

Green Recovery Challenge Fund: Close the Gap Development Manager

PROJECT DESCRIPTION AND PERSON SPECIFICATION



The Green Recovery Challenge Fund is funded by Defra and is being delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency.

PROJECT TITLE:	Development Manager – Close the Gap
BASED:	Working primarily from home, with regular visits to The Tree Council HQ in Canada Water, London SE16 when restrictions permit
SALARY:	£35,000 - £40,000 per annum
TERMS:	Fixed term, full-time post, to 30 March 2022 – immediate start 25 days annual leave, plus Public Holidays and the period between Christmas and the New Year.
PENSION:	7% contribution by The Tree Council

REPORTING TO:	CEO
LIAISON WITH:	Senior Management Team, Project Manager, wider Tree Council team External liaison: National Lottery Heritage Fund (NLHF), Close the Gap Steering Group, Tree Council Members, potential corporate partners and individual donors, charitable foundations, plus other stakeholders

In December 2019, The Tree Council was the beneficiary of the Daily Mail's 'Be a Tree Angel' Christmas campaign, raising more than £1.7m in pledges for school orchards and community planting around the UK.

Following this success, in November 2020, The Tree Council and Partners submitted a joint £1.8m bid to Defra's Green Recovery Challenge Fund and we have just heard the great news that our bid was successful. The 18-month programme, called **Close the Gap**, focuses on the role that well-managed hedgerows can play in improving biodiversity, helping mitigate climate change and inspiring wellbeing. Close the Gap aims to:

- help shape the future of England's urban and rural hedgerows
- support UK targets for biodiversity and climate change mitigation
- increase and share knowledge on best-practice hedgerow management through a new Hedgeline website and online training hub ([Welcome | Hedgeline](#))
- inspire the younger generation to engage with land-based careers
- launch new community seed nurseries nationwide to feed future bio-secure tree supplies
- raise awareness of the value of hedgerows through a new National Hedgerow Week
- reduce plastic waste in the countryside (eco-alternative tree guards and tree ties)
- build a strong, long-term, well-funded hedgerow partnership for the future

The project is jointly presented by **The Tree Council**, with **People's Trust for Endangered Species, Farming & Wildlife Advisory Group, Moor Trees, University of Reading** and **Hedgelink**, (the partnership organisation for those with an interest in hedgerows). The Tree Council is the lead partner, guiding the delivery of the programme, supported by a Steering Group with representatives from each organisation.

Thanks to the support from Defra, via NLHF, we're looking for a Development Manager to help ensure the continued financial stability, growth and success of our charity, as well as the many programmes and projects that we deliver. Success in this role could lead to the possibility of an extension.

You will have minimum three years' experience growing relationships with a range of corporate, individual and charitable foundations, ideally also working with a membership base.

You must possess excellent people skills and be inspired by the idea of working in the environment sector as a member of The Tree Council's highly motivated and friendly team.

You will be at the heart of a new fundraising programme where active communication, attention to detail and determination will be vital to success.

JOB PURPOSE: **Work with Close the Gap Steering Group to secure ongoing funding for the project beyond March 2022**

Work with Tree Council CEO and Senior Management Team to develop a three-year fundraising strategy for The Tree Council by May 2021, including a 'shopping list' of opportunities

Review and relaunch The Tree Council Membership Scheme in April 2021, after a year's subscription 'sabbatical' due to the pandemic

Support wider income-generating projects and programmes

RESPONSIBILITIES

Work with CEO and wider team to develop a three-year fundraising strategy for The Tree Council by May 2021:

- The strategy will encompass the full range of opportunities, with a prime focus in phase one on Corporate Partnerships, Major Donor Giving, Charitable Trusts & Foundations, Membership and Legacy Giving
- Start to implement the fundraising strategy: the first key objective is to work with the CEO and Senior Management Team, plus the Board of Trustees, to secure appropriate, multi-year, Principal Partner funding for Close the Gap to continue beyond March 2022
- Support the search for appropriate partners for other Tree Council projects and programmes in the areas of volunteering, education, science/research and our annual calendar of community events
- Strategic review of current Membership scheme (c100 Members), prior to designing an attractive range of benefits at different levels, to relaunch in April 2021
- Stewardship of existing individual donors, including letters of thanks, production of certificates where relevant, Gift Aid form completion requests etc

- Help deliver Donor Rights and Benefits in line with verbal and written agreements
- Monitor and evaluate progress against targets and draft brief quarterly updates for the Board of Trustees
- Help the Tree Council's Head of Comms create fundraising collateral, in print and online, including a compelling impact report of The Tree Council's work to help secure new partnerships
- Be the first point of call for inbound partnership enquiries

PERSON SPECIFICATION

Person Specification	Criteria *	
Qualifications		
<ul style="list-style-type: none"> • Degree-level education and good knowledge of charity finance 	E	
Experience		
<ul style="list-style-type: none"> • Minimum 3 years as a Development/Fundraising specialist with strategic experience, demonstrably successful at setting, enjoying and meeting ambitious targets 	E	
<ul style="list-style-type: none"> • Experience working on an NLHF-funded project 	D	
<ul style="list-style-type: none"> • Experience working on projects linked to the environment, green infrastructure or heritage 	E	
<ul style="list-style-type: none"> • Experience working in a small team on a complex variety of interlocking projects 	E	
<ul style="list-style-type: none"> • Experience supporting website development and comms 	D	
<ul style="list-style-type: none"> • Experience dealing with high pressure & sensitive situations (eg legacies) 	E	
Skills		
<ul style="list-style-type: none"> • Highly organised, often working to tight deadlines, with a calm, confident manner 	E	
<ul style="list-style-type: none"> • Able to prioritise a heavy workload, multi-task and perform effectively under pressure with excellent attention to detail 	E	
<ul style="list-style-type: none"> • Confident building relationships with a wide variety of existing and potential supporters - understanding their motivations and objectives 	E	
<ul style="list-style-type: none"> • Excellent written and spoken English with impeccable telephone and email manner and ability to write simply and persuasively 	E	
<ul style="list-style-type: none"> • Numerate and forensic with budgets and targets and committed to accurate, detailed record-keeping 	E	

<ul style="list-style-type: none"> IT proficient with good knowledge of all MS Office programmes including Word, Excel, Outlook and PowerPoint – as well as willingness to learn MailChimp, Eventbrite and our new database, Donorfy 	E	
<ul style="list-style-type: none"> Self-motivated, high-energy and pro-active with a 'can do' attitude 	E	
<ul style="list-style-type: none"> Driven, resilient and motivated with the ability to work autonomously 	E	
<ul style="list-style-type: none"> Understand why trees and hedgerows, the environment, wildlife, education, health & wellbeing are important to people's lives and be able to 'champion' the cause 	E	

(*) E= Essential D=Desirable

Attitudes:

- Diplomatic and collaborative team player, builds positive relationships quickly
- Engaging with high energy levels
- High professional standards
- Approachable, with the gravitas to be listened to seriously
- Highly practical
- Resourceful problem solver
- Can-do, self-starter and team player
- Flexibility to work weekends / evenings with some potential overnight stays, restrictions permitting (The Tree Council operates a 'Time off in Lieu' policy.)

The Tree Council team works in a collegiate way, delivering projects together. As a result, there is regular cross-over and collaboration. Each project has a designated leader who takes responsibility for driving, maintaining and monitoring progress.

THE TREE COUNCIL - WHO WE ARE

The Tree Council is a charity (charity no. 279000) and umbrella body bringing everyone together with a shared mission to care for trees and our planet's future. We inspire and empower organisations, government, communities and individuals with the knowledge and tools to create positive, lasting change at a national and local level.

We inspire people to plant and care for trees – the trees in your city street, your local park or school playground, in orchards and hedgerows and rural pastures around the UK. (Other charities focus on forests and larger woodlands.)

We celebrate our 50th anniversary in 2023 and are at an important stage in our development, with ambitious plans for the future.

Our work includes:

- Support for a network of volunteer Tree Wardens who help plant and establish trees in communities across England, Scotland and Wales.
- An annual community programme, which connects people with trees and the natural world, including 'National Tree Week' at the end of November, which celebrates the start of the winter planting season

- A grants programme that helps schools and other community groups fulfil their vision to plant trees, orchards and hedgerows
- Science and social research programme in partnership with Defra, Forestry Commission, Fera Science and top UK universities.
- An important relationship as a 'critical friend' to Network Rail. We advise on vegetation management along 20,000 miles of railway corridors and will deliver a new £1m Network Rail community programme over the next four years.
- Partnership with our 120 Member organisations including other charities such as the Woodland Trust and Trees for Cities; academic partners such as Reading, Newcastle and Strathclyde Universities; and generous supporters including businesses, major donors and Trusts & Foundations.

Our small, energetic team comprises:

1. **CEO**
2. **Director of Trees, Science & Research**
3. Head of Major Tree Planting Projects
4. Science & Research Projects Manager
5. Shared Outcomes Project Manager (*3 days per week, fixed-term appointment*)
6. **Director of Programmes, Partnerships & Comms**
7. Head of Comms & Partnerships (*4 days a week*)
8. Communications & Policy Officer
9. National Tree Warden Scheme Co-ordinator (*based Leicester*)
10. National Schools Programme Manager (*based Winchester*)
11. Administration Officer (*4 days per week*)
12. **Director of Finance** (*part-time*)

Close the Gap – new, fixed-term appointments, starting January 2021:

- Project Manager
- Community Engagement Officer
- Development/Fundraising Manager

TIMETABLE

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- If you are inspired by this new role at The Tree Council and would like to be considered for interview, please email a CV and covering letter (2 sides A4 max) to HR@treecouncil.org.uk
 - **Deadline for applications: 20 January 2021, 12pm**
 - Candidates selected for interview will be notified on 25 January by 6pm
 - **Interviews will take place via Zoom on 1 February 2021**
 - Two professional references will be required