

Job Description

Job Title: Individual Giving Administration Assistant

Weekly Hours: 10.5 (3.5 hours per day, on 3 days)

Based At: Plumgarths, Kendal

Reports To: Head of Fundraising

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.

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 each and every gift from our supporters, so they know their gift is appreciated and they are valued. You will liaise with conservation staff to write engaging content for thank you letters and emails for regular gifts and one off donations.

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, conservation staff and suppliers.

4. Updating the central contact database

All communications, gifts and memberships are recorded on our central CRM (Access Charity CRM). 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. 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.

6. Administer income generation schemes

The Trust needs to explore all opportunities for income generation and often these require administrative support. For example, support is currently provided to administer the collection box scheme and an internal lottery draw. New initiatives may be introduced as opportunities arise.

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 are to be carried out in accordance with the Trust's policies and procedures.

Date: June 2025

Person Specification

Role: Individual Giving Administration Assistant

1. Qualifications & Experience:

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	Previous experience working in an administrative role in a busy office environment	•	
2.	Relevant recent experience in a similar role, and/or English & Maths GCSE at grade C / grade 4 or above, or equivalent qualification/s	•	
3.	Intermediate level experience of using Word, Excel, Outlook and Teams	•	
4.	Experience of using a database system (preferably Access Charity CRM)		•

2. Knowledge & Skills:

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	Good literacy skills with the ability to write in an engaging and friendly style	•	
2.	Excellent customer service skills for both supporters and colleagues	•	
3.	Good organisation and planning skills to ensure timely delivery	•	
4.	Ability to work independently with minimal supervision	•	
5.	Knowledge of the work of The Wildlife Trusts and the federation structure		•
6.	Accurate data entry, attention to detail, ability to spot inconsistencies in data		•
7.	Good numeracy skills		•
8.	Understanding of charity regulation and data protection requirements		•

3. Personal Qualities:

The post holder should possess the following:

		Essential	Desirable
1.	A positive and helpful manner	•	
2.	Good communication skills	•	
3.	Good timekeeping skills	•	
4.	A flexible approach, able to respond to changing demands	•	
5.	Ability to follow established systems and procedures	•	
6.	A passion for wildlife, particularly in Cumbria		•