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| Job Title | Development Manager |
| Location: | Fully Remote with occasional visits to our Bristol office (travel and accommodation costs will be covered) |
| Salary: | £40,000 GBP per annum (starting) pro rata if working 4 days a week |
| Contract Length and Hours: | Permanent, 4 or 5 days a week, following a 3-month probation period |
| Job Start Date: | Early 2024, flexible |
| Reporting to: | Directors |
| Closing date for applications | 12 February 2024 (23:00 UK BST time) |

ABOUT REEF-WORLD

The Reef-World Foundation is a registered UK charity delivering practical solutions for marine conservation around the world. We are a small but highly effective team of passionate and dedicated individuals who are driven by achieving lasting conservation impacts in areas of the world where it is needed the most. We started working with local fishing communities in Thailand in 1999. Today we operate across 15 countries, supporting governments, businesses and communities to sustainably develop their coastal resources.

In partnership with the United Nations Environment Programme (UNEP), we are working to put a stop to the environmental impact of the global marine tourism industry through the internationally recognised Green Fins initiative. The reality is that coral reefs could be gone in your lifetime - if they go, the health and wellbeing of people and the planet go with them. Reef-World is working to buy more time for coral reefs to thrive by mobilising collective, urgent and wilful action through the marine tourism industry.

Our work involves supporting, inspiring and empowering governments, businesses, communities and individuals around the world to act in conserving and sustainably developing coral reefs and other coastal resources.

The Reef-World Foundation is subject to UK employment law.

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Main Purpose of the Role

The **Development Manager** is a key leadership role within the organisation and is responsible for the overall organisational development and income generation plans for the organisation.

The Development Manager reports directly to the Directors and takes day-to-day responsibility for creating and implementing Reef-World's income generation strategy and organisational development plan. The Development Manager will also contribute to the strategic direction of the charity. The main responsibilities of this role are:

- Lead on Reef-World's fundraising/income generation activities
- Lead on identifying areas for organisational development across the organisation
- Continue to develop and refine, implement and monitor a fundraising strategy to support the implementation of Reef-World's strategic plan

This is the first role of this kind at the organisation. Previously, fundraising has been carried out successfully by the Directors, and a freelance trusts and foundations fundraiser. As we continue to grow and seek to diversify our income base, now is the right time to bring in dedicated fundraising/income generation expertise into the organisation. We'd also like this role to have a broader view of the organisation's overall development alongside the fundraising/income generation. This may be things like identifying improvements to our approach to communications, monitoring and evaluation, finance management to support fundraising, etc.

This is an exciting opportunity to join a small but growing team. We are looking for someone who would like to grow in this role and has ambitions to be involved more strategically in senior management going forward.

Our Fundraising Landscape

We have had steady year-on-year growth in income since we were founded and quite rapid growth in the last two years. You can see our financial history on our [Charity Commission listing](#). Our financial year runs from June to May. For June 2023 to May 2024, our fundraising target is £517,000. We have secured £446,000 of this, and around a further £33,000 is unconfirmed but likely. The shortfall in income for the current financial year is down to our main donor, the United Nations Environmental Programme (UNEP), not yet committing to the 2024 request for budget as expected. This grant source is naturally very unpredictable in nature. However, we have successfully secured a year-on-year budget from UNEP since 2009.

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So far in the current financial year, 87% of our income is grant income, private sector partnerships make up 6%, and 7% of income comes from projects and consultancy. We would like the post holder to maintain our excellent track record with grant funding whilst reducing our overreliance on this kind of income by establishing and growing other sources of income, especially unrestricted income. We're open to exploring most kinds of income generation but are particularly interested in exploring corporate fundraising and major donor opportunities and have already done some groundwork here.

Our fundraising target for June 2024 - May 2025 is £530,000; £190,000 is already secured, and we have a solid grants pipeline and strong historical relationships with funders.

Our Board of Trustees have a good understanding of the current fundraising landscape and the importance of investing in fundraising. Two of our Trustees are or have been fundraisers, and one has previously run a small charity. The Board are supportive of investing in fundraising.

Main Duties and Responsibilities

Fundraising/Income Generation

This is the main focus of the Development Manager role. You will have support from the Directors, who will lead on some existing funder/donor relationships. You will also have support from Trustees who are familiar with fundraising in the context of a small charity. You will be given autonomy to lead the fundraising activities of the organisation as a whole and will be encouraged to try new things and take ownership of the fundraising portfolio as a whole.

- Creation and implementation of a diverse fundraising and income generation strategy, in collaboration with the Directors. Particular focus on:
 - Trusts and foundations fundraising (picking up an established pipeline and funder relationships from a freelance fundraiser and the Director)
 - Establishing a successful individual giving and regular giving income stream (some work has already been done on this)
 - Picking up and leading with a corporate partnerships plan (some work has already been done on this)
- Collaborating with the Communications Manager to further craft a fundraising-friendly approach to communications
- Ensure effective communication with team members to gather content to support fundraising.
- Producing timely reports back to grant funders, working with the Directors.

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Organisational Development

- Work with the Directors to ensure the charity is effectively and efficiently administered when it comes to fundraising, complying with the appropriate Charity Commission, Fundraising Regulator guidelines, other guidance and regulations, such as GDPR.
- Support in maintaining an active risk management approach throughout the fundraising function of the charity. Escalate risks to the Trustees in line with their expectations and agreed risk profile.
- Make excellent use of volunteers and pro-bono experts to support workload.

Personnel Management

There are currently no team members for the Development Manager to line manage. As income allows, there may be freelancers or other more junior team members to line-manage. The Development Manager would be integral in decision-making regarding bringing on additional resources.

Culture of Care

- Ensure the definition and validity of well-being days are fully understood among the staff team, and utilised
- Champion reflection and wellbeing days
- Champion responsible boundaries with work for team members
- Champion the support provided by the Reef-World team coach

Internal Communication

- Use and champion internal communications platforms and channels, ensuring they are fully embedded into the daily working life of the Development Manager and provide an effective two-way flow of information with staff
- Utilise internal communication platforms and channels to maintain regular communication between Reef-World pillar teams, Managers and to Directors
- Ensure communication and methods of working with Reef-World staff is informed by insights gained from TypeCoach personality analysis

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General

- Ensure organised accounting and reimbursement of all Reef-World expenses to the Directors
- To follow all international, regional, national and local laws at all times
- To ensure Reef-World staff follow all international, regional and local laws at all times

The employee's duties may from time to time be reasonably modified as necessary to meet the needs of the Charity and/or associated project.

WHAT WE'RE LOOKING FOR

We are looking for an experienced Development Manager or senior fundraiser to lead our fundraising/income generation plans within the scope of the charity's strategic plan. The successful candidate will be an experienced fundraiser with a good working understanding of multiple kinds of fundraising, most importantly trusts and foundations fundraising and individual giving fundraising. We don't expect you to be an expert in every kind of fundraising, and we will encourage training and professional development.

You should be a proactive and resourceful leader and an excellent communicator. You will be a strategic thinker who is comfortable working largely independently but with the support of a Director and Trustees. You will naturally approach tasks with a sense of curiosity, patience and the ability to consider the bigger picture impact of your work. You'll be open to new experiences and adventures and be adaptable and flexible.

SKILLS AND EXPERIENCE

Essential

- Demonstrable experience in leading fundraising activities and delivering income growth, including through grant fundraising
- Demonstrable experience of developing and nurturing supporter / funder relationships from scratch
- Experience of developing and managing fundraising budgets
- Experience of developing fundraising propositions for different audiences
- Sound knowledge of fundraising regulation
- Experience in monitoring and managing income and expenditure.
- Able to write compelling stories, applications and reports to support fundraising
- Financial management skills, including creation and management of budgets
- Ability to multitask and prioritise
- Ability to make difficult decisions and provide rationales for decision-making

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- Internal motivation and self-management
- Ability to identify and capitalise on income generation and partnership opportunities
- Excellent networking skills and ability to motivate and mobilise teams of people remotely
- Delivering on objectives to agreed timescales.
- Excellent problem solving and future planning skills.
- Opportunistic and entrepreneurial
- Great at relationship building and working with others.
- Understanding of the needs of a small charity and willingness to carry out both more basic administrative work and more high-level strategic tasks
- Strong team-working skills.

Desirable

- Prior experience of successfully nurturing diversity, equity and inclusion within a team / organisation
- Experience working in multiple locations around the world and / or within international teams
- Experience of developing organisational level strategies
- Experience working within the small charity sector
- Experience of working in conservation or environmental causes
- Experience of working in the marine tourism sector

Reef-World believes that a team with diverse experiences and backgrounds generates richer discussions and more nuanced thinking that will magnify our conservation impact. We strive to be an inclusive workplace where everyone feels welcome and respected. We are an equal opportunity employer and welcome applications from anyone with the required skills and experience: whatever their background or location. We actively encourage applications from those whose identities reflect the diversity of the communities and networks we serve and whose identities are traditionally underrepresented in the conservation sector.

BENEFITS

Holiday entitlement

30 days a year.

Flexible working

The Directors are based in an office in Bristol, and we have a field office in Dauin, Negros Oriental in the Philippines. As an international team working across time zones, our working policy is flexible and hybrid.

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Pension

For all employees, we pay a minimum of 3% of your qualifying earnings per month (over £6,240). For UK employees, you'll pay a minimum of 5% of your qualifying earnings per month.

Culture of Care

As an organisation, we are invested in the personal and professional long-term success of our Reef-World team. Reef-World's vision for a Culture of Care embodies a collection of support mechanisms aimed at enhancing the well-being of our team and enabling each of us to properly care for ourselves, our teammates and our network. These include -

- Access to a team coach
- Access to personality type tool analysis for yourself and your team
- Reflection days - dedicated time to reflect on your successes and takeaways
- Personal Development days, with a small budget to ease you in (think training, new books, new classes, experiences)
- Dedicated, and respected, focus time throughout your working week
- Exemplary and effective internal communication mechanisms
- We are a parent and family friendly organisation, our Directors work flexibly around their children.
- Reef-World is a safe space for everyone. We especially want to make sure we are a safe space for LGBTQIA+ people, neurodivergent and disabled individuals, and racialised communities. We're constantly learning to make sure everyone feels welcome here.

Staff

A small, friendly and ambitious team. Read more about our [staff team](#) and [Trustee board](#).

"The Reef-World Foundation is a phenomenal place to work where everyone's contribution is valued and our team is able to punch well above our weight in terms of conservation impact. It has been an absolute pleasure to contribute to Reef-World's output for the last 3.5 years." -

James Greenhalgh, former member of staff and now Trustee

"Working at The Reef-World Foundation is an inspiring journey. Beyond professional growth, being part of a team actively engaging in marine conservation and witnessing efforts to protect our oceans make each day at Reef-World rewarding. It's a privilege to contribute to an organisation making a real difference in preserving our planet's marine ecosystems. The inclusive team and culture of care create a dream work environment!" - Joyce Yang, current member of staff

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“I consider myself incredibly fortunate to be part of the Reef-World Foundation, my time here has been a catalyst for both my professional and personal growth. Collaborating with passionate individuals sharing the common goal of protecting our marine ecosystems, particularly the coral reefs, has been an extraordinary journey. Moreover, the organisation’s culture of genuine care surpasses expectations, something for which I am very grateful. In all honesty, working with Reef-World has been the highlight of my career, and I’ve never been happier professionally.” - Erin Canto, current member of staff

“It’s inspiring and motivating to work with everyone in the team who truly believes in our work — working together towards the organisation’s mission to have a global conservation impact. Reef-World has given me the opportunity to grow professionally and personally in the field of marine conservation, and I am truly grateful for that. I am very honoured to be part of this inspiring team that walks the talk!” - Teresa Moh, current member of staff

Professional development and training

Organisational membership at [Fundraising Everywhere](#).

Reef-World’s Core Values

- **We empower** our colleagues, our stakeholders, our partners and our supporters to have conservation impact.
- **We collaborate**. Our approach is not competitive - the more we collaborate, the stronger the conservation impact we will have.
- **We are innovative**. We are not afraid to break from the norm, and use innovative approaches and technology, for conservation impact.
- **We stay optimistic** in our decision making and in our approach to tackling global conservation issues.

Reef-World’s Commitment to EDI

Reef-World has incorporated an [Equality, Diversity and Inclusion \(EDI\)](#) framework into its recruitment processes, resulting in more than 50% of leadership positions within the organisation being held by female professionals. Additionally, we take pride in operating as a fully remote team, engaging in asynchronous collaboration across various time zones.

HOW TO APPLY

Please email **your CV** and a **separate attached short cover letter** specific to this position to apply@reef-world.org. In your cover letter, please don’t repeat the information covered in your

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CV, but do include how you meet the job specifications and why you feel you're the best person for this role.

We will get back to you after the team has reviewed your application and if we would like to pursue your application. Due to the expected volume of incoming enquiries, the charity does not have the resources to provide feedback on applications that have not been accepted. If you do not hear from us, then take note that we have decided not to take your application further, and we wish you the best of luck in your career.

Applications close **12 February 2024 (23:00 [UK BST time](#))**.

Interviews (online) 28th Feb and 7th March.

<https://reef-world.org/join-us/development-manager>