



JOB DESCRIPTION

Job Title:	Fundraising Officer
Department:	Fundraising, Marketing and Communications
Location:	Hybrid – Homebased and Head Office, Biltor, Edgelands Lane, Ipplepen, Newton Abbot, Devon TQ12 5UF
Job Type:	Permanent
Hours:	Full-time (35 hrs/wk). This will include some evening and weekend work
Reporting to:	Fundraising & Communications Manager/Chief Executive Officer
Direct Reports:	None

Purpose of the Role:

To increase the provision of funding streams to enable Animals in Distress to carry out its objects and increase opportunities for developing new and existing projects. The Fundraising Officer will be key in helping the charity to deliver this step change through supporting the development and promotion of new and existing activities. The Fundraising Officer will develop and strengthen relationships with existing and new supporters, groups and organisations. The role will need to deliver excellent stewardship that leads to long term support of Animals in Distress to further our charitable mission.

The post holder will be responsible for raising funds for Animals in Distress from community fundraising, grants/trusts and developing other key income streams: major donors, regular giving and corporate. The post holder will hold a strategic over view of Animals in Distress' fundraising needs and be a key player in the charity's communications and marketing.

Principal Responsibilities:

Income Generation

- Manage, support and develop imaginative fundraising activities, some of which will be events-based
- Contribute to bid writing for grant/trust applications
- Inspire new supporters to raise money, while maintaining and developing relationships with existing supporters
- Deliver presentations to interested groups and to attend events including cheque presentations
- Develop and broaden corporate support
- Develop and coordinate web-based fundraising including social media

Strategic Direction

- Maintain and update the fundraising and communications budgets, with the CEO and Finance Officer
- Develop and update a strategic plan to guide fundraising activities and revenue generation
- Work in conjunction with the CEO and Finance Officer to have a good overall understanding of all revenue streams.

Communications

- Work with the Fundraising, Marketing and Communications Manager to raise the profile of the charity.
- Raise awareness of the charity, its service, successes and plans in the local community and through both social media and the local press.

Administration

- Planning, budgeting and forecasting income
- Preparation of fundraising report for Trustees and other meetings
- Maintaining the fundraising database and documents
- Write and design organisational materials
- Contribute updates of fundraising events and activities for newsletters and the magazine
- Write appeals and direct mail in collaboration with other team members
- Manage the web site content working in conjunction with the Fundraising, Marketing and Communications Manager
- Apply for and act as license holder for the Animals in Distress license needed for raffles and small lotteries

Other

- Stay abreast of fundraising good practice and legislation, ensuring compliance with the Charities Act and the Institute of Fundraising and FRSB codes of practice.
- Network with other fundraisers and charity staff when possible
- Support the Chief Executive with ad hoc tasks
- Undertake any other duties commensurate with the post

General

The post-holder will be expected to adhere to all organisational policies, including health and safety.

Flexibility: The role requires a willingness to work variable hours which will include occasional weekend and evening work.

Miscellaneous

- Identify and introduce new activity to increase engagement across a wide variety of individuals, clubs, groups and organisations, including Animals in Distress and bespoke club, group or organisation engagement.
- Deliver and develop existing stewardship plans to build a loyal and committed support base.

- Develop support materials and supporter journeys to maximise supporter potential and drive long term engagement.
- Support the delivery of a series of multi-channelled marketing plans to promote our community activity.
- Support the design and implementation of a fundraising volunteer strategy, working with the wider charity to ensure a collaborative and connected approach to promoting and supporting volunteers.
- Support our recording and reporting processes to help track and analyse performance.
- Ensure accurate capturing and recording of data and consent preferences.
- Support cross departmental relationships to maximise reach and brand awareness.
- Support the wider fundraising team and its overall goals and objectives.
- Represent the fundraising team at internal meetings and external events.
- Support the implementation of external policies and internal processes that ensure all legal, regulatory and best practice requirements are carried out.
- Any other duties within your competence and training as required by the Charity.

Person Specification

Qualifications and Experience

- Minimum of 3 years' experience with relationship management (essential).
- Proven experience of supporter recruitment and stewardship that results in long term support (essential).
- Experience of developing relationships and/or activities to suit the needs of diverse audiences (essential).
- An understanding of how to maximise digital and social media channels to introduce new activities and maximise relationships (desirable).
- Experience of setting and managing income and expenditure budgets (desirable).
- Experience of individual, team and or volunteer management (desirable).
- Experience of using a fundraising database (desirable).

Knowledge, Skills and Experience

- Exceptional interpersonal skills with the ability to influence and persuade a wide range of stakeholders including suppliers, supporters and colleagues (essential).
- Proven track record of meeting and exceeding income targets (essential).
- Excellent written and verbal communication skills, with the ability to communicate effectively to different types of audiences through various channels (essential).
- Ability to define and assess a situation through gathering facts and evidence, evaluating options and making credible decisions to progress work (essential).
- Ability to work independently and as part of a team (essential).
- Ability to work under pressure and to tight deadlines (essential).
- Flexibility and willingness to travel and attend events outside normal office hours (essential).
- Ability to recognise and develop new fundraising opportunities with an understanding of developing community strategy and plans (desirable).
- Knowledge of fundraising regulations, data protection and best practice in capturing and recording data (desirable).
- An empathy with the charity's mission (desirable).