

## Raystede Centre for Animal Welfare



### Job Description

<b>Job Title:</b>	Individual Giving Fundraiser
<b>Responsible to:</b>	Individual and Community Giving Manager
<b>Location:</b>	Raystede Animal Welfare Centre, Ringmer.
<b>Grade:</b>	F

#### **Background information**

Raystede is one of Sussex's most recognised and loved charities, with a proud history of care, compassion, and community. We're entering an exciting new chapter, investing in our people, systems, and supporter relationships to secure our future.

Established in 1952, Raystede is a charity dedicated to giving animals a better life through rehoming, rehabilitation, and sanctuary care. We also support people with the knowledge and resources they need to treat animals with care and respect.

Animals are at the heart of everything we do, every day, we care for more than 400 animals, including cats, dogs, horses, rabbits, hens, and exotic birds. Our beautiful 43-acre site is open to visitors, offering a unique opportunity to see a working animal welfare centre in action. Our work would not be possible without our expert and dedicated team of staff, volunteers and supporters.

We rely on the generosity of our amazing supporters, and the Fundraising Team plays a crucial role in inspiring and nurturing that support, so we can be there for animals — today, tomorrow and for years to come.

You'll join a passionate, mission-driven Fundraising Team that cares deeply — about animals, our supporters and each other. We are building a sustainable fundraising programme that protects Raystede's legacy and scales its impact for generations to come.

#### **Main Purpose of the Role:**

As our **Individual Giving Fundraiser**, you'll lead the development and delivery of Raystede's individual giving programme — inspiring supporters to give, grow and stay with us.

You'll oversee regular giving, cash appeals and digital campaigns, ensuring our supporters have a joined-up, positive experience wherever they connect with us. With a strong focus on data and insight, you'll help us build lasting relationships and sustainable income to secure Raystede's future.

You'll also play a key part in developing a small team — supporting and motivating them to deliver brilliant, creative fundraising that truly connects people to our mission.

## **Key Responsibilities**

### **Strategy and Planning**

- Lead on implementing the Individual Giving strategy in line with Raystede’s fundraising and organisational goals.
- Lead annual planning, forecasting and performance monitoring for all Individual Giving income streams.
- Champion data-led decision-making, using insight to inform supporter segmentation, targeting and testing.
- Champion innovation and digital-first approaches in donor recruitment and stewardship.
- Build strong working relationships with colleagues across the organisation at all levels, adopting an encouraging a collaborative working approach.
- Foster a strong working relationship between Fundraising and Marketing to inspire high-performance and results orientated marketing.
- Champion a “One Raystede” collaborative approach.

### **Campaign Delivery**

- Project manages the delivery of multi-channel Individual Giving campaigns, including direct mail, digital and telephone fundraising.
- Ensure all Individual Giving campaigns, workflows and reporting remain on track, providing day to day oversight so the team consistently delivers against agreed KPIs and performance expectations.
- Maintain clear campaign schedules and timelines, ensuring the Individual Giving team and all tasks stay on track so campaigns progress to deadlines and launch on time.
- Oversee supporter journeys to ensure communications are timely, relevant and emotionally engaging.
- Work closely with the Marketing Team to align messaging and optimise conversion across digital channels.
- Lead creative development, briefing and evaluation for appeals and regular giving activity.
- Use storytelling to show impact and build loyalty.

### **Supporter Experience and Retention**

- Drive improvements to supporter retention, lifetime value and satisfaction.
- Oversee regular giving stewardship, delivery and reporting.
- Ensure all supporter interactions reflect Raystede’s values and brand.
- Embed a supporter-centric culture.

### **Data, Insights and Compliance**

- Oversee Individual Giving reporting and data selection, ensuring accuracy, timely delivery and continuous improvements that enhance analysis and supporter insights.
- Monitor campaign results and produce regular performance reports and recommendations.

- Ensure all activity complies with GDPR, Fundraising Regulator guidelines and Raystede policies.
- Lead on implementing and maintaining dashboards to monitor income and engagement, ensuring the Individual Giving team reports on time, uses insights effectively and takes timely action to optimise performance.
- Support connecting CRM and digital systems for a seamless experience.

### **Leadership and Collaboration**

- Line manage and develop the Individual Giving team, providing clear objectives, support and professional development opportunities.
- Contribute to the wider fundraising leadership group, helping to embed an integrated, collaborative approach across all income streams.
- Work closely with the Head of Fundraising and Individual and Community Giving Manager to support strategic projects, budgeting and long-term income planning.
- Proactively manage performance and wellbeing.
- Encourage creativity and shared problem solving.
- Build trust with supporters

### **Financial and Performance Management**

- Support budgeting and forecasting for managed income streams.
- Maintain oversight of all Individual Giving budgets, ensuring costs and income are accurately tracked, up to date and monitored throughout the year to support effective financial management and forecasting.
- Monitor performance monthly and produce accurate income reports and commentary.
- Analyse donor journeys and income trends to inform future planning.

### **Compliance and Risk**

- Ensure fundraising activities are fully compliant with GDPR and Fundraising Regulator standards.
- Identify and monitor risks related to data, events and donor communication, highlighting issues early and sharing relevant risks and mitigations with senior leadership to support informed decision making.

### **Key Working Relationships**

- Working in close collaboration with the Marketing Team and external agencies in the delivery of an integrated fundraising and marketing strategy that is driven by audience insights.
- Work in partnership with the Head of Marketing to ensure content is up to date, factually accurate, to manage reputational risk.
- Direct Reports - provide excellent line management, mentoring, training and development to the team, ensuring they have everything they need to achieve their individual goals.
- Fundraising Team – work closely with line manager and the Head of Fundraising to build an effective team dynamic with a shared common purpose and clear roles and agreed goals.

- Finance Team – work with the Finance Team to agree on timely and efficient processes between the departments that ensure all donations are banked, thanked and recorded correctly within 5 working days.
- External agencies and suppliers – manage several external agencies and contractors. Ensure that they are selected in line with the organisation’s policy and are well managed and able to deliver against the contract.
- Donors and supporters – ensure that a supporter can contact Raystede’s Fundraising Team easily and receive the best customer experience.

### **Scope and Accountability**

<b>Decision making and limits of authority</b>	<ul style="list-style-type: none"> <li>• With the Individual and Community Giving Manager develop strategies and plans, recommendations, processes and policies for the use of the fundraising database, to be signed off by the Head of Fundraising</li> <li>• Approve all new database processes</li> </ul>
<b>Financial resources</b>	<ul style="list-style-type: none"> <li>• With the Fundraising senior leadership support an income growth target of over £1million to more than £2million over five years with an investment budget of up to £500k per annum</li> <li>• Responsible for invoices for up to £500</li> <li>• With the Individual and Community Giving Manager oversee the direct debit collection process.</li> </ul>
<b>Material assets</b>	<ul style="list-style-type: none"> <li>• Responsible for fundraising promotional materials and leaflets, stocks and supplies</li> </ul>
<b>Information and communication resources</b>	<ul style="list-style-type: none"> <li>• Manage the fundraising database and ensure that the data of all our supporters is well managed within GDPR guidelines.</li> <li>• Responsible for ensuring that all data selection adheres to mailing preferences.</li> <li>• Management of the Donorbox product.</li> <li>• Support relevant sections of the website and social media (paid for and organic).</li> <li>• Responsible for producing promotional materials which could be distributed to 6,000 or more postal addresses.</li> <li>• Responsible for planning and setting up email campaigns on Mailchimp in collaboration with the Marketing Team.</li> <li>• Responsible for monitoring and evaluating email platform analytics, including surveys.</li> </ul>
<b>People management</b>	<p><i>Numbers of staff supervised or line managed (specific which) and volunteers supervised, or oversight of contractors</i></p> <ul style="list-style-type: none"> <li>• Up to 4 direct reports</li> <li>• Up to 5 office volunteers</li> <li>• Management of externals; CRM, face-to-face agency, database and consultants.</li> </ul>
<b>Legal, regulatory and compliance responsibility</b>	<p><i>Any requirement to ensure compliance (e.g. financial regulations, animal care regulations, health and safety, labour law, safeguarding)</i></p> <ul style="list-style-type: none"> <li>• Responsible for ensuring that the fundraising data remains GDPR compliant.</li> </ul>

## Person Specification

	Essential	Desirable
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or 3-to-five-year experience in Fundraising.</li> <li>• Experience managing or delivering supporter journeys, events, appeals and digital campaigns.</li> <li>• Good CRM and data handling ability.</li> </ul>	<ul style="list-style-type: none"> <li>• Database related qualification.</li> <li>• Chartered Institute of Fundraising award</li> <li>• Charity Digital Skills training.</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of Regular Giving products and campaigns in charities.</li> <li>• Knowledge and /or experience of fundraising and marketing, particularly digital marketing.</li> <li>• High level of competency in CRM software, fundraising data, e-marketing and social media platforms.</li> <li>• Experience of relational databases and of analysing and presenting data to make informed decisions.</li> <li>• Excellent budget management, planning and performance reporting skills.</li> <li>• Compassionate communicator with a supporter-first mind-set.</li> <li>• Up to date knowledge of charity law, fundraising regulations, standards and best practice.</li> <li>• A thorough knowledge of GDPR.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working on marketing campaigns and analysing results and impact.</li> <li>• Experience working within a data, customer order or payment processing team.</li> <li>• Experience of managing suppliers and agencies.</li> <li>• Knowledge of Sussex, Kent, Surrey and the local area.</li> <li>• Understanding of charity-related legislations and codes of practices.</li> </ul>
<b>Key Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Experienced small team leader</li> <li>• Proven track record of growing income.</li> <li>• Excellent project management, budget and forecasting management and resource control skills.</li> <li>• Persuasive communicator with the ability to present ideas and issues clearly and coherently.</li> <li>• Excellent judgement, including balancing short- and long-term priorities, focusing on key issues and balancing both opportunity and risk.</li> <li>• Highly proactive and effective at collaborating with others, building relationships and partnerships.</li> <li>• Demonstrable experience of using data insights to drive decision making.</li> <li>• Excellent communication skills, both written and verbal.</li> <li>• Used to working with others to solve complex problems.</li> </ul>	<ul style="list-style-type: none"> <li>• Confident communicator and who is at ease and skilled in representing and promoting an organisation.</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• You lead with compassion and authenticity, always having positive regard for your team, colleagues and people connected to the charity.</li> </ul>	<ul style="list-style-type: none"> <li>• Pet owner</li> </ul>

	<ul style="list-style-type: none"> <li>• You combine strong interpersonal skills with sound data-driven curiosity.</li> <li>• You understand that income growth comes from inspiring with impact and excellent relationship management.</li> <li>• Commitment to equality, diversity and inclusion and understanding of how it applies to own role.</li> <li>• Empathy and interest in animals and their welfare.</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Flexibility to work some pre-planned evenings and weekends, which will be recompensated with TOIL.</li> <li>• Availability of vehicle for work use and in possession of a current, clean driving licence.</li> </ul>	

## Raystede Centre for Animal Welfare

### Health & Safety Functions

This section is to make you aware of any health & safety related functions you may be expected to either perform or to which 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.

Using display screen equipment	<input type="checkbox"/>
Working with children/vulnerable adults	<input type="checkbox"/>
Moving & handling operations	<input type="checkbox"/>
Vocational driving, driving light goods vehicles, people carrying vehicles or forklift trucks	<input type="checkbox"/>
Lone Working	<input type="checkbox"/>
Shift work	<input type="checkbox"/>
Night work	<input type="checkbox"/>
Climbing/Working at height	<input type="checkbox"/>
Working with hazardous substances, skin irritants, sensitisers, and/or with biological agents or chemical agents	<input type="checkbox"/>
Working with dangerous machinery	<input type="checkbox"/>
Exposure to noise and /or vibration	<input type="checkbox"/>
Handling animal food	<input type="checkbox"/>
Exposure to blood /body fluids	<input type="checkbox"/>
Providing animal care	<input type="checkbox"/>

