

Registered Charity No: 205154



Job Description

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| Job Title: | Community Fundraiser |
| Branch: | RSPCA South, East and West Devon |
| Location: | Little Valley Animal Shelter, Black Hat Lane, Bakers Hill, Exeter, Devon |
| Hours | 37.5 per week, with some evening and weekend work |
| Salary | £23,000 to £25,000 dependent on qualifications and experience |
| Line Manager: | CEO |
| Principal Contacts: | Internal: All staff and volunteers External Fundraising/Friends/community groups and the general public |

Purpose of the Job

- To work proactively to increase the Branch’s existing income streams and to develop new opportunities for income generation.
- To actively develop the Branch volunteer fundraisers and supporters.
- To raise the profile of Little Valley and promote the Branch’s animal welfare and income generation objectives in the local community.

Job Purpose

The RSPCA South, East and West Devon Branch, Little Valley Animal Shelter based in Exeter is one of a network of branches that are totally independent, registered charities, operating under the guidance of the national RSPCA. The Branch is run autonomously and is responsible for generating its own income to support the wide range of animal welfare activities that take place within Little Valley’s three care blocks (dogs/cats/small animals). Last year alone we cared for nearly 1,000 animals.

This is a brand new post, giving an exciting opportunity to really make your mark and develop and grow Little Valley’s fundraising activity, as well as marketing and promoting its profile and brand. Experience of a range of fundraising techniques will be beneficial, as will be the ability to recruit, support and motivate volunteers. You will be a committed, organised and outgoing person who is full of enthusiasm, able to work on your own initiative and prioritise effectively.

Main Responsibilities

- Community, Communication and Brand Promotion**
- Actively promote Little Valley and all aspects of our work to local businesses, professional bodies, community organisations, schools and colleges etc.

- To maximise targeted publicity for volunteer recruitment (particularly fundraising volunteers) and fundraising initiatives. This includes generating content for mailings, campaigns, website, social media and wider digital channels.
- To be partly responsible for Little Valley's online presence and considerably growing this area.
- Prepare and deliver individualised communication and/or presentations.
- Develop beneficial and lasting networks within the community, continually raising Little Valley's profile and championing all aspects of its work.
- Work with CEO on the production of a wide range of materials for events and fundraising activities.

Volunteers

- To recruit, develop, motivate and influence Little Valley fundraising groups to independently manage their own fundraising activities.
- To identify opportunities for volunteer and staff involvement in fundraising and provide any necessary support or training.
- To ensure regular and effective communication takes place with Branch volunteers and provide any necessary support and training.

Income Generation

- Working with the CEO to develop and implement a comprehensive income generation plan focusing mainly on five key areas: community fundraising, corporate fundraising, grants and trusts, individual/legacy giving and events.
- To develop and manage a schedule of fundraising events and activities throughout the year.
- Working with the CEO: to develop and implement a strategy for promoting legacy giving and for increasing individual donor income and corporate support.
- To build a relationship with potential donors and corporate supporters to generate sponsorship for the Branch and/or the donation of discounted goods and services.
- To encourage businesses to choose the Branch as their nominated charity for fundraising activities.
- To identify appropriate funding streams, completing bid and grant application forms, providing all information required accurately, concisely and in a timely manner.
- To ensure supporters' contributions are acknowledged and, where appropriate, publicised.

General

- To promote a positive image of the Branch and maintain a high level of customer service.
- Ensure compliance with RSPCA standards and policies, relevant legislation and best practice in the recruitment, induction, development and management of fundraising staff and volunteers.
- Foster the highest standards of performance, discipline, honesty and integrity.
- To carry out any other duties, as required, commensurate with the level of the post.

Knowledge, Skills and Experience

Essential:

- Good standard of general education to at least GCSE A level or equivalent – work experience and proven knowledge directly relevant to this role considered to be of equivalent and equal merit.
- Two years' experience in either fundraising, sales or promotions/marketing.
- Strong organisational skills and able to manage tasks simultaneously.
- Excellent English and ability to write communication material and social media content clearly and concisely,

tailored to the needs of different audiences.

- Good organisation and ICT skills, and highly competent in the use of the Microsoft Office platform (in particular Word and Excel and supporter databases).
- Own transport.
- Able to confidently communicate to a wide range of people.
- A team player with the ability to work independently.
- Able to work effectively in a sometimes uncertain environment and respond positively to change.
- Able to deliver on deadlines, maintaining accuracy and attention to detail.
- To be professional and credible when representing Little Valley.

Desirable:

- Institute of Fundraising certificate.
- Community fundraising experience.
- Experience working with volunteers or as a volunteer.
- Well-developed public speaking and presentation skills.
- Strong interpersonal skills with the ability to influence and motivate.
- Results oriented with business acumen.
- Able to interpret, produce and analyse financial data.
- Database knowledge.
- Familiar with MS publisher, Adobe or other platforms.
- Familiar with the internet and its research capability.

Special Circumstances

- Willing to travel locally and able occasionally to work irregular office hours when the job demands.

Physical Demands:

- Unpredictable - venues frequently unknown prior to attendance.
- Setting up at venues may involve carrying of laptop, projector etc. and/or information materials.
- Standing, walking, bending, lifting and manual handling.
- Physical demands of events.
- Regular driving required with the role.
- Constant PC work, hand and wrist dexterity.
- Regular evening and weekend working.

Working Conditions / Environment

- Office environment, limited storage facilities.
- Driving to attend external meetings and appointments.
- Lone worker for variable amounts of the day.
- Occasional weekend and/or evening work.
- External work, subject to various weather conditions.

Additional Information

The content of the role as reflected in the job description may change from time to time.

Other Duties

To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.

Data Protection

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

Health and Safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

Job Description

This Job Description is not intended to be restrictive and should be taken as the current representation of the broad nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job.

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| Job holder's Signature: | |
| Date: | |
| Line Manager's Signature: | |
| Date: | |