



THE NATIONAL  
FOREST



Appointment of

**Fundraising Manager**



## Welcome

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Dear Candidate

We are delighted that you are interested in applying for the role of Fundraising Manager for the National Forest Company (NFC).

The National Forest is about so much more than trees. It is pioneering new ways of working to mitigate and adapt to the urgency of climate change and demonstrate sustainable living in a real place. The last three decades have seen the NFC drive forward the vision for the National Forest, taking it from a leap of faith to the success story we see today: a restored forest landscape; an emerging visitor destination; and the active support of local communities. But there is so much more to do.

With highly experienced and dedicated Trustees, a small but exceptionally committed staff team and immensely supportive partners, the NFC is well placed to meet the challenges ahead.

We are now looking for a new Fundraising Manager to join our growing team and take advantage of future opportunities. With expertise including, fundraising strategies and plans, you will bring the skills and experience we need, alongside the outlook and approach to complement the Development Team. Above all, you will share our passion for the National Forest, restoring this area of central England and showcasing a positive future through trees.

If you feel excited by the prospect of helping us to deliver one of the most inspiring regeneration projects in the country, we would love to hear from you.

**John Everitt FRSA**  
**Chief Executive**

# The National Forest

The National Forest is one of the country's most ambitious and highly regarded environmental projects with sustainable development at its heart, transforming 200 square miles across parts of Derbyshire, Leicestershire, and Staffordshire.

Established in the early nineties, it represents the first new broadleaved forest to be created in England for 1,000 years. As a growing environmental, economic and social asset, the National Forest is helping to enhance the landscape, regenerate local businesses and improve quality of life for communities.

The initiative aims to link the two ancient Forests of Needwood in the west and Charnwood in the east, restoring a landscape ravaged by coalmining and heavy industry. It provides a demonstration of the value of the natural environment with opportunities for people of all ages and backgrounds to engage with woodlands near to where they live and work.

The National Forest is a dynamic and vibrant area, with rolling farmland and newly planted woodlands alongside established businesses and start up enterprises. It is also home to some 220,000 people in the four towns of Burton upon Trent (famous for its brewing), Coalville and Swadlincote (formerly associated with the coal and clay mining industries) and the historic market town of Ashby-de-la-Zouch.



# About the National Forest Company

Since 1995, the National Forest Company (NFC) has driven forward the vision for the National Forest. The NFC operates as a small, highly successful organisation that secured charitable status in 2016, whilst also being an Arm's Length Body of the Department for Environment, Food and Rural Affairs (DEFRA).

With around 40 staff, a Chair, and an eight-strong Board of Trustees, together with a wide range of delivery partners, the NFC is well placed to steer the National Forest into the future. Our approach is based on collaboration; to support and enable partners to deliver the Forest, including landowners, businesses, public, private and voluntary organisations, as well as local communities. The Company has an annual turnover of around £6 million, a dynamic, multifunctional team and a culture of partnership.

The NFC:

- Leads and champions a shared vision for the Forest with all partners
- Enables others through advice, facilitation, demonstration and sharing of practice
- Invests directly through grant giving, income generation and leveraging other support
- Demonstrates new ways of working through policy, evidence, research, and innovation
- Promotes success through marketing, advocacy, and communications

To find out more about the NFC's work, please visit: [nationalforest.org/about](https://nationalforest.org/about)





## The story so far...

A lot has been achieved since 1991. More than nine million trees have already been planted, with forest cover across the area increasing from around 6 per cent to more than 22 per cent. Thousands of hectares of land have been converted to woods and other habitats, using a range of grants for farm diversification and urban greening, restoration of former coalfield and mineral sites and community planting schemes. The result is a dramatic transformation where trees frame the landscape, wildlife is returning and a woodland culture is emerging.

Social and economic regeneration of the area has been as rapid as the landscape change, with formerly blighted towns and villages becoming increasingly attractive to residents with accessible natural greenspace on their doorstep. Major visitor centres, such as Conkers and the National Memorial Arboretum have matured, and new attractions including the Hicks Lodge Cycle Centre and the National Forest Way are providing facilities for residents as well as contributing to a vibrant visitor economy now supporting more than 5,000 jobs.

- More than 8,000 hectares of new forest creation have been secured since 1991
- More than 80% of woodlands in the Forest are now in active management
- Around 80% of the total forest creation achieved has open access for people
- Around two thirds of primary schools in the Forest run regular outdoor learning sessions
- More than 100km of new cycleways have been created
- Over 9 million visitors now enjoy the Forest each year
- A programme of events including Plant a Tree days, the National Forest Trek and the Timber Festival are now in place.



## The next 25 years

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The Government's 25-Year Environment Plan sets out the ambition to protect and enhance nature and describes the vital role this plays in increasing economic prosperity and improving quality of life. The NFC is at the forefront of this approach with a 25 Year Vision that positions the National Forest as an exemplar for sustainable living, to mitigate and adapt to the urgency of climate change.

Over the next 25 years this will mean some radical changes, requiring bigger and longer-term thinking. The 25 Year Vision will drive real change in a real place, creating a more resilient environment, improving the wellbeing of communities and making the economy more sustainable.

The NFC is already making rapid progress, doubling its annual forest creation targets, expanding delivery beyond its boundary and taking on new commercial ventures.

The NFC will continue to pioneer and innovate as we support existing stakeholders and reach out to new partners to achieve the vision for the Forest. In the coming decades, the UK faces unprecedented pressures such as energy security, housing growth, shifts in farming practice and increased costs of healthcare. The National Forest can offer positive solutions to such challenges, bringing benefits to businesses, communities and visitors through the transformational power of trees.

For further details please visit:  
[nationalforest.org/greenprint](https://nationalforest.org/greenprint)

## Context for appointment

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The National Forest Company is now seeking to appoint a new Fundraising Manager to succeed the current postholder who is moving on after a long and successful period with the organisation. This is a crucial moment in the development of both the National Forest and the National Forest Company, with a new 25-Year Vision for the National Forest, a new Corporate Plan for the Company, and a renewed focus and purpose in light of the urgency of climate change.

Having recently merged with a sister charity, taken on new commercial assets and subsidiaries, grown turnover and expanded the staff team, this is an exciting time for the Development function. Moreover, it is an opportunity to work with one of the UK's most successful environmental projects, a highly professional organisation that is achieving extraordinary results through its passionate staff, Trustees, Ambassadors, and wider supporters locally, regionally and nationally.

The role would suit a fundraiser looking to make a difference who is driven as much by purpose as by the post. Working in a small organisation, you will have the opportunity to shape the role and fundraising function, taking advantage of new ideas and playing a key part in delivering success.

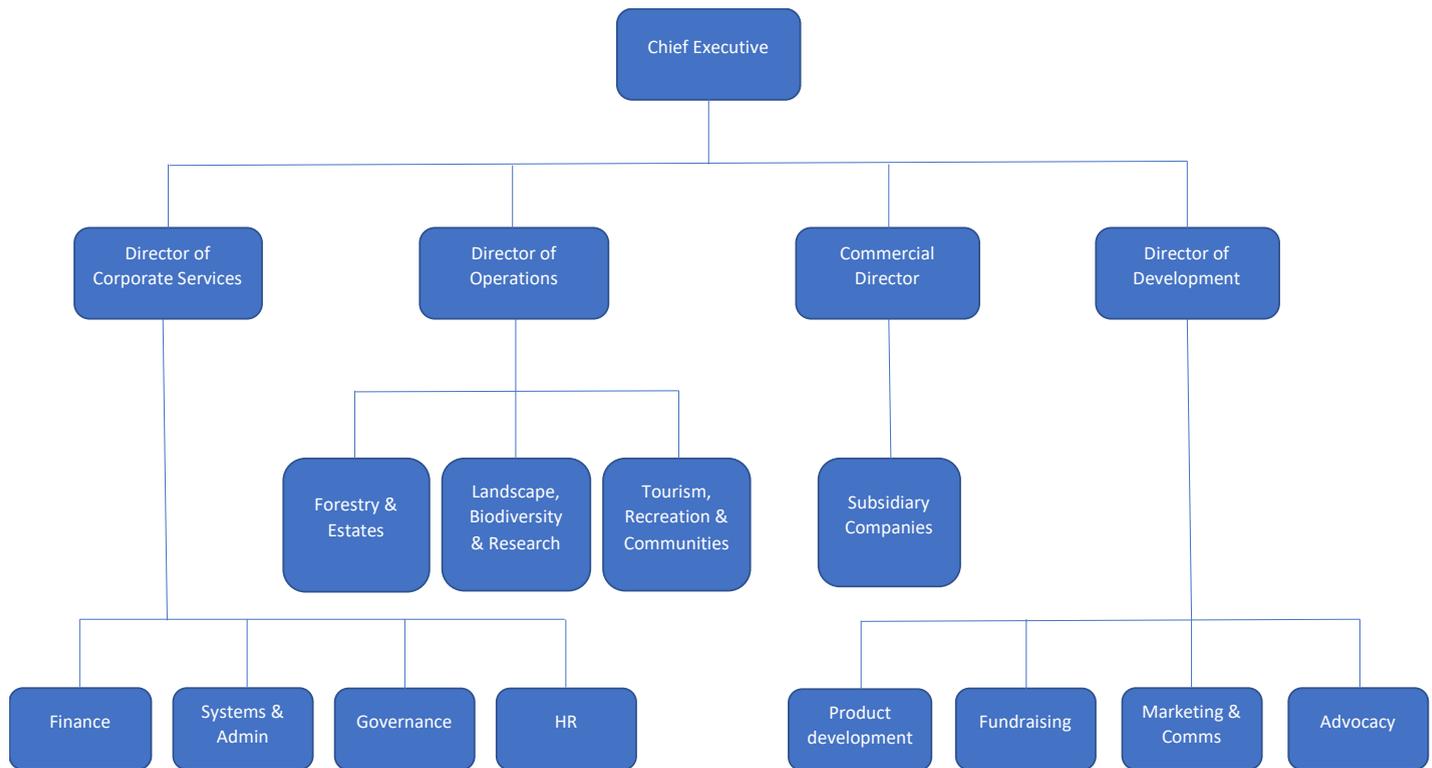
The National Forest Company offers a unique working environment, a forward-thinking culture and the chance to experience high profile events and activities on the national stage.

The National Forest Company relies on the experience and commitment of people of all ages and backgrounds. It operates as an inclusive organisation and welcomes applications from all.



# The National Forest Company Structure

The National Forest Company is structured into four functions comprising Corporate Services, Operations, Commercial and Development. The Fundraising function sits within the Development team.



The Fundraising Manager reports to the Director of Development and works with the Development Working Group, chaired by the NFC Board Trustee specialising in fundraising and supported by independent external fundraising advisors. The role also works with the Commercial Advisory Panel made up of leading businesses and National Forest Ambassadors, which advises on corporate sponsorship and product development ideas.



# The Development Team

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The Development team is responsible for developing and delivering the Income Generation Strategy for the NFC, alongside a wide-ranging programme of marketing, communications and brand.

The Fundraising Manager will drive forward a diverse portfolio of income generation mechanisms with annual targets and a focus on return on investment. With a culture of innovation, funds available to generate income and a calendar of high-profile events, this is an exciting opportunity for the right person to shape the role. Direct line management of the Fundraising Officer and administrative support from the Corporate Services team will provide additional capacity for delivery.

The post of Fundraising Manager will be challenging and stimulating, as well as being hugely rewarding, knowing that you are contributing to one of the most innovative sustainability initiatives in the country.



# Main responsibilities

## Fundraising Strategy and Plans

- Work with the Director of Development to shape and deliver the Income Generation Strategy with new and existing initiatives to create sustainable fundraising models.
- Ensure all fundraising activities align to the National Forest brand framework and demonstrate the charity's purpose.
- Decide actions required to deliver fundraising objectives and manage risks within parameters agreed with the Director of Development. To manage and allocate agreed resources for fundraising activities and analyse the impact of these activities.
- Research, identify and 'make the ask' of potential individual donors, businesses, trusts and foundations.

## Fundraising Relationships

- Deepen relationships with current and newly identified prospects to establish a cycle of long-term engagement and stewardship. This includes account management and prioritising of plans for strategic partnerships, high net worth supporters, trusts and foundations.
- To work with colleagues across the team to create a shared effort around fundraising, including reporting of fundable projects. Package the work programmes to make them appeal to funders. Make applications to trusts and foundations, grant funders,

outsourcing bid writing to specialists where agreed with the Director of Development.

- Collaborate with colleagues to develop effective messaging and materials for fundraising campaigns, donor fulfilment, partnerships and events. To plan and deliver sponsor benefits including branded assets, joint marketing and media opportunities.
- To plan and deliver innovative and thoughtful engagement, cultivation and recognition events e.g. tree planting, Parliamentary events, Timber Festival and Forest experiences.

## Line Management

- To have responsibility for the Fundraising Officer and deliver the annual fundraising work programme and targets.

## Performance & Systems

- Regularly review the fundraising performance to maximise return on investment and value for money. Report on progress using the CRM, financial measures, research and essential data in a timely manner for the Development Working Group and Commercial Advisory Group meetings.
- To work with colleagues to maintain systems and procedures for successful delivery of the Income Generation Strategy including CRM, Ethical Policy and Fundraising Regulations.



## Qualities required

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### Experience and qualifications:

- Degree or equivalent work experience which demonstrates strategic thinking, problem solving and communication skills.
- Member of the Institute of Fundraising
- Demonstrable track record in delivering efficient and effective fundraising strategies and programmes including prospect research, supporter management plans, project plans and events.
- Experience of bid development and raising significant funds from trusts, foundations, grants fundraising and major donors, including by direct ask.
- Experience of raising funds from corporates and delivering sponsorship arrangements.
- Line management of at least 3 years
- Proven track record of dealing with sensitivity and complexity, including managing sensitive relationships, data management and diverse audiences.
- Track record of developing and supporting relationships for mutual benefit.

### Knowledge:

- A highly developed knowledge of charity fundraising, research, including trusts and foundations and major donor fundraising techniques. Awareness of philanthropic drivers and motivators including donor stewardship and recognition.
- An understanding of the environment sector and the National Forest.

### Skills and personal qualities:

- Applies a broad range of communication and interpersonal skills to influence, persuade and build relationships rapidly.
- Innovative, with the ability to develop and shape ideas based on corporate plans, strategies or work programmes into fully worked, attractive proposals including accurate budgets.
- Proven organisational skills, including project and financial management and prioritisation skills.
- Fully conversant with MS Office tools and experienced user of databases, preferably Access Charity CRM (thankQ).
- Capacity to develop detailed working knowledge of charitable trusts, foundations and

corporations relevant to the National Forest.

- Professional personal presentation that has the authority and self-confidence to gain the respect of others, and to build rapport
- Motivated, positive, tenacious, energetic and adaptable. Proactive approach to work.
- Works independently and able to contribute as part of a team in a positive, collaborative style
- Highly organised with excellent attention to detail and ability to work to deadlines
- Commitment to equal opportunities.



# Terms of appointment

## Length of appointment and remuneration

This is a full-time permanent post. The successful candidate will be appointed within the SEO Grade salary range of £37,295 - £41,425 per year. The NFC also offers end of year performance awards.

## Place of work

We are offering a hybrid model split between home working and the National Forest Company's office in the heart of the National Forest at Enterprise Glade, Bath Yard, Moira DE12 6BA. A laptop and mobile phone will be provided to enable you to carry out your duties. You may also be eligible for relocation expenses.

## Driving licence

A full driving licence is required as the post-holder will often need to travel and will be expected to have a vehicle available for use on NFC business, for which the NFC will pay mileage (currently 45p per mile).

## Learning and Development

Everyone at the NFC is supported to develop their skills and capabilities. All new employees joining will have a full induction to the NFC's work and our policies. We also encourage our employees to take up volunteering opportunities as a great way to share skills, while developing new insights and stronger links with our communities.

## Pension scheme

An important part of the pay and reward package NFC offers employees is the option to join the Civil Service Pension Schemes arrangements. These arrangements offer a choice of two types of pensions:

**Alpha:** This is a career average pension scheme (defined benefit) that has a member contribution rate ranging from 4.6% to 7.35% dependent on your salary. The current employer contribution rate is c27% of salary.

**Partnership pension account:** This is a stakeholder pension with a contribution from the NFC of up to 14.5% based on your age.

## Hours of work, annual leave and privilege leave

- 37 hours per week.
- Annual leave allowance will be 30 days per year.
- 10.5 days public and privilege leave per year.

## Staff Wellbeing

We have various measures in place to assist with the wellbeing of our staff including:

**Employee Benefits Programme** – offers a number of discounts and special offers to help support wellbeing including gym memberships.

**Employee Assistance Programme** – a free and confidential 24/7 telephone advice service available to staff.

# How to apply

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To apply for the role please email your CV together with a supporting statement (of no more than 1000 words) to [jobs@nationalforest.org](mailto:jobs@nationalforest.org)

Please ensure that you have included a telephone number, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

If you wish to apply using an alternative format, please contact the NFC on 01283 551211 or email: [jobs@nationalforest.org](mailto:jobs@nationalforest.org)

At the NFC we believe passionately that a truly inclusive workplace leads to increased social impact. We are committed to building more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the consultants never see individual responses to the questionnaire.

## Equal Opportunities

The NFC is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.



# Appointment process

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The Fundraising Manager will be appointed by a selection panel chaired by the Director of Development, David Bourque. An indicative recruitment timetable for candidates is provided below.

Once final dates are confirmed, these will be made available to applicants as soon as possible.

- Closing date for applications:  
**14 April 2023 at 12 noon**
- Panel interview, including a visit to the Forest, site tour and informal meetings  
**W/C 24 April 2023**





## Further details

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Further details of the National Forest Company including copies of the Annual Report and Accounts, staff structure and strategy are available on our website:

[nationalforest.org](https://nationalforest.org)

If you have any queries about any aspect of the appointment process, need additional information or wish to have an informal and confidential discussion, please email [jobs@nationalforest.org](mailto:jobs@nationalforest.org) to arrange a convenient time for a call back.

The National Forest Company will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

**National Forest Company**

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[nationalforest.org](http://nationalforest.org)

The National Forest Company is a company limited by guarantee (registered no. 2991970)  
and a registered charity (registered no. 1166563).



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