**Raystede Centre for Animal Welfare**

**Job Description**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Head of Fundraising</th>
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<tbody>
<tr>
<td>Responsible to</td>
<td>Chief Executive</td>
</tr>
<tr>
<td>Hours of work</td>
<td>37.5 hours per week worked flexibly within the needs of the business. Some weekend and evening work will be required</td>
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<tr>
<td>Holidays</td>
<td>26 days per year plus bank holidays</td>
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<tr>
<td>Probationary period</td>
<td>6 months</td>
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<tr>
<td>Contract Type</td>
<td>Permanent</td>
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<tr>
<td>Salary</td>
<td>£40k-£45k</td>
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<tr>
<td>Location</td>
<td>Based at Raystede near Lewes, with regular remote/home working available</td>
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**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 Fundraising team develops income for Raystede through donations, regular giving, legacies, events, corporate support, community fundraising and Trusts. Fundraising staff work closely with marketing, commercial, education and animal welfare teams to support the charity’s wider objectives.

**Main Purpose of the role**

To inspire, and lead fundraising across the charity, raising income to agreed targets and preparing plans and long term fundraising strategy. Working as a member of the Senior Management Team, the Head of Fundraising will contribute to Raystede’s overall strategy and future plans.

**Key responsibilities**

- Develop and implement a fundraising strategy with agreed targets, cost ratios and milestones to meet the growing needs of Raystede, generating income from a range of fundraising streams and activities, for example, individual giving, major gifts including major appeals, community and events, legacies, trusts and corporate.
- Lead, manage and coach the fundraising team, developing work plans and providing training.
- Evaluate new sources of income and recommend where the charity can invest in new fundraising sources.

**Other responsibilities, for example:**

- Plan the development of a major donor programme.
- Identify opportunities for major appeals.
- Develop Trusts and Corporate fundraising as an income stream for Raystede.
• Oversee the development of an individual giving programme including donations, regular giving and long term donor development.
• Plan and develop a programme of personal contact and events for appropriate cultivation and stewardship, to engage supporters with Raystede’s work, and recruit new supporters at all levels.
• Oversee the legacy and in-memory marketing and administration programme, to achieve an increase in legacy pledgers and to manage and develop this important source of income.
• Personally manage Raystede’s fundraising relationship with a range of key supporters.
• Oversee the effective maintenance and development of Raystede’s fundraising database.
• Ensure that robust support systems and procedures are in place for an effective fundraising operation, to include recording income, managing restricted funds, Gift Aid processing, thanking donors and reporting back to funders as required.
• To keep abreast of charity and fundraising law and external developments, liaising with fundraising staff in other organisations, undertaking training, and ensuring compliance with GDPR, the Charities Act and the Institute of Fundraising’s Codes of Practice.
• Act as a spokesperson for Raystede and represent the charity at public events and presentations, presenting a positive and professional impression of Raystede at all times.
• Work closely with Communications & Marketing staff to ensure that fundraising is fully integrated with Raystede’s wider promotional activities.
• Work with the fundraising and marketing team to ensure that marketing is planned, delivered and evaluated for all fundraising activity.
• Work closely with the Head of Commercial operations to ensure that opportunities are maximised and integrated with fundraising where possible.
• Develop annual and long term budgets for the Fundraising team in accordance with Raystede’s budgeting cycle.
• Work to ensure that budgets are achieved and adjusted as necessary through regular review of income, re-forecasting and reporting significant variations.
• Take responsibility for the Fundraising team’s annual appraisals, supervision, training and development.
• Regularly review objectives and plans in the light of performance and changing environments.
• Build strong relationships with Trustees, volunteers and other key stakeholders including internal departments.
• Keep the Chief Executive up to date with key issues in this area and liaise on key decisions.
• Contribute to organisational strategy, growth and leadership as a member of the Senior Management Team.
• Work within the framework of Raystede as directed by the Chief Executive.
• Provide reports on Fundraising performance and plans at designated intervals, for internal meetings and Trustee Board meetings.
• To ensure that Raystede is promoted in line with its vision, mission, values and objectives in a professional manner at all times. To work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook
• Supervise key volunteers or interns as appropriate.

**Key working relationships**

Internal – Trustees, SMT, all staff and volunteers. Able to exercise internal persuasion on fundraising initiatives.

External – donors including major donors and key influencers. Visitors, the public, rehomers, corporate supporters and able to represent the charity externally, persuading people to give money. Significant contracts with suppliers and agencies to be negotiated.

**Scope & limits of authority**

**Decision making** – staff recruitment; creating a programme of fundraising activity and events; proposing fundraising strategy; cancelling an event; initiating a new project or change; agreeing specialist fundraising strategies eg. corporate fundraising, community etc; selecting suppliers.

Act as Duty Manager for the site according to the SMT/CEO rota. This includes occasional weekend working on site and taking responsibility for the operation of the site.
**Financial resources** – proposes and manages budgets for fundraising, including significant investment, currently spending £1m in next three years. Income targets for legacies at £0.5 to £1m per year and fundraising income doubling to over £1.5m over five years.

**Material resources** – literature and a wide range of fundraising materials.

**Information and communication resources** – responsible for maintaining and developing the fundraising database – including excellent record-keeping of donors and donations; analytical understanding of the database; email contact database; a wide range of promotional materials used externally for fundraising; agreeing presentations and content which represents Raystede externally.

**People management** – there is a growing team of 5-10 staff most of whom are specialists. There are three Managers and two other staff reporting in. There are up to 20 volunteers. Overseeing contractors including taking responsibility for the charity’s reputation when represented externally.

**Legal, regulatory and compliance responsibility** - responsible for high profile physical and reputational risks associated with mass participation events and fundraising marketing campaigns. Manage Health & Safety responsibilities and issues relating to Fundraising team and volunteer activity and events, on and off site. Manage data protection compliance of the fundraising database. Undertake risk assessments and other compliance on fundraising events and other activity. Ensure that all fundraising activity is covered by Raystede insurance policy and evaluate/recommend enhanced policies for high-risk activity. Ensure that all suppliers are sourced and managed in line with Raystede procurement policy and meet health and safety and insurance requirements. Ensure compliance with the Fundraising Regulator and Institute of Fundraising Standards.
## Person Specification
### Post Title: Head of Fundraising

<table>
<thead>
<tr>
<th>Education and Qualifications</th>
<th>Essential</th>
<th>Desirable</th>
<th>Method of Assessment/ Source of Information</th>
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<tbody>
<tr>
<td></td>
<td>• Fundraising qualification or evidence of training courses</td>
<td>• Member of the Institute of Fundraising</td>
<td>Application Certificates</td>
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### Knowledge and Experience
- At least 5 years experience of fundraising management.
- Experienced in developing fundraising strategies and plans.
- Experience of budget setting and management.
- Proven track record of personally raising funds and managing key relationships.
- Team, staff and volunteer management.
- Understanding of charity and related legislation and codes of practice.
- Working with and developing a CRM database.
- Experience of working in a measured and target based environment.
- Experience of sound record keeping and administration.
- Experience of public speaking and presentation.
- Empathy for and knowledge of the issues regarding domestic animals in an animal welfare charity.
- Experience of working in the animal care sector.
- Knowledge of Sussex, Kent & Surrey, and the local communities.
- Understanding of fundraising strategy for a regional charity.
- Experience of managing major appeals.

### Key Skills and Abilities
- Able to provide evidence of knowledge and past success in at least 4 of the following key areas: major donors, corporate, Trusts, individual giving, community fundraising, legacy promotion, in-memoriam giving, events, fundraising team leadership.
- Proven communication skills, written and oral.
- Confident and engaging public speaker.
- Strategic thinking and planning.
- Project management
- Analytical skills

### Key Skills and Abilities
- Application Interview
- Application Interview/ review of past charity written plans with appropriate permissions
- Strong IT skills including CRM databases, and MS Office applications.
- Able to interpret, produce and analyse financial data.
- Ability to manage personal deadlines and prioritise a demanding workload.
- Excellent attention to detail.

**Personal Attributes**

- Personable, sociable and people oriented.
- Proactive and self-motivated with the ability to think creatively.
- A positive outlook and a “can do” attitude.
- Dedication, commitment and tenacity.
- Empathy and understanding of the love for animals.
- A commitment to equal opportunities and anti-discriminatory practice.
- Change orientated approach to work.
- Ability to make decisions when dealing with often constant and conflicting demands on time.

- Pet owner.

**Application Interview**

**Other**

- To have a flexible approach to working hours.
- Availability of vehicle for work use and in possession of a current, clean driving licence.
- Flexibility of circumstances and willingness to visit national and regional venues for meetings. This may involve some overnight stays and occasional work in the evenings and at weekends.

You should be aware of the confidential nature of the some of the work carried out at Raystede, details of which must not be divulged to any unauthorised person.
This section is to make you aware of any health & safety related functions you may be expected to either perform or to which you may be exposed in relation to the post you are applying for. This information will help you if successful in your application identify any health-related condition which may impact on your ability to perform the job role, enabling us to support you in your employment by way of reasonable adjustments or workplace support.

<table>
<thead>
<tr>
<th>Function</th>
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<tbody>
<tr>
<td>Using display screen equipment</td>
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<tr>
<td>Working with children/vulnerable adults</td>
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<tr>
<td>Moving &amp; handling operations</td>
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<tr>
<td>Vocational driving, driving light goods vehicles, people carrying vehicles or forklift trucks</td>
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<tr>
<td>Lone Working</td>
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<td>Shift work</td>
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<tr>
<td>Night work</td>
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<tr>
<td>Climbing/Working at height</td>
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<tr>
<td>Working with hazardous substances, skin irritants, sensitisers, and/or with biological agents or chemical agents in a laboratory</td>
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<td>Working with dangerous machinery</td>
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<td>Exposure to noise and /or vibration</td>
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<td>Handling food</td>
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<tr>
<td>Exposure to blood /body fluids</td>
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<tr>
<td>Providing healthcare</td>
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