

Raystede Centre for Animal Welfare



Job Description

Job Title:	Individual and Community Giving Manager
Responsible to:	Head of Fundraising
Location:	Raystede Animal Welfare Centre, Ringmer.
Grade:	G

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:

To lead the growth and transformation of Raystede's public fundraising programme — delivering significant, sustainable income growth to secure the charity's long-term future.

The Individual and Community Giving Manager will report to the Head of Fundraising, supporting the delivery of Raystede's five-year fundraising growth plan. The postholder will lead the strategic and operational delivery of Regular Giving, Community Fundraising, Events, Legacies and Database/Supporter Care. They will inspire and manage a high-performing team, grow sustainable income streams and ensure an excellent supporter experience across all touchpoints.

This role will ensure fundraising is fully integrated with animal welfare delivery, prevention and education, communications and visitor experience — creating a joined-up supporter experience that builds loyalty, value and long-term impact.

Key Responsibilities

1. Strategic Leadership

- Lead the implementation of the Public Fundraising Strategy, ensuring income growth and diversification across Regular Giving, Sponsorship, Friends of Raystede, Lottery, Appeals, Community, Events, In-memory, Legacy and Digital channels.
- Drive delivery against the five strategic objectives:
 - Diversify income
 - Grow supporter base
 - Increase supporter value
 - Create compelling communications
 - Set the team up for success
- Align all public fundraising with Raystede's organisational Theory of Change (Prevention, Support and Care goals), ensuring fundraising stories and propositions clearly link to impact.
- Develop multi-year growth plans and annual budgets with realistic ROI targets and phased investment.
- Deputise for the Head of Fundraising when required.

2. Income Generation and Product development

- Lead income growth through sustainable, unrestricted fundraising streams.
- Develop and grow Regular Giving supported by reactivation and upgrade programmes.
- Build and embed the Lottery products to attract and retain lower-level or lapsed donors.
- Strengthen and scale Sponsorship and Friends programmes through improved stewardship and digital journeys.
- Champion testing and innovation across new channels, including digital acquisition, paid social and peer-to-peer.
- Implement the legacy strategy, increasing pledges and income over time.
- Ensure legacy prospects and pledgers are dealt with the utmost sensitivity.
- Oversee the continued building of the in-memory programme at Raystede.
- Oversee the development and delivery of an annual calendar of fundraising events.
- Support local fundraising groups, schools and businesses with bespoke resources.
- Grow community income through DIY fundraisers, challenge events and volunteer-led initiatives.

3. Supporter Development and Experience

- Oversee design and delivery of integrated supporter journeys across all income streams, ensuring a consistent, emotionally engaging experience online, on-site and through campaigns.
- Lead stewardship and retention strategies that increase Lifetime Value (LTV), cross-sell between products and strengthen relationships over time.
- Implement feedback loops, surveys and storytelling to demonstrate donor impact and reinforce loyalty.
- Embed a culture of supporter care across all teams, ensuring every interaction reflects Raystede's values and purpose.
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4. Data, Insights and Performance

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- Lead the development of a data-driven fundraising culture — ensuring decisions, investments and campaigns are guided by insight and performance metrics.
- Oversee the CRM and to improve data capture, segmentation, automation and reporting.
- Introduce clear KPIs and dashboards to monitor income, acquisition, attrition, retention and ROI by product and channel.
- Drive continuous improvement through analysis of campaign results, benchmarking and insight sharing.
- Lead budgeting and forecasting for managed income streams.

5. Team Leadership and Capability Building

- Line manage and coach up to five direct reports, supporting a culture of collaboration, accountability and wellbeing.
- Build and lead a motivated, skilled and collaborative Fundraising Team with clear accountability and shared goals.
- Identify and address training needs, including digital fundraising, data literacy and stewardship excellence.
- Foster a culture of innovation, learning and confidence in “proudly asking” for support.
- Encourage cross-departmental working, ensuring all teams understand their role in income generation and supporter experience.
- Support recruitment and onboarding of new staff as the team grows.

6. Collaboration and Integration

- Work closely with Animal Welfare, Education & Prevention, Marketing and Visitor Engagement teams to embed fundraising messages and calls to action across all touchpoints.
- Partner with IT to deliver automation, improved online donation journeys and data integration.
- Collaborate with Finance to ensure accurate income forecasting, ROI modelling and reporting.
- Act as a visible ambassador for fundraising across the organisation, helping colleagues understand how every interaction supports sustainability.
- Collaborate with the Head of Marketing to ensure all content is accurate, current and on-brand.
- Collaborate with the Head of Fundraising to build a cohesive, high-performing team with shared goals.
- Ensure supporters can easily contact fundraising and receive excellent supporter care.

7. Governance Compliance and Risk

- Ensure all fundraising activities comply with the Fundraising Regulator’s Code of Practice, GDPR and internal policies.
- Embed data compliance and security as proactive, organisation-wide responsibilities.
- Work with internal stakeholders to maintain transparency, ethical fundraising and high levels of public trust.

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • With the Head of Fundraising develop strategies and plans for recommendations, processes and policies for the use of the fundraising database, to be signed off by the Head of Fundraising • Approve all new database processes
Financial resources	<ul style="list-style-type: none"> • Supporting an income growth target of over £1million to more than £2million over five years. • Responsible for an expenditure and investment budget of up to £500k per annum • Responsible for invoices for up to £1,000 • With the Head of Finance responsible for the direct debit collection process • The Head of Finance is responsible for the veracity of Gift Aid claim, working in this role.
Material assets	<ul style="list-style-type: none"> • Responsible for fundraising promotional materials and leaflets, stocks and supplies
Information and communication resources	<ul style="list-style-type: none"> • Responsible for the fundraising database and ensuring that the data of all our supporters is well managed within GDPR guidelines. • Responsible for ensuring that all data selection adheres to mailing preferences • Responsible for all digital donations/payment pages and related platforms. • Responsible for sections of the website and relevant social media (paid for and organic) • Responsible for producing promotional materials which could be distributed to 6,000 or more postal addresses. • Responsible for planning and setting up email campaigns on Mailchimp in collaboration with the Marketing Team. • Responsible for monitoring and evaluating email platform analytics, including surveys.
People management	<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"> • 5 direct reports • 6-7 team members • Up to 3 office volunteers • Management of externals; CRM, face-to-face agency, database and consultants.
Legal, regulatory and compliance responsibility	<p>Any requirement to ensure compliance (e.g. financial regulations, animal care regulations, health and safety, labour law, safeguarding)</p> <ul style="list-style-type: none"> • Responsible for ensuring that the fundraising data remains GDPR compliant. • The fundraising code of conduct is followed

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> Degree or 3 to 5 years Fundraising experience. Experience managing regular giving, supporter journeys, events and community fundraising, appeals and digital campaigns. Good CRM and data handling ability. 	<ul style="list-style-type: none"> Chartered Institute of Fundraising Award e.g Certificate in Fundraising Level 3 or Diploma Level 5. Certificates in Direct & Digital marketing, Data driven marketing or Email marketing. Charity Digital Skills training.
Key Skills and Abilities	<ul style="list-style-type: none"> Proven leadership and people management skills with experience of building teams. Proven track record of delivering income growth across multiple public fundraising streams Experience developing and implementing multi-year fundraising strategies. Understanding of supporter journeys, retention, and data-led decision-making. Financial acumen with experience managing budgets, ROI models, and KPIs. Excellent communicator and storyteller with the ability to inspire supporters and colleagues alike. Confident working cross-functionally and influencing senior stakeholders. Commitment to ethical fundraising and Raystede's vision for animal welfare. 	<ul style="list-style-type: none"> Experience in animal welfare or cause-led charities. Experience delivering digital acquisition and automation programmes. Understanding of audience insight and segmentation models. Knowledge of Sussex, Kent, Surrey.
Personal Attributes	<ul style="list-style-type: none"> Inspiring and empathetic leader who motivates others through clarity and passion. Strategic and analytical thinker who balances innovation with pragmatism. Confident decision-maker who thrives in a changing environment. 	<ul style="list-style-type: none"> Pet owner

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	<ul style="list-style-type: none">• Collaborative team player who values learning, trust, and openness.• Authentic communicator who champions Raystede's mission and values.	
Other	<ul style="list-style-type: none">• Flexibility to work some pre-planned evenings and weekends, which will be recompensated with TOIL.• Availability of vehicle for work use and in possession of a current, clean driving licence.	

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"/>