



Royal Parks Foundation

The Royal Parks Foundation is a registered charity, launched in May 2003, to help protect, conserve and enhance the eight Royal Parks. The small, energetic Foundation team is based in Hyde Park and works alongside colleagues from The Royal Parks Agency, the body responsible for daily management of the Parks.

The Foundation's Chief Executive and staff are supported by an active and committed Chairman and Board of Trustees, who meet four times a year.

Since its launch, the Foundation has helped raise over £7million for a variety of projects, large and small. As part of its work, the charity helps support the 130,000 trees in the Royal Parks. It also runs a popular wildlife adoption scheme. There is great potential to develop both programmes and we are looking for the right person to drive this for us.

This post is also responsible for bench dedications across the Parks. Only a small number of benches are available in the Parks each year and so this scheme is always oversubscribed and does not need marketing.

Job Title:	Tree & Wildlife Scheme Leader
Salary:	£20,000 - £24,000 per annum 25 days leave per annum, plus Public Holidays Pension (after 3 months)
Reporting to:	Projects Manager (working closely with Assistant Park Managers and Royal Parks Arboriculturist)
Strategic Objective:	Raise more funds for trees and wildlife in the Royal Parks and for the work of the Foundation by increasing the number of tree donors and "adopters" and building strong, long-term relationships with them.

Specific Responsibilities:

Tree Campaign:

- Develop tree fundraising strategy with Projects Manager
- Sort out existing records and develop an efficient and accurate record-keeping system for the longer-term so that all gifts and contact details are readily available on Raisers Edge database
- Create and implement imaginative marketing campaigns in print and on-line to promote Tree dedications.
- Liaise with each Park to establish which trees are available for dedication
- Be the first point of call for telephone/written enquiries about tree dedications
- Match donors to trees
- Produce tree certificates, maps and fact sheets
- Organise Tree Dedication days in each Park
- Produce brief monthly reports on progress

Wildlife Adoptions:

- Develop wildlife adoption fundraising strategy with Projects Manager
- Develop an efficient and accurate record-keeping system for the longer-term so that all gifts and contact details are readily available on Raisers Edge database
- Create and implement imaginative marketing campaigns to promote wildlife adoptions
- Be the first point of call for telephone and written enquiries about adopting wildlife in the Parks
- Put together adoption packs and mail to donors in a well-organised way
- Renew adoptions annually and convert to Direct Debit wherever possible

Benches:

- Liaise with individual Parks to establish available bench locations
- Be the first point of call for telephone and written enquiries about donating benches
- Order benches and produce plaques engraved with donors message
- Record all gifts and contact details accurately on Raisers Edge database

Other:

- Assist team with general administration and events as necessary throughout the year. This could be anything from photocopying, helping with mailings, putting up a small marquee, carrying boxes, designing and managing our exhibit at Frieze Art Fair, managing corporate volunteer days etc

Person specification:

Experience:

- Minimum two years' experience of working in a busy office
- Experience developing relationships on the telephone

Qualifications:

- Degree level education

Personal skills:

- Demonstrable excellent written communication skills
- Ability to develop a relationship confidently and sensitively face-to-face and on the phone as many donors are dedicating trees to celebrate the life of someone whom they have loved and who has died
- Highly organised and attention to detail at every level
- Enthusiastic and self-motivated with a "make-it-happen" attitude
- Interest in and commitment to environmental, heritage and cultural issues
- Good networker, team player and Ambassador for the Foundation
- Ability to prioritise heavy workload, handle lots of tasks simultaneously and perform effectively and with a smile under pressure
- Computer literate, familiar with Microsoft Office: Word, Powerpoint, Excel and other databases. Raisers' Edge knowledge an advantage - or training will be offered
- Numerate
- Willingness to "muck in" and be hands-on even with tedious tasks

Key criteria for success:

After 12 months, the successful candidate will have:

- Worked with colleagues in the Foundation and The Royal Parks to develop the tree and wildlife fundraising strategies so that they will, with bench income, secure £100,000 per annum for the Foundation by 2012
- Created - and launched - imaginative tree and wildlife campaigns
- Reviewed previous tree records, re-organised them and established an accurate, efficient system for recording gifts/donor details / precise tree locations in the future
- Secured £45,000 in 2010/11 from tree dedications (currently circa £41,000 per annum), £5,000 from wildlife adoptions and £20,000 from benches
- Become a well-respected member of the Foundation team - both internally and externally

This job is working within a really friendly team, in a fantastic location, in the heart of Hyde Park. It involves good organizational skills and attention to detail – and at the same time offers someone the real opportunity to pick up the tree and wildlife schemes and take them to an entirely different level. We work very hard, especially through the summer months – but we try to have fun too, with occasional team outings to nature reserves, trips on London canals or helping plant reed beds in the Parks.

If you'd like to apply, please send a CV and short covering letter to:

John Carbonell, Royal Parks Foundation, The Old Police House, Hyde Park,
London W2 2UH jcarbonell@royalparksfoundation.org

Closing date: 5pm, Friday 19 March 2010
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