



## Relationship Fundraiser

### Introduction

Thank you for your interest in working at St Nicks! We are seeking a motivated and experienced relationship fundraiser to join our team. This is a new role for the organisation, and we are particularly interested in hearing from candidates who have a good level of experience in relationship fundraising who can support us to develop our unrestricted fundraising. A successful candidate would hit the ground running with fundraising activity as well as helping to shape the future of fundraising for St Nicks by supporting with the development of a fundraising strategy. This is a really exciting opportunity to shape the future of fundraising for a highly regarded and well-established charity, allowing us to sustain and develop our much-needed work in the city.

Key Dates:

Closing date for applications: 21<sup>st</sup> April 2025

Interview date: Monday 28<sup>th</sup> April 2025

### About St Nicks

We are St Nicks, a local environmental charity with a mission “build and connect flourishing communities through urban greenspace generation, nature-based wellbeing and sustainable living”. Based at St Nicks Environment Centre hidden behind residential properties in the Tang Hall area of York, we have a thriving 24-acre nature reserve that is free to explore 24 hours a day 365 days a year. Our volunteer team help us maintain and manage our reserve for the benefit of people and wildlife.

In addition to managing the local nature reserve (LNR), we have three key pillars to our work:

**Green Corridors York** strives for “more, bigger, better and more joined up” green spaces. Conserving nature whilst supporting our communities. As a city, we can work together to reduce pollution, challenge harmful developments and improve land management.

**Nature-Based Wellbeing** deliver both education and mental health support services. At St Nicks we all see and feel the benefits of being outdoors and connected to nature. These benefits can be physical, mental or a combination of both! Our Nature-Based Wellbeing team run a series of [Ecotherapy](#) groups to help adults find this nature-connectedness. 92% of Ecotherapy participants told us that these activities meant that they noticed and sought out nature more in their daily lives. Sustainability is at the heart of everything we do at St Nicks. When we talk about sustainability, we are looking to ensure we are doing the least harm possible. Whether that is relating to human, social, financial or environmental. Our **Waste & Sustainability** team collect recycling, carry out waste audits and run events across the city. Together our teams work to make York a more sustainable city.

### Our values

**Collaboration** – Our approachability and inclusiveness ensure that everyone who is affected by our work is involved in shaping it.

**Integrity** – We are honest, inclusive and have respect for all life through our ethics, authenticity and commitment.

**Innovation** – We are committed to constructively exploring ideas that help us get closer to our vision by doing things differently and taking pioneering approaches, recognising the learning and development that comes with this path.

**Professionalism** – All of our actions to our beneficiaries, stakeholders and each other demonstrate our mutual respect, competence, proactivity and the way we make a difference.

### Job Description and Person Specification

#### **About the Role**

This exciting new role provides an excellent opportunity to help shape and deliver our approach to fundraising, helping to ensure that St Nicks can continue our vital work in supporting planet, people and nature. As the sole fundraiser and reporting directly to the chief executive officer, you will be given the autonomy to shape and develop and deliver on all aspects of our unrestricted fundraising, building key relationships with existing and new supporters and maximising support from community, corporate and individual supporters.

Although fundraising in this sense is new to St Nicks, we have a strong foundation of existing supporters and partners which we can build our fundraising and relationships on.

<b>Job Title</b>	Relationship Fundraiser
<b>Contract Type</b>	This role is initially for a 2-year fixed term contract, with the possibility for extension dependent on the success of the role.
<b>Hours</b>	21-28 hours per week, negotiable. This is based on an FTE of 35 hours per week.
<b>Salary</b>	£30,000 per annum pro-rata
<b>Place of work</b>	Primary place of work is the St Nicks Environment Centre and Local Nature Reserve (LNR) with the opportunity for hybrid arrangements in line with St Nicks policy. Some travel around York is expected with this role.
<b>Working pattern</b>	Negotiable. Typically, hours are worked Mon-Fri between the hours of 09:00 – 17:00 with occasional weekend or evening work by prior agreement.
<b>Responsible to</b>	CEO
<b>Responsible for</b>	Fundraising volunteers
<b>Purpose</b>	To lead and develop our newly formed fundraising function, creating a new strategy to maximise income generation from corporate and community supporters, build strong working partnerships with local businesses and community groups and deliver on annual unrestricted income targets.

#### Duties and Responsibilities:

##### **Planning and Strategy**

- To develop, implement and continually evaluate the fundraising strategy and associated income to maximise income and donor engagement.
- To research and identify new fundraising opportunities and activities across York.

- To keep ahead of latest fundraising trends, best practice and learnings across the sector.
- To develop a package of fundraising options, making it easy for potential donors to support St Nicks. This could include membership, regular giving and corporate partnerships.

### **Relationship building and retention**

- Research, Identify and engage potential supporters who may wish to engage with St Nicks.
- Provide excellent donor care, ensuring the needs and expectations of existing and potential donors are met and exceeded in order to maximise fundraising income, and build long-term support for St Nicks.
- Ensure all current stakeholders and supporters are properly stewarded and communicated with, and that they receive relevant information about the impact of their existing support and maximising opportunities for further support.
- Set up, meet, and follow up approaches to people and companies, working closely with the CEO.
- Build support from volunteers in our fundraising work, ensuring they feel valued, informed, and engaged.

### **Marketing and engagement**

- Work closely with the wider St Nicks team to understand our work and communicate this effectively to potential supporters and donors.
- Work collaboratively with marketing and communications colleagues to develop required materials to inspire and encourage fundraising.
- Develop new, creative, and compelling stories about St Nicks which can be used for a range of communications and fundraising activity.
- To speak publicly about St Nicks to all areas of the community, including schools, businesses, organisations and individuals to audiences of all sizes.
- To lead on, with support from the marketing and comms officer, our flagship events (3 per year).

### **Management and compliance**

- To efficiently manage the Fundraising income and expenditure budget.
- Ensure we comply with all regulations and best practices in relation to charity fundraising and communications.
- Work closely with the leadership team to ensure that fundraising activity is complementing their work and existing relationships.

- Store all donor data in line with GDPR requirements.

### **Monitoring and Evaluation**

- To work with the CEO to develop effective monitoring and evaluation tools.
- To produce monthly stats on KPIs.
- To produce bi-monthly reports for the board of trustees.

### **General duties**

- Participate in the day-to-day work of the organisation – such as reporting, attending team, Board and AGM meetings as required, answering the phone, dealing with enquiries from the public, communicate effectively with colleagues ensuring all necessary information is passed on.
- Maintain the strict confidentiality of all information acquired especially with regard to organisational and programme development, donors and beneficiaries.
- To take responsibility for being up to date with current policies and procedures and to adhere to these.
- Keeping updated and being involved with the orchestration of organisational changes and developments through discussions with the CEO and colleagues at staff meetings.
- Maintain a safe working environment and good housekeeping practices at all times.
- All other reasonable duties as required in the delivery of this post.

### **Working Conditions:**

A mixture of indoor and outdoor working with some evening and weekend work to be expected.

### **Acknowledgement & Agreement**

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

### **Person Specifications (Skills and Knowledge/Values and Personal Attributes):**

#### **Experience**

- Significant experience of working in a fundraising environment
- Significant experience of securing and building high value relationships
- Proven experience of meeting financial targets
- Experience of dealing with the public to raise money and promote activities
- A proven track record of developing individual giving and corporate relationships, leading to successful outcomes.

- Experience developing and delivering new ideas and activities from inception to delivery
- Experience of using databases for sales and marketing activities as well as donor care and financial reporting

#### **Skills and attributes**

- An excellent networker, capable of developing and cultivating relationships with people from a wide variety of backgrounds.
- Great interpersonal skills and the ability to communicate confidently and create meaningful relationships with senior colleagues, stakeholders, partners, current/potential donors etc.
- Proven ability to balance a demanding workload with multiple ongoing projects and meeting tight deadlines
- Firm understanding of donor motivations
- Excellent verbal and written communication and presentation skills
- Creative and innovative
- Excellent attention to detail and accuracy
- A commitment to St Nicks mission, vision and values

#### **Knowledge and understanding**

- Firm understanding of donor motivations
- Understanding of fundraising trends
- Understanding of the voluntary sector in York and how this may impact on St Nicks fundraising

#### **Definition of Experience:**

Experience = more than one year's direct experience.

Significant experience = at least three year's direct experience.

#### **Application Process**

If you would like to apply for this role, please submit a CV and covering letter to [centre@stnicks.org.uk](mailto:centre@stnicks.org.uk) detailing how you meet the criteria outlined in the person specification.

Closing date for applications: 21<sup>st</sup> April 2025

Interview date: Monday 28<sup>th</sup> April 2025

If you would like to find out more about St Nicks or the fundraiser role before applying, we welcome an informal conversation with our CEO, Vicky. To book a call please email [chiefexec@stnicks.org.uk](mailto:chiefexec@stnicks.org.uk)