

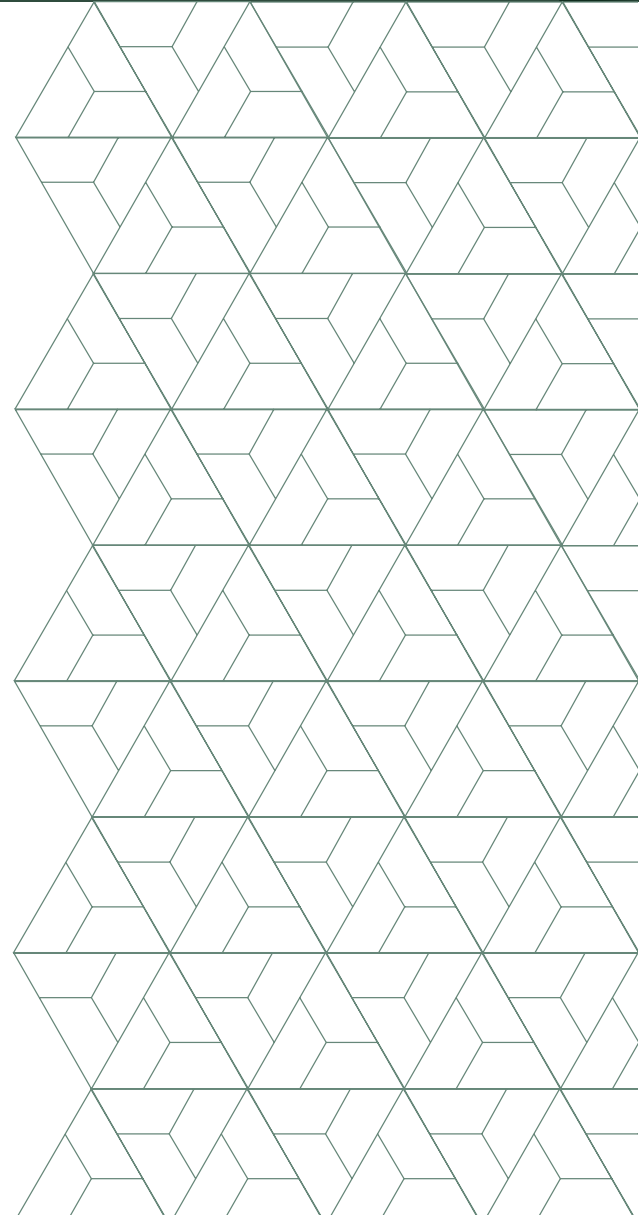


Candidate Pack –  
Director of Development

AAW  
GROUP



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# Welcome from our Chief Executive Officer, Matthew Gould



Dear Candidate,

Thank you for your interest in the role of Director of Development at ZSL.

ZSL is one of the UK's leading conservation charities and everything we do is to protect and strengthen nature. This goes from connecting children to nature, to researching zoonotic diseases that spread from wildlife to humans, to our field conservation across the UK and around the world. Commitment to this mission runs deep through the organisation and all of our people.

We are now seeking to appoint a new Director of Development to attract sustainable long-term revenue for the organisation through strong leadership of our fundraising directorate, with priorities aligned to our vision and impact goals.

ZSL has ambitious plans to grow the footprint and impact of our work in the UK and globally, and as Director of Development you will take the pivotal role in our future. The successful candidate will lead on the creation and implementation of plans for diversifying our income, and ensuring that the reputation and impact of our fundraising is of the highest standard.

We are looking for a strategic and ambitious leader who is values-led with the ability to inspire and motivate others to achieve results. You will be naturally commercial with a high level of business acumen and will be able to quickly focus efforts on opportunities most likely to generate fundraising success for the organisation.

You will also be well-versed across all aspects of fundraising, with extensive expertise in high value partnerships with individuals, corporates, trusts and foundations and a deep understanding of supporter engagement across a range of portfolios. Bringing an innovative approach and track record of driving growth and fundraising transformation at leadership level, you will be motivated to elevate our existing fundraising success across our corporate, philanthropic, institutional, and public funding campaigns.

If you think you are what we are looking for, and are excited about our mission, I would love to hear from you.

**Matthew Gould**  
**Chief Executive Officer**



# About ZSL

We're ZSL - an international conservation charity driven by science, working to restore wildlife in the UK and around the world by protecting critical species, restoring ecosystems, helping people and wildlife live together and inspiring support for nature.

We've been building stronger connections to wildlife for nearly 200 years. Through our leading zoos, our innovative conservation work in the field and through the Institute of Zoology, a centre of research excellence, we are passionate advocates for nature and won't stop until we have created a world where wildlife thrives.

Climate change and human activity have pushed our precious planet to its limit causing devastating habitat and species loss. When nature loses, we all do.

Urgent action to help people and wildlife live better together, is the only way to save the natural world we love and depend upon. We believe nature can recover - that's where ZSL comes in, and where you can play your part.

For two short films about our work, see:

[We are all conservationists - video](#)

[Conservation appeal success stories - video](#)







# Role Description

The Director of Development will deliver a sophisticated fundraising function through the development of high performing teams, realistic fundraising strategies and embedding a strong culture of philanthropy across the organisation. The postholder will lead fundraising across ZSL and as part of the Executive Team deliver the impact goals defined by the organisational strategy.

The role reports directly to the CEO.

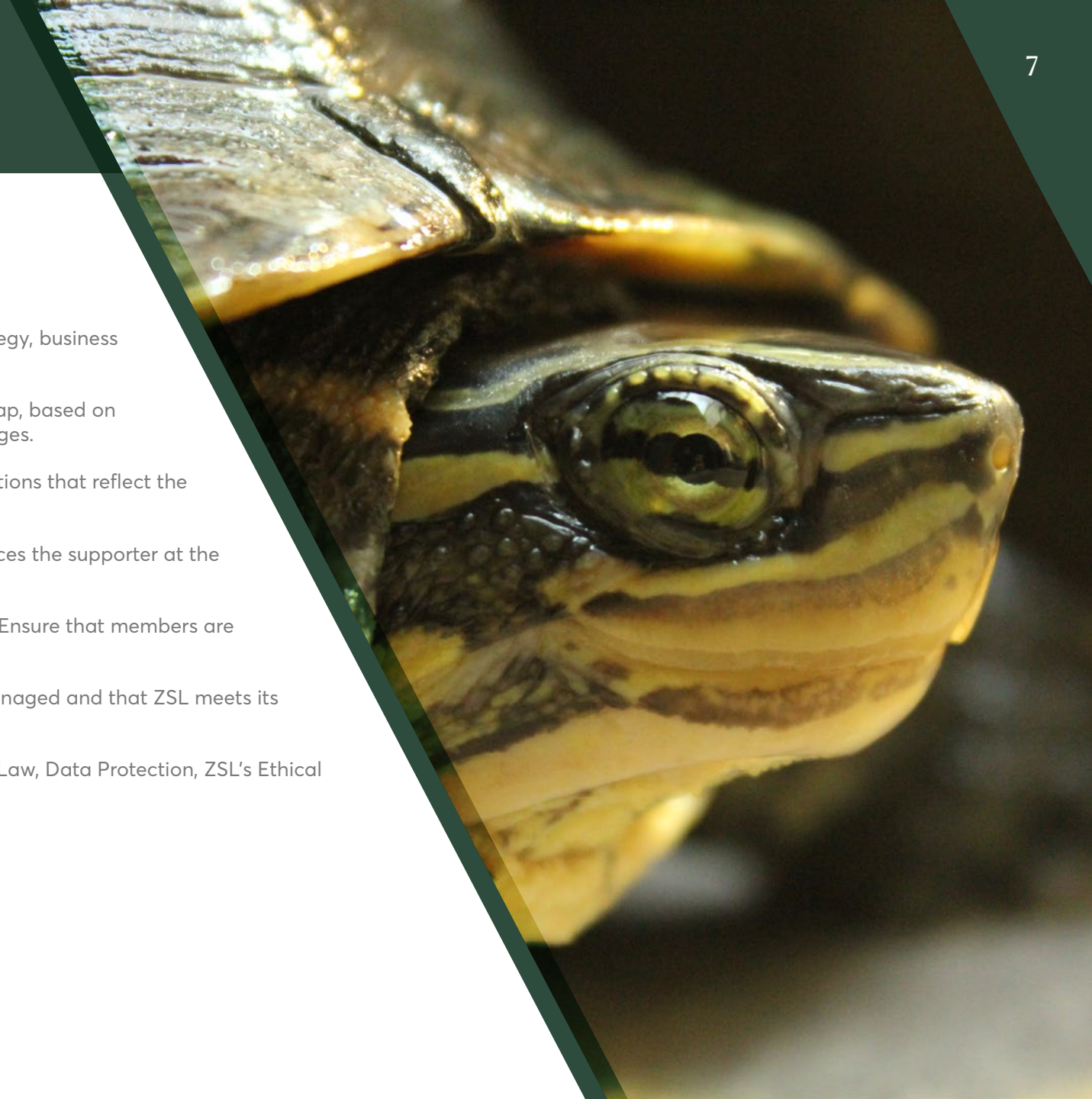
## Key Responsibilities

- Work as part of ZSL's Executive Team to lead the execution of a newly launched organisational strategy; developing and implementing an ambitious international fundraising strategy to deliver income growth and diversification, across both high-value and mass fundraising streams both in the UK and overseas.
- Provide leadership on all ZSL fundraising, in the UK and overseas, including existing teams and efforts focused on corporate, philanthropic, institutional and public funding.
- Build and nurture a high-performing fundraising team, enhancing existing talent while addressing areas for development to achieve sector best practice, role-modelling ZSL leadership behaviours.
- Develop and deliver comprehensive fundraising strategies, including tactical annual plans and KPI management with the agility to adapt to changing internal and external environments.
- Drive the professionalisation of fundraising operations, ensuring that processes and ways of working reflect industry best practice and establish strong foundations for future success.
- Lead ZSL's Individual Giving and Supporter programmes including ZSL Fellowship, Regular Giving, Patrons, Ambassadors, Major Donors and Legacy Giving, and make recommendations for change where needed.



## Key Responsibilities continued...

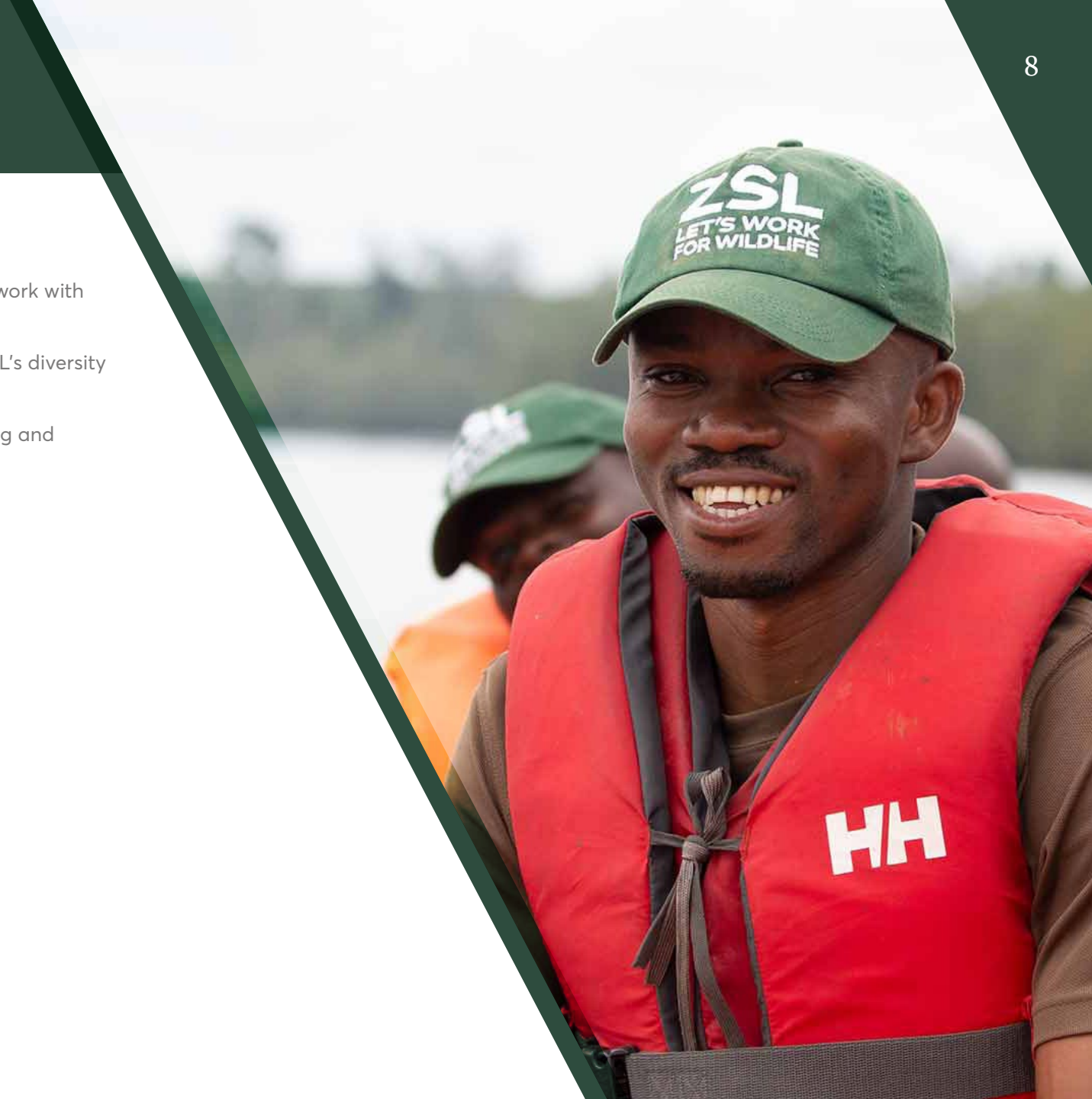
- Along with the CEO, lead on developing major giving partners and influencers.
- Implement the rolling three-year fundraising plan for ZSL linked to the ZSL Strategy, business plans and priorities.
- Implement recommendations from a well-defined and evidenced growth roadmap, based on insights from a recent in-depth analysis of fundraising opportunities and challenges.
- Work with all departments and Directors to produce compelling funding propositions that reflect the ZSL strategy and shared brand values.
- Develop a robust, audience informed, supporter engagement strategy which places the supporter at the heart of our decision making.
- Lead on the development of a Campaign Board, working closely with the Chair. Ensure that members are actively engaged in ZSL's life.
- Ensure that all due process around fundraising and supporter engagement is managed and that ZSL meets its reciprocal obligation to donors and donor pledges are managed.
- Accountable for fundraising governance and ensuring the adherence to Charity Law, Data Protection, ZSL's Ethical Statement and the fundraising code of practice.





## Values and behaviours for people management

- **Collaborative:** proactively seeks opportunities for themselves and their team to work with others both internally and externally.
- **Inclusive:** proactively and vocally role models inclusive behaviour, sponsoring ZSL's diversity and inclusivity agenda.
- **Innovative:** is forward thinking and able to see the broader picture when planning and organising work.
- **Inspiring:** articulates and generates enthusiasm for ZSL's vision and value.





## Essential

### Experience

- Extensive experience of people change management and in building and motivating a high performing team.
- Extensive fundraising experience in a large, complex and diverse organisation.
- Evidenced experience in high value campaigns.
- Experience of establishing strong relationships with major donors and philanthropists, corporates, government bodies, trusts and key supporters.
- Experience of delivering a successful institutional fundraising strategy.
- Experience of strategic planning, target setting, KPI tracking, budgeting, forecasting and financial reporting.
- Proven track record of developing and delivering growth strategies.

### Knowledge and skills

- Experience of delivering major events as part of a fundraising strategy.
- Knowledge of managing portfolios of grants from private trusts and foundations.
- Knowledge of the context in which ZSL operates and the challenges and opportunities presented to the conservation and science sectors.
- Stakeholder management skills to ensure a clear understanding at all levels of what is required to create a high performing fundraising function.
- Strong communication and influencing skills, with the ability to create voice and agency for complex ideas in an accessible manner and ability to foster a unified approach to achieving fundraising objectives.



# Person Specification

## Additional requirements

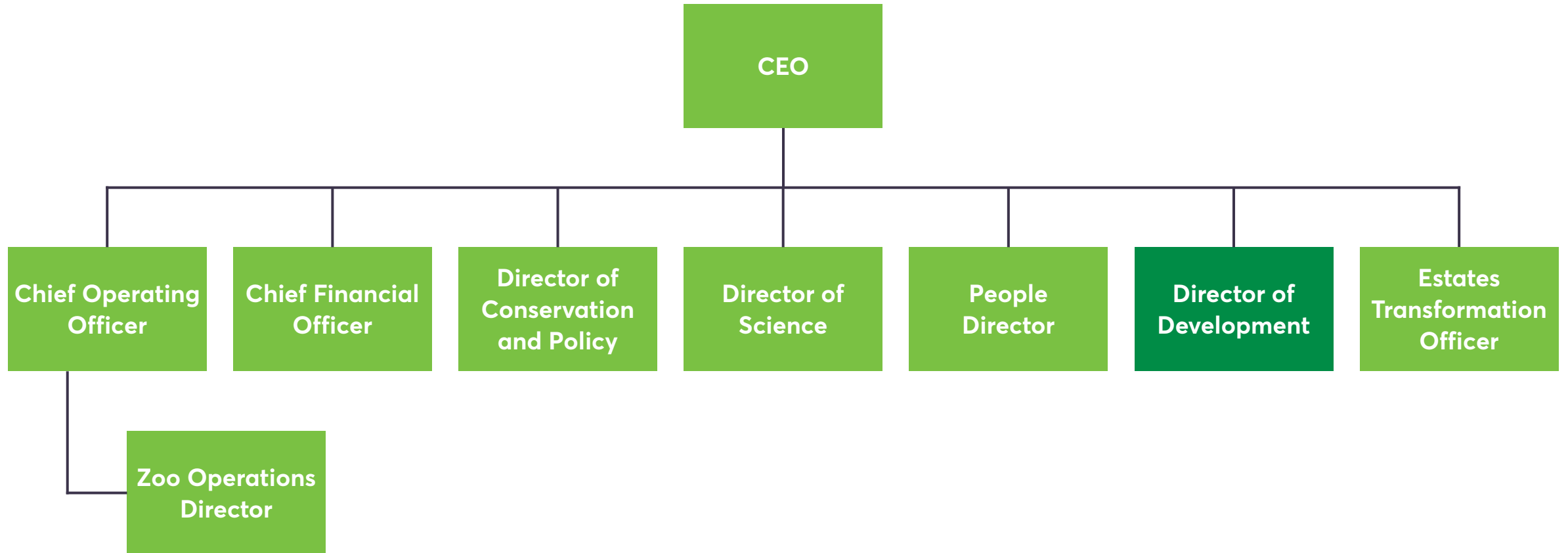
- This post is a blended role for office and home working with the main office located at London Zoo, Regent's Park. You are expected to work from our office for a minimum of two days per week and be flexible on location with the requirements of the role.
- Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical).

## Desirable

- Experience of major donor fundraising internationally.

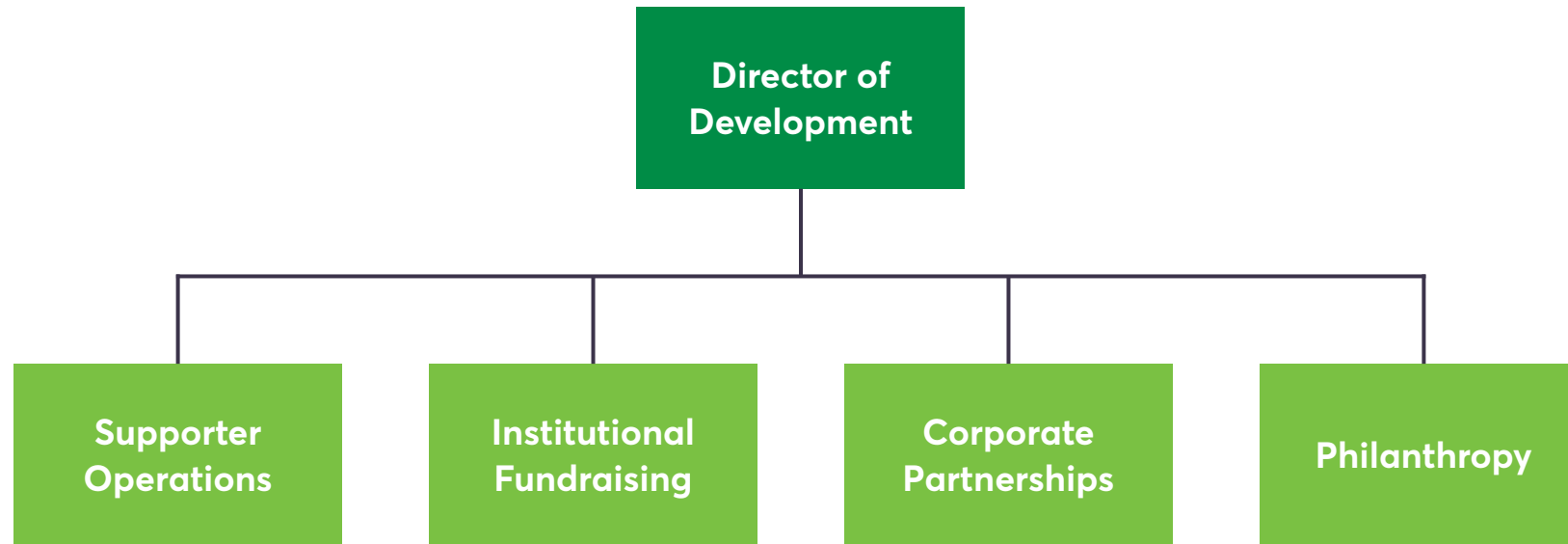


# Executive Leadership Team Organisation Chart





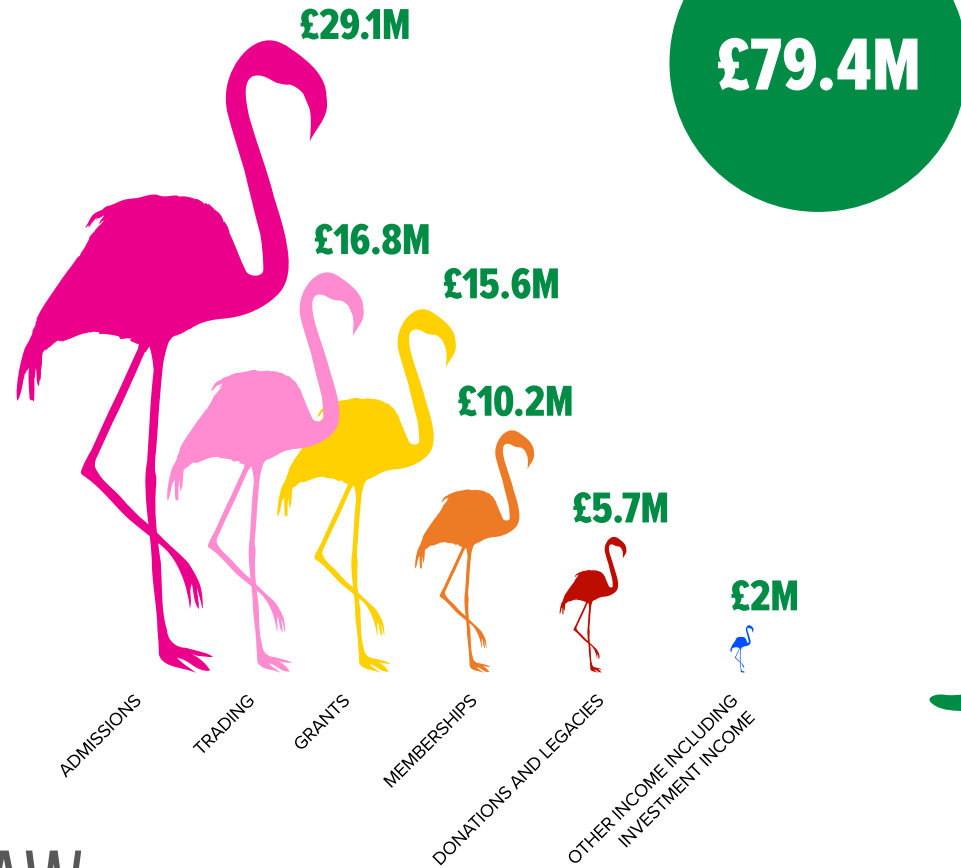
# Development Directorate Organisation Chart



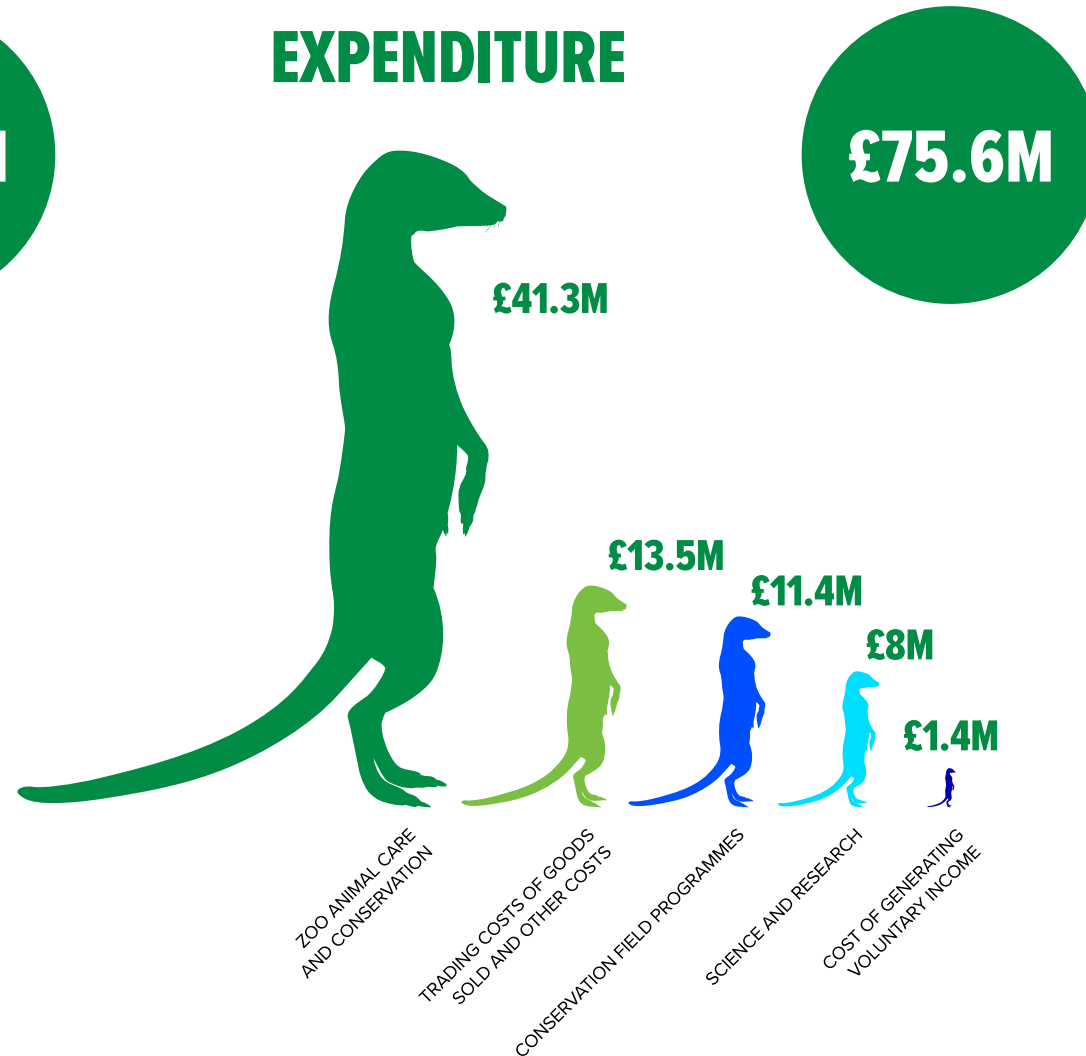
There are approximately 4-5 roles in each of the teams above

# Income and Expenditure Figures for 2022/2023

## INCOME



## EXPENDITURE



ZSL's performance for the year to 30 April 2024 has been very positive, both operationally and financially. Record total visitors across both zoos of 2.1million were 6% higher than 2022/23 and the highest since at least 1980. Zoos provide approximately three quarters of our income, and these strong visitor numbers helped drive total income to over £83million, 5% higher than the previous year.

**Salary:** Up to £120,000 per annum.

**Nature of contract:** Full time, permanent.

**Base:** London (Regent's Park). At ZSL, we fully support flexible working. This post will work in a blended way, with the postholder working with key stakeholders at our Regent's Park office for a minimum of two days per week.

## Equality Statement

We strongly encourage applications from all backgrounds and celebrate the value of having a team of employees with diverse skills, experiences, and heritage. We are committed to ensuring our teams can bring their authentic selves to work without fear of discrimination. ZSL has active equality networks for our staff with lived experience and those who provide active allyship in Race and Culture, Team Pride, Disability Network and Menopause Network, complemented by our strategic EDI Steering Group. We also recognise that our Executive Leadership team does not currently represent the communities in which we operate and therefore would welcome applications from diverse candidates especially from ethnic minority groups.

## Benefits

At ZSL, we are proud of our approach to employee benefits. Our benefits include:

- Our vision and purpose - you'll work alongside colleagues who are passionate about science-led conservation, knowing that you will help us to inspire, inform and empower people to stop wildlife going extinct.
- Pension scheme - we offer a generous pension scheme with up to 14% contributory pension.
- Flexible working – talk to us about your flexible working requirements and we will do everything we can to make sure you work in a way that suits you.
- Holidays – 30 days annual leave allowance, plus UK bank holidays.
- Wellbeing – access to a blended programme of wellbeing initiatives, including confidential access to our 24/7 Employee Assistance Programme.
- Complimentary tickets – annual allocation of Whipsnade Zoo and London Zoo tickets, with a 30% discount in online and retail shops.
- Cycle2Work - our cycle to work scheme enables you to lease a bicycle.
- Season ticket loan - we offer an interest free loan to buy a season ticket for travel between home and work.
- Family friendly policies – we offer enhanced maternity and paternity packages.





# How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, not exceeding two pages, highlighting your suitability for the position and why you are interested, by clicking this [link](#).

All applications will be treated in the strictest confidence.

If you require an informal conversation prior to applying to this role, please contact Emma Winter via [talent@aawpartnership.com](mailto:talent@aawpartnership.com).

**Closing date: Monday 7th October, 9.00am BST.**

Please note, we will be longlisting throughout the campaign so please do apply early to register your interest.

PLEASE NOTE THE FOLLOWING INFORMATION:

Longlisted candidates will be invited to attend a virtual AAW Interview on Wednesday 16th or Thursday 17th October. From these interviews, the final shortlist will be confirmed.

Shortlisted candidates will be invited to attend an in-person interview with ZSL on Wednesday 30th or Thursday 31st October. For those progressing further, a second virtual interview will take place on Monday 18th November.

*Note, if you would prefer a more accessible version of this pack in Microsoft Word, please send a request to [talent@aawpartnership.com](mailto:talent@aawpartnership.com).*





# Find out more about ZSL

ZSL is a global science-led conservation organisation helping people and wildlife live better together to restore the wonder and diversity of life everywhere.

For more details, see <https://www.zsl.org/>







Thank you

AAW  
GROUP

