



Raystede Centre for Animal Welfare

Job Description

Job Title:	Development Coordinator
Responsible to:	Head of Fundraising
Location:	Raystede Centre for Animal Welfare
Grade:	C

Background information

Raystede Centre for Animal Welfare, established in 1952, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary and give people the support and knowledge they need to treat animals with care and respect. We care for over 400 animals daily, including cats, horses, dogs, rabbits, hens and exotic birds. We help most animals find new homes and provide life-long sanctuary for some that cannot be rehomed. Our beautiful 43-acre site is open for visitors to get a unique glimpse into a working animal welfare centre.

Animals are at the heart of everything we do but we could not care for them without our expert and dedicated staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding workplace.

The Fundraising team generates income for Raystede through donations, legacies, events, and many other sources and activities. The Development Coordinator's role is crucial in developing our volunteering programme to support fundraising activities on and off-site. The coordinator supports volunteers and fundraisers to maximise opportunities in the community.

Main Purpose of the role:

- Be the main point of contact for fundraising volunteers, ensuring records on our supporter and volunteer database are kept updated.
- Build volunteer fundraising support with excellent stewardship and support the development of our volunteer fundraising programme.
- Ensure our volunteers are trained and supported to carry out their roles.
- Coordinate activities on and off-site for the fundraising team and volunteers.
- Facilitate and build relationships in the community with individuals, small businesses and groups.

Key Tasks

Communication and supporter experience

- Manage volunteer recruitment for fundraising events and activities
- Manage diaries and Outlook calendars for fundraising to ensure volunteer support is planned
- Create a communication journey to thank and engage volunteers.
- Field all incoming calls and emails from volunteers
- Solicit feedback from volunteers and escalate if needed.
- Manage any volunteer issues for fundraising and escalate when appropriate.
- You will need to be able to answer a range of questions and ensure we comply with and keep up to date with current legislation.
- Create social media posts, recruitment materials, and campaigns for volunteers, working closely with the department head, HR and marketing team.
- Become the main point of contact at Raystede for anyone organising a fundraiser in the community on the charity's behalf.
- Plan and deliver recruitment campaigns.

Admin and database

- Keep records up to date on our volunteer and supporter database
- Supply reports and insights into the fundraising volunteer programme
- Keep key point indicators updated monthly
- Responsible for leading and developing the management of our volunteer database and communication journey for fundraising.
- Capture and record data under GDPR and data protection guidelines.

Volunteering

- Keep up to date with volunteering trends
- Develop volunteer roles and supporter groups to support our mission
- Ensure volunteers are trained and able to represent Raystede in the community
- Work closely with HR to develop our Volunteer Database
- Ensure our fundraising volunteers are recognised and celebrated.

Activity coordination

- Coordinate diaries and book equipment.
- Meet volunteers to supply event materials, such as gazebos and literature.
- Manage equipment replacement when needed
- Work closely with fundraisers to ensure we maximise fundraising opportunities in the community.
- Liaise with the public to supply volunteers for fetes and fairs and other events.
- Occasionally, attend community events or drop off equipment when needed.
- Research new fundraising opportunities and activities for our fundraising volunteers to attend.

Other

- The post holder must keep up to date on Raystede's services and rehoming process and current animal welfare needs
- On occasion, supervise and/or support the public, businesses and event fundraisers to ensure they feel valued and supported.
- Manage risk assessments for the fundraising team and offer advice and support to ensure fundraising activities in the community are safe and legal.
- Prepare plans that link to the overall budgets and KPIs.
- Monitor KPIs and pledges.
- Contribute to budget setting and monitoring income.
- Build strong internal relationships to ensure effective communication and understanding between departments.

General

- a. At all times ensure and maintain a compassionate, professional and efficient public image for the charity
- b. Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role
- c. Take responsibility for ensuring your own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- d. Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook

Key Working Relationships

General Public – customer service and provision of information about Raystede

Fundraising Team – contribute to the team's plans and coordinate fundraising activity and volunteers.

Supporters and Participants – Able to engage with an extensive range of people from all walks of life and in many different settings.

Fundraising Volunteers – recruit, train and supervise up to 300 fundraising volunteers on-site and off-site.

Suppliers – order materials from suppliers.

Marketing: Work closely with the Head of Fundraising and the marketing team to produce marketing and promotional materials and plan volunteer engagement.

Finance – work with the Head of Fundraising to plan and manage budgets.

HR team – work with the HR team to manage volunteers and volunteer communication.

Scope and Accountability

Decision-making and limits of authority	<ul style="list-style-type: none">• Prepare Fundraising Volunteer plans and work with fundraising to contribute to the strategy.• Make decisions, committing to communication, brand, reputational or volunteer/staffing resource support.
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	<ul style="list-style-type: none"> • Able to resolve conflicts and manage supporters' and volunteers' expectations, often in unknown venues, whilst facing conflicting time pressures • Able to credibly represent the charity.
Financial resources	<ul style="list-style-type: none"> • Regular cash handling of donations and collections. • Follow the internal procedure for collecting buckets income and tap to donate card machines. • Responsible for income targets and expenditure targets.
Material assets	<ul style="list-style-type: none"> • Responsible for stocks of promotional materials, branded T-shirts and equipment such as gazebos. • Ensure the security of the department and broader assets where necessary. • Report on issues and defects to the Head of the Department.
Information and communication resources	<ul style="list-style-type: none"> • Responsible for inputting data into the database • Works to agreed processes • Updates website and provides content for social media posts • Works with marketing to produce materials and posters • Writes individual presentations and communications • All marketing and mass communications are signed off by Head of Fundraising and Head of Marketing
People management	<ul style="list-style-type: none"> • Supervise and manage up to 300 fundraising volunteers both on-site and off.
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Ensure Risk Assessments for all activities are completed. • Ensure all volunteers receive event briefs and regular communication promptly. • Ensure suppliers' risk assessments, public liability insurance and health and safety measures are in place. • Advises groups in the community on legal, health and safety and compliance issues. • Adhere to all internal policies and GDPR regulations and follow the fundraising code of conduct.

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Educated to GCSE level or equivalent experience. 	
Knowledge and Experience	<ul style="list-style-type: none"> • Experience working with volunteers or managing people. • Good communication, both written and verbal. • Passion for and understanding of animal welfare. 	<ul style="list-style-type: none"> • Project management skills

	<ul style="list-style-type: none"> • Experience in record keeping and administration. 	
Key Skills and Abilities	<ul style="list-style-type: none"> • Excellent written and oral communication skills. • Strong IT skills, including CRM databases and MS Office applications • Able to deliver on deadlines, maintaining accuracy and attention to detail • Excellent attention to detail. • Able to be professional and credible when representing Raystede. • Ability to manage relationships with tact and diplomacy. • Able to problem solve, think on your feet and be solution-focused. • Able to travel throughout the Southeast. 	<ul style="list-style-type: none"> • Results orientated with business acumen • Able to interpret, produce and analyse financial data
Personal Attributes	<ul style="list-style-type: none"> • Commitment to equality, diversity and inclusion and understanding of how it applies to your position at Raystede. • Empathy and interest in animals and their welfare. • Able to have difficult conversations. • Team player who enjoys collaborating and supporting peers. • Personable, sociable and people orientated. • Proactive, self-motivated and able to think creatively. 	<ul style="list-style-type: none"> • Pet owner
Other	<ul style="list-style-type: none"> • Able to work occasional evenings and weekends, which will be recompensated with toil. • Availability of vehicle for work use and possessing a current, clean driving licence. • Flexibility of circumstances and willingness to visit national and regional meeting venues. This may involve some overnight stays and occasional work in the evenings and weekends. 	