

# Job Description

**Job Title:** Individual Giving Administration Assistant

**Weekly Hours:** 35

**Based At:** Plumgarths, Kendal

**Reports To:** Senior Fundraising Officer



**Cumbria**  
Wildlife Trust

## Job Purpose:

Cumbria Wildlife Trust has a valued and loyal base of supporters and members. We are looking for an administrator to liaise with individual donors about their gift and to thank them in a timely and friendly manner. This includes gifts through appeals, for specific projects and pledges through gifts in wills.

Assisting colleagues with administrative tasks such as scanning, printing and collating materials to send out to supporters. Ensuring our Supporter Database is kept up to date with any changes.

## Special Features of the Role:

The post holder be an efficient administrator and customer focused in everything they do. They will be part of the development team and work closely with our membership administrators and finance team.

## Main Responsibilities and Accountabilities:

### 1) Acknowledging donations, gift aid and recording communications

We pride ourselves on a personal approach to acknowledging gifts from our supporters, so they know their gift is appreciated and they are valued, as all our supporters are. Accurate recording of donations and gift aid are essential for our financial claiming and reporting.

### 2) Administering legacy communications and liaising with donors and family members

Legacy gifts are a hugely important part of our income and it is essential that we use them for wildlife according to the donor's wishes. Often, we involve the family or next of kin in acknowledging the gift appropriately and helping them understand the value each gift brings for wildlife. You will have an overview of all our legacy work and assist senior staff in delivering our legacy strategy and will include communications with solicitors and funeral directors.

### 3) Administering our memory leaf scheme

Memory leaves are placed on our nature reserves to commemorate loved ones or celebrate an event. Administering the scheme involves frequent communication with the donor.

### 4) Updating the central contact database

All communications, gifts and memberships are recorded on our central CRM (thankQ). This helps with relationship building by understanding each donor's past involvement with the Trust and is important for report writing. All files are recorded electronically, so paper records will require scanning. It is also important to keep addresses and other details up to date as we are made aware of changes.

### 5) Printing welcome letters and mailing out membership packs.

We are fortunate to have the support of a strong membership and more members are joining us each week. We welcome new members through our membership pack which needs to be mailed out promptly as members join.

6) Supporting other fundraising staff with donor communications

Senior fundraising staff will often be undertaking meetings and visits with supporters and may require administrative support with some tasks.

7) Organise donor visits to projects and nature reserves

Visits to projects or sites may be on an individual level, groups or may involve organising small group events.

8) Assisting other staff with the administration of campaigns, appeals and mailings

Senior staff often undertake appeals via a variety of communications channels. Donations will therefore need monitoring through all these channels and help with acknowledging donations will be required.

9) Reporting to analyse campaigns and appeals

Analysing the response to mailings and appeals allows us reflect on our successes and failures and helps us learn more about our supporters and our approaches to different areas of our work.

10) Undertake reporting for internal purposes and RSWT

Royal Society of Wildlife Trusts co-ordinate the efforts of all Wildlife Trusts nationally. Part of this involves them collecting results and data across all aspects of the development department's work. This is produced into reports that help us analyse our performance in comparison to other Trusts and helps us learn from their experiences. Reporting is done using the central database (thankQ).

## **Supporting the Trust**

Be proactive in increasing the Trust's membership.

Raise the profile of Cumbria Wildlife Trust.

Seek to raise increased funds for the Trust.

Develop and participate in educational aspects of the Trust's work including events, guided walks and illustrated talks.

Any additional duties as outlined in the Annual Work Plan.

Any other duties that may reasonably arise from time to time.

All tasks and responsibilities to be carried out in accordance with the Trust's policies and procedures.

**Date: July 2021**