



HEAD OF FUNDRAISING

Information Pack

Our Advert



We are seeking a highly organised, efficient and dynamic individual to take on a brand-new role co-ordinating and driving core fundraising for the Westcountry Rivers Trust, by building on the wave of interest in the plight of our Westcountry rivers. You will have a great track record of developing and delivering a strategy to maximise income from corporate supporters, major donors and legacies and will be excited by the opportunity to shape our fundraising journey.

We have had considerable success with securing project funding over the last 30 years achieving rapid growth in delivery and impact as a result, but this only allows us to deliver what others want to fund and it is not always possible to get project funding to cover what we would like to achieve - maximising our education and engagement as well as supporting core functions and project development. Therefore, we need to increase core voluntary income for these key activities. The successful candidate has the support and opportunity to sculpt this approach into a significant part of the Trust's future.

You should have excellent people, planning and project management skills, with a proven track record in core charity fundraising. You will also have a strong commitment to our mission and a good understanding of environmental issues. You will be reporting directly to the Chief Executive but will link into the Trust's communications strategy and approach. If successful, we intend to grow and expand this role into a directorial position linked to our communication and advocacy work.

This is a moment to get involved with a dynamic and passionate grass roots charity at a crucial moment when river health and societal interest has never been greater. We need your help to build an entirely new fundraising opportunities for Westcountry Rivers Trust that allows us to engage and empower more people across the region protecting our rivers both now and in the future. In this role, you will have the opportunity to affect real, lasting impact not only on the potential of this charity to help rivers in the Westcountry, but to see real growth and development in key engagement work across the Trust.

About the Westcountry Rivers Trust

Spurred by a shared love of rivers, we are very much a grassroots organisation, brought into existence from the bottom up. In the early 90s, a group of individuals, passionate – but concerned – about the waterways around them, began to stitch together their ambitions for restoring Westcountry rivers, laying the foundations for the Trust we know today.

To the cause, a number of inspiring, innovative and forward-thinking founders were drawn. Among them, Stuart Gardiner and Poet Laureate Ted Hughes were instrumental to WRT's creation, both alarmed by the decline of fish in their local rivers and inspired by examples of communities brought together to make a difference to the environment. With continued support from Stuart Gardiner, Ted Hughes became one of the Trust's first trustees, with Lord Clinton, Teddy Goldsmith, Nick Grant, Alan Hawken, Michael Heathcoat-Amory, Michael Martin, Bill Tucker and Ann Voss-Bark at his side.

After the launch in 1994, we went on to gain charitable status in 1995. Arlin Rickard became our first employee, after months of working as a dedicated volunteer and setting up WRT headquarters in his home. Although initially small in numbers, we have always been huge in ambition. After winning the £1.6 million Tamar 2000 project in 1996, it was clear we meant business.

The problems facing Westcountry rivers were picking up media attention as the Trust came into being. The decline of the Taw and Torridge gained coverage from national newspapers, the droughts of 1976 and 1995 had triggered severe eutrophication, changes in farming practices were impacting the rivers and the salmon was on the decline.

But the Trust offered a refreshing stance to the restoration of our rivers. While so many efforts to conserve the environment are limited to the length of the project, we realised that we could open people's eyes to the wider benefits of our work. Measures to protect rivers could also help to save money for farmers, lower costs for water companies, boost tourism, reduce the need to dredge estuaries and even benefit human health.

Everything we do is informed by the best available science. Our work is driven by an 'ecosystems approach,' considering the function of the entire catchment, not just the rivers that flow within them

"If you look after the land, the river will look after itself"

It was this new perspective – not to mention the hands-on and tireless approach to river restoration – that grabbed the attention of so many supporters and funders and which lies behind the flourishing rivers trust movement. We are now a 70+ strong team with an annual turnover of c£4m running multi-annual projects spread across a wide range of funders.

[Find out more about the Westcountry Rivers Trust at \[www.wrt.org.uk\]\(http://www.wrt.org.uk\).](http://www.wrt.org.uk)

Job Description

Report To: CEO	Contract: Permanent but continuity depends on success of role
Grade: 5	Hours: Ideally Full time (37.5 hours) & 25 days holiday + Bank Holidays
Salary: £40k - £45k	Pension: 6% employee, 9% employer + life assurance
Location: Westcountry Rivers Trust's office is in Stoke Climsland, Cornwall and whilst we have flexible hybrid working there is an expectation to work from the office on a regular basis and to travel to sites across the Westcountry as needed to attract core voluntary income.	

Responsibilities

- Set out targets and a fundraising and voluntary income generation strategy for securing additional core, unrestricted funding for the Westcountry Rivers Trust from a range of sources including individual donations, legacies, philanthropic foundations and corporate sponsorship. This includes working with the CEO and Trustees to set and track clear, mutually agreed Key Performance Indicators.
- Work with the CEO and communications team to build our case for support as part of our next five year charity plan (2025 – 2030).
- Managing the administration of these funding awards including application forms, supplying bank details, grant agreements and reporting on outputs/outcomes as required
- Co-ordinating internal meetings to target fundraising and following up on actions.
- Devising and co-ordinating fundraising events/campaigns as per the fundraising and voluntary generation strategy. This includes the small but growing Westcountry Rivers Champions scheme (organisations and individuals giving £5k/yr for five years)
- Maintain the fundraising and voluntary income generation strategy and plan with strong links to communications
- Take responsibility for managing a Customer Relationship Management (CRM) system across the organisation together with the IT Manager.
- Report on progress quarterly to the Leadership Team, and the board of Trustees as required
- Ensure Westcountry Rivers Trust complies with the fundraising codes for the UK
- The role will be supported by an active board who have also committed to adding a new trustee to directly support this role, when needed and guided by you and your role.

Person specification

Knowledge and Experience

- Ambitious, dedicated, well-organised self-starter
- 4+ years' fundraising experience with specific expertise in corporate, philanthropic, and regular giving. In addition, experience of Legacy fundraising would be ideal.
- Knowledge of sources of funding in the UK
- Experience of using CRM systems
- Proven communication, influencing and networking skills
- Excellent planning and project management skills
- Ability to work with uncertainty, plan adaptively and work at pace

- First rate interpersonal skills to liaise effectively with colleagues and clients and build effective cross-sector partnerships
- Evidence of working in cross-functional teams to achieve best possible outcomes
- Experience of submitting funding bids to tight deadlines
- A strong commitment to restoration of the water environment and a good understanding of environmental issues
- Enthusiasm, self-reliance, ambition, tact, discretion and charm
- The ability to translate technical and complex activities into language that non-technical specialists in funding organisations (and members of the public) can understand
- Some knowledge of charity law and best practice, particularly around fundraising guidelines
- Experience of effectively prioritising your workload



Personal Attributes

- Passion for rivers and the environment and a want to enact change through empowering communities and driving investment through fundraising.
- Reliability and strong work ethic to ensure consistency in processes
- Open/Honest/Transparent, ensures challenges are articulated calmly, assertively and in a balanced manner
- Good awareness of and articulation with of the Trust's strong team ethos
- Professional approach, seeking to provide a level-headed consistent tone and working environment
- Enthusiastic and collaborative, builds interest within the team to tackle problems.
- Ability to travel around rural area with limited public transport is advantageous

Recruitment Process

Our Recruitment Partner, Jackie Dawkins of Shine Charity Recruitment, is supporting our recruitment.

- Submission of CV and covering letter by 5pm 10th September 2025 to jackie@shinecharityrecruitment.co.uk
- First Interview with Jackie 17th/18 September
- Interview with WRT at our HQ in Stoke Climsland with potential 2nd round of interviews online
- Our successful candidate will need to provide two written references and complete a satisfactory Disclosure and Barring Service; costs for this will be met by the charity

The Charity is committed to achieving equality of opportunity in both services to the community and the employment of people and expects all employees to understand and promote its policies in its work. As with all positions, this role outline will be kept under review and may develop to meet the changing needs of the service.

