

DEVELOPMENT AND FUNDRAISING MANAGER



JOB DESCRIPTION



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WELCOME



Thank you very much for your interest in the National Botanic Garden of Wales and the role of *Development and Fundraising Manager*.

We live at a time of vast changes in society, science and technology, and we face major environmental challenges and ongoing losses of biodiversity. With our unique collections, vast estate including the botanic gardens, Waun Las National Nature Reserve and organic farm, and pioneering impactful programmes, the National Botanic Garden of Wales is powerfully placed to engage people about plants, science, conservation, and the wider natural world, as well as nature for society's health and well-being.

The Garden is one of Wales' premier destination attractions and we want to connect audiences with plants and our work, and challenge how people think about biodiversity and nature – its past, present and future.

This is a very exciting time to join the National Botanic Garden of Wales. With an ambitious strategic agenda and vision, including proposed major capital developments, there is a career defining role available for an ambitious and talented professional with experience in income generation through development and fundraising strategies.

The impact from your work will form an important part of positioning the National Botanic Garden of Wales into the future. This role is critical to our charity's plans for growth and sustainability, working to extend the profile and achievements of one of the most iconic destinations in Wales.

We are looking for someone with exceptional interpersonal skills and relevant development and fundraising experience to work with our Trustees, Senior Leaders and Managers. In this role, you will be responsible for donor cultivation and stewardship, as well as meeting income targets realised through using other effective development and fundraising techniques.

We welcome applications from everyone – diversity, inclusion and the feeling of belonging matter to us.

We are looking for an ambitious, talented and committed person who wants to work collaboratively and play a vital role in the future of our iconic institution. If that is you, I look forward to hearing from you.

Dr Lucy A. Sutherland

Director, National Botanic Garden of Wales

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THE ORGANISATION



The National Botanic Garden of Wales (the Garden) is a company limited by guarantee and a registered charity dedicated to the research and conservation of biodiversity, to sustainability, lifelong learning and the inspiration of our visitors and the wider community.

Officially opened in the year 2000, the Garden is a national treasure and premier tourist attraction, which is loved and cherished by all that visit. The Garden attracts up to around 200,000 visits each year and plays a key role in the region's tourism and visitor economy. The Great Glasshouse, designed by Lord Norman Foster and Associates, is one of Wales' most iconic landmarks. The Garden is also respected around the world for the role it plays conserving and protecting some of the most threatened plants on the planet. The Garden is the first botanic garden in the United Kingdom to be recognised by Botanic Gardens Conservation International with all three levels of conservation accreditation, including Advanced Conservation Practitioner, being awarded.

The Garden emerged from the pandemic as a multi award winning site, including the Institute of Chartered Engineers (ICE) People's Choice Award for its restored historic landscape, and with an enhanced reputation as an international centre for horticulture, science, conservation and sustainability.

As a centre of excellence in conservation and research, the Garden provides funded apprenticeships, training opportunities and an extensive school programme. Our collections and research are part of a global community of botanic gardens. We have a vital role in making discoveries and providing training and knowledge transfer for the benefit of people, wildlife and the environment. Together with universities, the Welsh Government and non-government partners, various disciplines are being brought together to make new discoveries that combat the loss of biodiversity. With around 70 FTE employees, 250 volunteers and 11,000 members, the National Botanic Garden of Wales is a vibrant passionate community of people dedicated to making an impact with everything we do.

DEVELOPMENT AND FUNDRAISING MANAGER



THE ROLE

Title: Development and Fundraising Manager

Organisation: National Botanic Garden of Wales (registered charity no. 1036354)

Location: Llanarthne, Carmarthenshire, Wales

Salary: £38-40k

Reporting Line: Director, National Botanic Garden of Wales

Level: Sits on the Management Team

Responsible for: Membership Officer

Key Relationships: Trustees, Director and Senior Management Team, Donors, Funders and Partners

As a key member of the management team, you will be responsible for shaping and delivering our development and fundraising strategy at the Garden, contributing to ensuring a strong, diverse and sustainable income portfolio that enables us to reach more people and move closer to a world that values and conserves biodiversity.

As the Development and Fundraising Manager, you will be responsible for donor cultivation and stewardship, as well as meeting income targets realised through using various techniques to generate funds from multiple sources, including donations and fundraising from trusts, foundations, statutory sources, the corporate sector and/or legacies.

You will support the Board of Trustees Income Generation Committee, the Senior Leadership Team and Managers with funding applications to grant providers, as well as fundraising from donors, sponsors and commercial funding sources. You will research grant and funding opportunities, produce background notes, and develop and manage a database of funding sources that will support delivery of the charitable outcomes of the Garden.

You will play a critical role in supporting development of the Garden by advising and guiding the team on funding sources and the preparation of funding bids to the highest possible standard, as well as identifying and implementing fundraising initiatives. You will work in close co-operation with staff across a range of disciplines to maximise access to funds.

A passion for sustainability and the Garden's wider mission is highly desirable. Fluency and confidence in written and spoken Welsh will be an advantage.



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KEY DELIVERABLES

Strategy

- The creation and delivery of a comprehensive fundraising strategy for initiatives to diversify income streams.
- Develop and manage a portfolio of key relationships that support extending our reach, our impact and our income.

Delivery

- Identifying, qualifying, cultivating, soliciting, stewarding and engaging donors, corporate partners and supporters to align their personal goals with the organisation's mission.
- Leading multi-channel fundraising campaigns, including individual giving, digital marketing, and direct appeals.
- Tracking fundraising efforts through a project proposal pipeline, recording successes and failures, and ensuring that fundraising activities are co-ordinated and effective.
- Establishing and maintaining a CRM system.
- Ensuring effective monitoring, evaluation and reporting is in place for development and fundraising activities to demonstrate progress and achievement.
- Ensuring all activities are compliant with fundraising regulations, the Data Protection Act, and GDPR guidelines.
- Forging strong collaborations with the Head of Finance and fundraising team to manage income forecasts and financial reporting.
- Developing and delivering key fundraising and partnerships events and delivering exceptional donor stewardship.



PERSON SPECIFICATION

Outlined below are the key criteria that are considered necessary to fulfil the role.

Criteria and evidence expected	Method of Assessment	
	Paper Application	Interview
Education/Qualifications Knowledge/Experience Competencies/Abilities		
Essential Criteria		
Educated to degree level in business, non-profit management, marketing, communication, or equivalent, with evidence of high-level literacy and numeracy.	✓	
Proven track record of securing major funds (six or seven figure) in the charity sector in the UK and / or similar experience in similar areas, such as marketing or sales.	✓	✓
Demonstrated experience and a successful track record in relationship building, high-quality stewardship and/or campaign through individual giving, private donors, trusts and foundations, legacy giving and corporate partnerships.	✓	✓
Demonstrated understanding and interest in the charity's mission and its role in contributing to society and meeting community needs.		✓
Experience delivering large scale complex fundraising campaigns that recruit, engage, inspire and retain donors.	✓	✓
Proficiency in CRM database systems – including setting up, data management and evidence of high-level IT skills (incl. Microsoft Office Package; social media; e-newsletters and website editing).	✓	✓
Proficiency in budget, finance management and tracking ROIs with a good understanding and application of Fundraising Regulation, the UK General Data Protection Regulation (GDPR), Data Protection Act 2018 and charity legislation, as they pertain to solicitation of gifts and donations and financial management.	✓	
Demonstrated organisational and time-management ability, capable of working at a high pace of work throughput, with ability to manage multiple tasks and workstreams effectively and taking a high level of individual responsibility/accountability.	✓	✓
Exceptional verbal and written skills for writing compelling proposals and case studies, distilling complex material as well as delivering presentations to high-net-worth individuals or corporate partners.	✓	✓
Well-developed interpersonal and communication skills, and a high degree of political savvy, with the ability to influence and liaise across all levels both internally, externally and with people from diverse backgrounds.	✓	✓
Capability to research and identify new funding opportunities and devise strategies, analyse donor data, and evaluate fundraising performance.	✓	✓
Person-centred, team-centred collaborative approach.		✓
Desirable Criteria		
Fluency in written and spoken Welsh	✓	✓
Good existing relationships with environmental trusts and foundations		✓
Certificate or Diploma in Fundraising	✓	
Member of the Chartered Institute of Fundraising	✓	

The Gardens supports hybrid and flexible working, and the candidate will be based at least three days per week at the National Botanic Garden of Wales.

The Development and Fundraising Manager is expected to occasionally work on weekends and evenings to prepare and run events; time in lieu will be available.

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NEXT STEPS

The closing date for applications is 2 July 2026
Interviews will follow as soon as practical afterwards.

NBGW welcomes applications submitted in Welsh, and an application submitted in Welsh will not be treated less favourably than an application submitted in English.

Shortlisted candidates will be invited for interviews at the National Botanic Garden of Wales. There will be a two-stage interview process.

The NBGW welcomes applications from everyone – diversity, inclusion and the feeling of belonging matters to us. By attracting people to work for us from a broad range of diverse backgrounds we can continue to look at the world with fresh eyes and find new ways of doing things. We offer a stimulating and professional environment in which to work. This is a remarkable place and we look for staff who can work according to our values – we champion diversity, encourage creativity, we are connected, and we value evidence.

Informal enquiries are welcome and should be directed initially to:

Dr Lucy A. Sutherland, Director

Lucy.Sutherland@gardenofwales.org.uk

01558 667106

Applications, in the form of a cover letter and CV demonstrating how you meet the essential and desirable criteria should be sent via email to the HRManager@gardenofwales.org.uk

Please note references will not be contacted until after an offer is made to a successful candidate.

Use of AI in Applications:

We want to understand your genuine interest in our vacancy and for your written application to accurately reflect your own communication style. Applications that rely too heavily on AI tools can appear generic and lack the detail we need to assess your skills and experience. We do not use AI as part of our recruitment process.



