoming and inclusive environment for all our staff, volunteers, partners, and clients.

We seek to build a global team that reflects and creates positive change for the diverse, global communities impacted by factory farming, as we strive to make the world a better place for people, planet, and animals.

We are committed to providing equality of opportunity for everyone, regardless of their background and support the facilitation of diversity, representation, and inclusivity within the animal welfare movement.

We want this to be reflected in the diversity of people who work for us, and we welcome applications from underrepresented groups, whether these be of ethnicity, religion, gender, gender expression, age, physical ability, sexual orientation, and any other.

Additional information about the organisation is available at www.ciwf.org





To apply

Please send your CV and a covering letter outlining how you meet the *Person specification* detailed in this job description.

Tim@bamboofundraising.co.uk

Thank you!

