



Bury, Oldham & District Branch Job Description – Fundraiser

Employer:	RSPCA Bury, Oldham & District Branch (Reg. Charity No: 226624)
Responsible to:	Operations Director
Hours:	35 hours, flexible working with some evening and weekend work
Location:	Oldham & Bury Areas
Salary Band:	£22,000-£25,000 (dependent on experience) plus performance related bonus and car allowance.

Purpose of the job:

To devise and implement a fund-raising strategy and action plan that adheres to the Institute of Fundraising's Code of Practice and will generate sufficient funds to enable the Branch to deliver its objectives of providing animal support and veterinary services to the RSPCA inspectorate and general public in the Bury and Oldham areas.

Nature of the job:

The Branch is one of around 165 RSPCA branches throughout England and Wales. Each branch is a separately registered charity advised and supported by the National RSPCA. We are responsible for raising our own income, a challenge made harder by the common misconception that branches are funded by the National Society.

Our Animal Centre in Oldham, which opened in 2017, rehabilitates and rehomes cats and dogs, the majority of whom are from the RSPCA Inspectorate. In addition, we offer advice, microchipping, neutering and subsidised treatments to animals owned by qualifying members of the public.

The majority of our income is currently provided by our network of 12 charity shops managed by a Retail Operations Manager.

As well as maintaining our existing operations, the branch has ambitious plans to grow and develop, including the provision of additional services from our animal centre and the development of more community outreach and education projects.

The Fundraiser position is a brand-new post, giving an exciting opportunity to really make your mark and develop and grow our fundraising activity. You'll be passionate about improving the lives of animals and helping prevent cruelty and neglect. Experience of a range of fundraising techniques is essential, as will be the ability to effectively recruit, manage and inspire volunteers and maximise the use of social media platforms.

You'll be a committed, creative and organised person, able to work on your own initiative and prioritise effectively and in return you will be supported by our Operations Director and Trustees and encouraged to develop your skills and knowledge within the role. Home working and flexible hours will be considered for the right candidate. If you are looking for a challenge and a chance to genuinely help support animals in need this could be the role for you.

Primary Areas of Responsibility:

- Develop, deliver and update an effective fundraising strategy and action plan across all areas of the funding mix, with a strong focus on the recruitment and development of individual and corporate supporters.
- Recruit, develop, manage and inspire a network of volunteers to undertake specific fundraising volunteer roles.
- Use effective stewardship to maintain and develop relationships with existing and potential donors to maximise their support.
- Maximise individual giving through in memorium donations, legacy donations, regular giving and collections of donated goods and money.
- Develop new and imaginative fundraising activities and organise events, including sponsored events.
- Raise awareness of the branch and its work, e.g. giving talks to groups or seeking photo opportunities with the media.
- Develop and coordinate web and social media-based fundraising.
- Increase funds by researching and targeting charitable trusts and other grant making bodies whose criteria match the branch's aims and activities.
- Oversee corporate fundraising, including one off donations, employee giving, Charity of the Year and matched giving from employers.
- Write applications and mail-shots, using direct mailing to reach a range of potential and current donors, in compliance with general data protection legislation.
- Make risk analyses and balancing time-cost ratios to focus effort on the fundraising activities that are most appropriate and will have the highest chance of success.
- Develop opportunities to use our existing charity shop network to reach out, engage and encourage longer-term financial support from local communities.

General Areas of Responsibility

Administration

- Manage and update databases to record all donor contact and preference information in compliance with general data protection legislation
- Ensure that all pledged income from community groups, third parties and volunteers are received by the agreed date.
- Follow best practice in prompt recording and acknowledgment/appreciation of donations.

General/Other

- Ensure all charitable activities comply with appropriate legal requirements and RSPCA policies.
- Any other reasonable duties assigned by the Operations Director.

This job description is an outline of the key tasks and responsibilities of the role and is not intended as an exhaustive list. The job may change over time to reflect the changing needs of the Branch and its services, as well as the personal development needs of the post holder.

Health and Safety

The Branch has a statutory responsibility to provide and maintain a healthy and safe environment for its staff to work in. You equally have a responsibility to ensure that you do nothing to jeopardize the health and safety to either yourself or of anybody else. The Branch's Health and Safety Policies outline your responsibilities regarding Health & Safety at Work.

The post holder must not willingly endanger him/herself or others whilst at work. Safe working practices and safety precautions must be adhered to. Protective clothing and equipment must be used where appropriate.

All accidents/incidents must be reported to the Branch Manager and documented as per Branch Policy, including the reporting of potential hazards.

Security

The post holder has a responsibility to ensure the preservation of Branch property and resources.

Confidentiality

The post holder is always required to maintain confidentiality in all aspects of their work.

This job description reflects the present requirements of the post and will form the basis of performance appraisal. As duties and responsibilities change and develop, the job description will be reviewed, and necessary changes made with consultation.

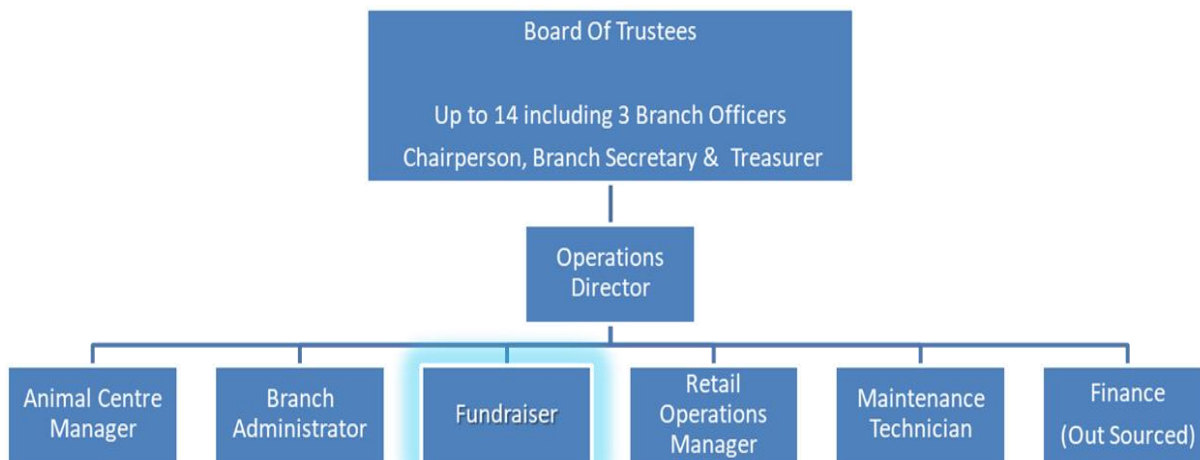
Equality Statement:

The charity is committed to providing care and improving services irrespective of race, ethnicity, disability, gender, religion or belief, age, marital status, or sexual orientation.

This job profile will be reviewed in consultation with the post holder in the light of on-going and changing organisational needs and will form the basis for performance appraisal.

Knowledge, Skills and Experience:

Please see person specification attached



Structure:

NB. This job description is a statement of the job content agreed at October 2018. It should not be seen as precluding future changes.
