

Job Description

Job Title:	Gifts in Wills and In-Memory Fundraiser
Responsible to:	Head of Fundraising
Location:	Raystede Animal Centre with hybrid remote/home working available
Hours of work:	37.5 full time (but part-time/ job-share considered)
Holidays:	28 days per year including bank holidays (pro-rata if part-time)
Probationary period:	6 months
Contract Type:	Permanent
Grade and Salary:	£25,000 (pro-rata if part-time)

Background information

Raystede Centre for Animal Welfare was established as a charity in 1952. We now have a 43- acre site and we care for over 2,000 animals a year, rehoming 1,000 animals and providing sanctuary to even more. We are one of the most diverse rescue centres in the UK because we care for so many different species of animals. Our services and activities include the Peaceways pet crematorium, our teams of veterinary and animal care staff, education & learning activities and our commercial and visitor operations. 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 Fundraising team generates income for Raystede through donations, legacies, events and many other sources and activities. Gifts in Wills and In-Memory are a vital part of this, raising around 40% of Raystede's total income.

Main Purpose of the role:

This role works with the Head of Fundraising to develop the Gifts in Wills and In-Memory elements of the fundraising strategy, contributing to the growth of these income streams. The postholder is responsible three key areas:

- Creating and delivering the marketing activities for Gifts in Wills and In-Memory income streams
- Stewarding supporters and building good relationships so that they remain engaged with Raystede
- Sensitive and effective administration of gifts in Wills and In-Memory donations

Key Tasks

Gifts in Wills and In-Memory fundraising

- a. Working with the Head of Fundraising develop the Gifts in Wills and In-memory strategy, focusing on awareness raising, excellent stewardship and long term income growth.
- b. Review and develop the Gifts in Wills and In-Memory marketing strategies, creating and delivering the annual marketing plans. Build on previous activities including promoting Free Wills Offers and Lifetime of Love (Raystede's scheme for pets that outlive their owners)
- c. Work in partnership with external agencies e.g. Free Will scheme providers, creative agencies, printers and internal teams e.g. marketing colleagues to develop sensitive marketing communications aimed at encouraging supporters to make gifts in their Wills
- d. Develop promotional materials including updating the website, social media posts and advertising, printed materials, posters, signage, supporter mailings etc.
- e. Act as the first point of contact for all Gift in Will and Lifetime of Love enquiries, following up and tracking progress as appropriate
- f. Implement the In Memory programme to encompass promotional material and onsite awareness
- g. Develop processes to record In-memory income on the database and report monthly
- h. Report on the results of specific marketing campaigns , update the quarterly marketing activities report and recommend improvements for future campaigns
- i. Networking and building relationships with funeral directors
- j. Build relationships across the charity and help raise awareness of these income streams amongst both staff and volunteers

Stewardship

- a. Planning and delivering high quality stewardship to build lasting relationships with our long term supporters. To include working in partnership with colleagues to develop supporter events to encourage Gifts in Wills
- b. Maintaining relationships with Gift in Will pledgers to ensure they remain engaged with Raystede
- c. Building relationships with our In-memory donors through tours, hand written thank you cards and in-memory events
- d. Stewarding Life time of Love enquiries

Legacies administration

- a. Maintain accurate Legacy records on the fundraising database. This includes adding new legacies, updating with Smee & Ford notifications, scanning documents and maintaining records of communications
- b. Writing to solicitors/ executors on notification of a legacy and undertaking regular reviews of the cases
- c. Following-up queries and progress on estate administration with solicitors/ executors and taking advice from Head of Finance or external consultants on complex cases
- d. Managing the legacy direct line and inbox – responding to enquiries from members of the public, solicitors, executors and employees regarding legacies left to Raystede
- e. Monthly reporting including Key Performance Indicators (KPIs), information for board reports and income pipeline reports

Other fundraising activities and support

- a. As a member of the fundraising team, support other fundraising activities as appropriate and relevant to skills. This may include undertaking prospect research, support to and at events, and supporter 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

Key Working Relationships

- a. Supporters and general public – awareness raising of Gifts in Wills and in-Memory donations, relationship building
- b. Colleagues in fundraising - sharing information on activities and supporters, joint working on activities
- c. Colleagues and volunteers in other departments, in particular marketing, commercial, finance and rehoming – liaison, information sharing, collaborative working
- d. External parties – agencies that support marketing activities, solicitors and other charities involved in estate administration

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • For legacy administration – limits as set out in Scheme of Delegation plus Policies and Procedures manual. Complex and contentious cases reported upwards to Finance, Head of Fundraising, CEO and Board • Lifetime of Love non-standard queries to Head of Services • How to handle sensitive queries when acting as first point of contact for Gifts in Wills • Works with Database Fundraising Manager to set process for In-memory income recording
Financial resources	<ul style="list-style-type: none"> • Responsible for an expenditure budget of £45,000. Responsible for processing income of over £500,000 per annum.
Material assets	<ul style="list-style-type: none"> • Stocks of printed promotional materials
Information and communication resources	<ul style="list-style-type: none"> • Responsible for maintaining accurate records of Gifts in Wills and In-memory gifts on fundraising database including marketing communications and estate administration • Provide content for relevant website pages and social media posts • Design of all Gift in Wills and In-memory materials
People management	Not applicable
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Chartered Institute of Fundraising codes of practice • Institute of Legacy Management guidance on legacy administration

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> • Educated to “A” level standard or equivalent • Full Driving License with access to own vehicle 	<ul style="list-style-type: none"> • Fundraising qualification or Marketing related qualification
Knowledge and Experience	<ul style="list-style-type: none"> • Proven application of sound and effective customer care skills including face to face, on the phone, social media and written communications • Experience of using databases and creating reports • Administration experience, ideally in a legal context • Well developed IT skills including Microsoft office 	<ul style="list-style-type: none"> • At least 2 years proven fundraising experience including individual giving • Using ThankQ database • Experience with marketing planning, content creation and evaluations
Key Skills and Abilities	<ul style="list-style-type: none"> • Proven communication skills, written, verbal and good numeracy skills • Ability to work within a diverse team and build excellent working relationships • Ability to manage personal deadlines and prioritise a demanding workload • Excellent attention to detail 	
Personal Attributes	<ul style="list-style-type: none"> • Sensitivity when dealing with recently bereaved individuals • Proactive and self-motivated with the ability to think creatively • Commitment to equality, diversity and inclusion and understanding of how it applies to own role • Empathy and interest in animals and their welfare 	<ul style="list-style-type: none"> • Pet owner
Other	<ul style="list-style-type: none"> • Willingness and ability to undertake occasional visits to external venues for training and to attend Raystede events which may involve some overnight stays and occasional work in the evenings and at weekends 	