



Surrey Wildlife Trust

Head of Fundraising & Communications

Candidate pack
October 2025



Surrey
Wildlife Trust

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About us



Surrey Wildlife Trust

Surrey Wildlife Trust is a wildlife charity and is one of 46 [Wildlife Trusts](#) working across the UK. With the invaluable support of volunteers and members we care for over 5,000ha of land for wildlife in Surrey across 60 reserves. We also work with other organisations and landowners to extend, protect and connect habitats for wildlife across the county and to inspire local communities and young people to care for nature where they live.

“Surrey Wildlife Trust's work inspiring people to love nature has never been more important. If we are to protect nature in the future we have to put people at the heart of it.”

Sir David Attenborough



Job description



Head of Fundraising and Communications

Salary £50,000 - £55,000

Contract Full time (4-day week and flexible working all considered), permanent

Responsible to Director of Engagement

Direct reports

- Membership Manager
- Communications Manager
- Corporate Partnerships Manager
- Trusts & Foundations Manager
- Philanthropy Officer
- Database Development Officer

Location Hybrid / SWT Headquarters – Pirbright, Surrey or the Nower Wood office (near Leatherhead). You will need to be able to go to both sites, but the majority of the team is Pirbright based. We anticipate 2-3 days based onsite per week.

Context for this role

Surrey Wildlife Trust is consolidating its strategic focus in seeking to connect 30% of land for nature's recovery across the county.

With a third of all nature in the county either extinct or in decline, we have to continue to build partnerships with other landowners, businesses and communities and work with them to connect vital habitats at a landscape scale approach that allows nature to recover and thrive.

To do this, we need a robust and sustainable fundraising plan to support our mission going forward. Traditional funding streams need to be diversified, and a greater scale of income brought in to enable financial sustainability and for us to continue to fund our refocused strategy.

Job description



Overall purpose of role

The Head of Fundraising & Comms will deliver and lead on the implementation of our Fundraising Strategy with operational support from the wider team. This role brings together the vital workflow of fundraising and communications to ensure a clear journey in development of fundraising plans and campaigns from major donors to individual supporters, corporates to Trusts & Foundations.

The priority areas for fundraising are:

- Membership
- Individual Giving (including Philanthropy and Gifts-in-Wills)
- Corporate Partnerships
- Trusts & Foundations

The role will also lead on and support the fundraising and mission led internal and external communications.

Key responsibilities

1. Lead on our fundraising strategy to diversify current income streams for the Trust and increase income to support mission delivery.
2. Oversee the development of a high performing philanthropy and gifts in wills programme
3. Develop appeals and campaigns, that bring in current Trust delivery themes together with cases for support
4. Manage the Team and work with other staff within the department to develop income opportunities from corporates, trusts and members.
5. Oversee the use and ongoing training for Access CRM and continued use and development of the CRM database to support the fundraising & comms functions.
6. Oversee communications staff delivery plans to ensure that PR, marketing, social media and website platforms focus on and enhance the fundraising effort.
7. Review, develop and implement a plan to establish long term relationships to benefit the fundraising strategy
8. Act as a key 'knowledge manager' for the Trust bringing together and understanding the diverse project delivery areas and gathering evidence for fundraising cases for support
9. Work with the Trust Leadership Team to engage the expertise and contacts of the Board of Trustees to develop a fundraising group of donors and introducers.
10. Advise on an effective relationship cultivation and stewardship culture, ensuring that all high value donors and supporters are expertly managed, benefits are delivered, and evaluation reports compiled as required.

Person specification



Essential criteria

- Proven experience in leading fundraising across multiple income streams, including membership, individual giving, corporate partnerships, and trusts & foundations.
- Track record of securing high-value gifts from donors, trusts, and corporate partners.
- Strong strategic leadership skills, with experience in developing and implementing fundraising and communication strategies.
- Excellent relationship-building abilities, able to engage and influence a wide range of stakeholders, including donors, corporate partners, and Trustees.
- Experience managing teams and the ability to motivate and develop staff to achieve ambitious fundraising and communications targets.
- Understanding of marketing and communications, including PR, digital and social media, to support and enhance the fundraising journey.
- Ability to translate complex conservation projects into compelling fundraising cases for support.
- Knowledge of CRM systems and data management, preferably Access CRM, to support donor stewardship and communications.
- Experience in donor stewardship, ensuring long-term engagement and high retention rates.
- Ability to develop and manage budgets, ensuring cost-effective fundraising and communications activities.
- Excellent communication and presentation skills, both written and verbal.
- Passion for wildlife conservation and an understanding of environmental issues, particularly within Surrey.

Desirable criteria

- Experience working in the charity sector, particularly in an environmental or conservation-focused organisation.
- Existing networks within philanthropy, corporate partnerships, and trusts & foundations that could benefit the Trust's fundraising strategy.
- Knowledge of legacy fundraising and experience in growing a gifts-in-wills program.
- Experience working with senior leadership and trustees to develop and drive fundraising initiatives.

Are you ready to play a key role in protecting and restoring Surrey's wildlife while ensuring a financially sustainable future for nature?

How to apply

Your application should be submitted through the [Charisma website](#), and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role.

For an informal and confidential discussion about the role, please contact:
Katherine Anderson-Scott, Executive Director, Charisma Charity Recruitment,
info@charismarecruitment.co.uk or 01962 813300.

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status, or other category protected by law.

SWT are committed to having an inclusive and diverse workplace and encourage applications from backgrounds which may be underrepresented in our sector, including people from minority ethnic backgrounds and people with disabilities. If you have any reasonable adjustments or wish to apply for this role under the Disability Confident Scheme, please confirm in your application, or contact the Charisma Operations Teams separately on info@charismarecruitment.co.uk. Charisma will ensure all candidates who disclose that they wish to apply under the Disability Confident Scheme and that meet the minimum criteria for the role will receive an opportunity to interview with the Charisma Consultant representing the vacancy.

Closing date: 9 November 2025

Charisma will review applications on a rolling basis, so please apply without delay to avoid disappointment.



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