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## Raystede Centre for Animal Welfare

### Job Description

<b>Job Title:</b>	Face to Face Fundraiser
<b>Responsible to:</b>	Database Fundraising Manager
<b>Location:</b>	Raystede Centre for Animal Welfare and some locations within the local area.

### 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 more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals 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 team of 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 place to work.

The Face to Face Fundraiser is the face of Raystede, engaging with the public to raise vital funds through regular donations. This unique in-house position requires an individual with highly developed interpersonal and communication skills, who also has an in-depth understanding of our work and activities with animals, the history of the charity, the ways in which regular giving supports us, and the options for giving.

### Main Purpose of the role:

- Share inspiring stories about the animals helped at Raystede and the work of the charity
- Attend venues across Sussex, to sign up supporters to Raystede's regular giving products, including Friends, Sponsors and the Lottery
- Act as the face of Raystede promoting the work of Raystede and answering questions about our services and charitable activity

### Key Tasks

- Working towards a personal target to sign up new regular supporters through approaching and engaging in conversations and persuading the public to support Raystede's work.
- Capture supporter data accurately and comply with GDPR and Data Protection guidelines.
- Working as an ambassador for Raystede, you will be the first point of contact for many with Raystede. You will need to be knowledgeable about our products, services, charity and animal welfare needs, able to answer a range of questions and direct the general public to further information. You will also be able to resolve conflict, gather and escalate feedback from the public and our supporters, whilst maintaining the brand and good reputation of Raystede at all times.
- Proactively staying up to date on Raystede messaging, services, adoption and rehoming processes and current animal welfare needs.
- Proactively staying up to date on related questions and issues, such as tax incentives or gift aid option for regular supporters, signposting to other means of supporting Raystede if regular giving is not an option

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- As required, supervise and support fundraising volunteers, working together to achieve face to face sign ups. Ensure that they feel thanked, valued and appreciated at all times.
- As required, provide mentoring support to new face to face fundraisers, providing advice and guidance on sites, messages, handling more challenging situations
- Knowledge of and compliance with the Code of Practice for Face to Face Fundraising.
- Plan own work and travel itinerary, and build relationships and liaise with venues (e.g. supermarket managers for suitable pitches, events coordinators for external events)
- Work closely with the Individual Giving Assistant, provide feedback on venues and general public awareness, co-ordinate venue booking and build corporate relationships

**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 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.
- e. Build strong relationships with internal audiences, to ensure effective communication and understanding between other departments.

**Key Working Relationships**

**Commercial contacts, venue and event organisers** – liaison with external organisations and individuals in relation to sites for face-to-face fundraising presence. This will require building and sustaining relationships with relevant managers and staff externally (e.g. shop managers for pitches outside supermarkets, market coordinators for market venues, local event organisers if present at an event)

**General Public** – working at all times with the public, able to answer questions on all of our products and services across the charity, resolve conflict and gather feedback, cold sell regular giving products.

**Individual Giving Assistant** – work closely with the Individual Giving Assistant to co-ordinate venue bookings, volunteers and provide feedback and insights.

**Fundraising Team** – work with the fundraising team to help build and develop corporate and fundraising relationships

**Fundraising Volunteers** – supervise up to 5 fundraising volunteers when out Fundraising

**Scope and Accountability**

<p><b>Decision making and limits of authority</b></p>	<p>Contribute to identification of suitable sites, venues and events for face to face fundraising          Planning own itinerary (travel to different locations etc)          High level of on the spot relationship based decisions in order to best engage potential supporters, and to resolve conflict and manage the publics expectations, often in un-known venues whilst working alone.          Able to credibly represent the charity across all services and activities.</p>
<p><b>Information and communication resources</b></p>	<p>Responsible for completing paper forms and safely managing personal and financial data          Able to persuade and influence people to take out a regular gift in support of Raystede          Will have responsibility for leaflets and other promotional materials, boards and/or a stand as suitable for each venue and location</p>

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<b>People management</b>	Supervises up to 2 fundraising volunteers when working off site.
<b>Legal, regulatory and compliance responsibility</b>	Complies to GDPR, Lone working and Health and Safety Guidance Knowledge of and compliance with the fundraising code of practice for face to face fundraising Knowledge of regulatory and statutory requirements, such gift aid taxation arrangements

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## Person Specification – Face to Face Fundraiser

	Essential	Desirable
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"><li>• In-depth experience of working with members of the public within a relevant field – e.g. customer service, fundraising, sales, marketing and promotions</li><li>• Excellent customer care skills</li><li>• Knowledge and interest through work or life experience relevant to the activities of Raystede (e.g. animal welfare, animal care, environment etc)</li></ul>	<ul style="list-style-type: none"><li>• Charity fundraising experience</li><li>• Experience working as or with volunteers</li></ul>
<b>Education and Qualifications</b>	<ul style="list-style-type: none"><li>• Full driving license</li></ul>	
<b>Key Skills and Abilities</b>	<ul style="list-style-type: none"><li>• Well organised, and able to plan and manage own travel itinerary</li><li>• Excellent communication and interpersonal skills</li><li>• Able to positively and sensitively engage and influence people</li><li>• Able to resolve conflict and think on your feet</li></ul>	<ul style="list-style-type: none"><li>• Able to stay results and target driven</li></ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"><li>• Personable, sociable, confident and determined</li><li>• Proactive, self-motivated and resilient</li><li>• A positive outlook and a “can do” attitude</li></ul>	<ul style="list-style-type: none"><li>• Pet owner.</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Able to work regular weekends.</li><li>• Availability of vehicle for work use and in possession of a current, clean driving licence.</li></ul>	