



Raystede Centre for Animal Welfare

Job Description

Job Title:	Corporate Fundraiser
Responsible to:	Fundraising Partnerships Manager
Location:	Raystede Animal Welfare Centre, with option for hybrid remote working
Hours of work:	37.5 hours per week worked flexibly within the needs of the business. Some evenings and weekend work may be required.
Holidays:	28 days per year including bank holidays
Probationary period:	6 months
Contract Type:	Permanent
Grade and Salary:	£24,125

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.

The Fundraising team generates income for Raystede through donations, legacies, events and many other sources and activities. The Corporate Fundraiser works with companies to develop corporate partnerships, fundraising activity and donations.

Main Purpose of the role:

- To secure financial and in-kind support from the corporate sector for Raystede.
- Develop long-term relationships with companies and senior business people for Raystede.
- Identify new potential corporate supporters and manage existing partnerships.
- Represent Raystede to a wide range of companies including at a senior level.
- Develop corporate fundraising opportunities for Raystede through targeted approaches, networking and presentations.
- Develop a range of corporate fundraising products and cultivation/engagement events for potential and engaged corporate supporters.

Key Tasks

Corporate fundraising

- Identify and build relationships with companies and employee groups to generate new income for Raystede.
- Manage existing partnerships and corporate supporter relationships.
- Represent Raystede to a wide range of companies and at a high level where necessary.
- Developing fundraising opportunities for Raystede from companies through targeted approaches, applications, networking and presentations.
- Develop individual relationship plans for companies; building relationships and maximising opportunities.
- Develop long term relationships for Raystede with the corporate sector in the South East.
- Regularly research and review the CSR programmes of companies in the Raystede area.
- Secure corporate sponsorship for major fundraising events organised by Raystede.
- Manage key corporate events such as Golf Days, networking receptions at Raystede and other venues.
- Negotiate mutually beneficial relationships including corporate promotions, in kind support and cause related marketing on behalf of Raystede.
- Develop a range of corporate fundraising products and work with the marketing team to produce supporting materials.
- Prepare corporate fundraising agreements and contracts where appropriate.
- Develop an inspiring communications programme to corporate supporters. Work with the marketing team to produce supporting materials tailored to a corporate audience.
- Create and manage the regular corporate e-news promoting Raystede and opportunities for corporate engagement.
- Prepare a plan to maximise funds from companies in the South East.
- Take responsibility for achieving set targets to deliver income from corporate supporters.
- Working closely with all staff at Raystede to identify corporate opportunities and create the approach most likely to succeed.

Raystede Corporate Volunteering scheme

- Promote and manage Raystede's on-site corporate volunteering scheme for employees.
- Liaise with other staff at Raystede to organise corporate volunteer groups to undertake work at Raystede.
- Ensure that all corporate volunteer groups have an inspiring day at Raystede.
- Identify new employers to take part in the Corporate Volunteering scheme.
- Build long-term relationships with companies taking part in the scheme and develop opportunities for further support of Raystede from the employees and the company.

Fundraising database

- Develop a good hands-on understanding of our fundraising database (Access ThankQ) and how donor details are stored and used.
- Accurately record key information and notes on the database and analyse prospects and supporters where necessary.
- Develop Raystede corporate supporter database.

Other

- Work closely with the whole fundraising team and especially with fundraisers working with Major Donors and Charitable Trusts to ensure all activity and messaging is integrated.
- Work closely with marketing & communications staff to align fundraising communications and general brand promotion.
- Prepare a corporate fundraising income and expenditure budget every year.
- Provide reports on performance of campaigns and activity and written plans at intervals, for internal meetings and to the Fundraising Partnerships Manager and/or Head of Fundraising.
- Supervise key volunteers as appropriate.

General

- At all times ensure and maintain a compassionate, professional and efficient public image for the charity.
- Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role.
- 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.
- Work within the policy framework of Raystede Centre for Animal Welfare and adhere to the terms laid out in the employee handbook.
- To support the wider aims of the charity and from time-to-time carry out other general duties as may reasonably be required by the Fundraising Partnerships Manager, Head of Fundraising, and/or Chief Executive.

Key Working Relationships

- **Fundraising Development Team** - work closely with colleagues in immediate team to share donor insights and prospect knowledge to maximise opportunities for Raystede. Contribute to the teams plans and strategy.
- **Fundraising Team** – contribute to the teams plans and update on corporate fundraising activity. Cross-selling and promotion of other fundraising areas or products, where appropriate.
- **Database Fundraising Manager** – work closely with the Database Fundraising Manager to ensure that donor data is captured, recorded and processed quickly, briefing a range of reports and KPIs to be set up.
- **Supporters and Donors** – relationship manager for a portfolio of corporate accounts, able to network, negotiate and influence at all levels from shop floor through to Health and Safety Executives, Sales and Marketing Directors and CEOs. Able to build complex partnership agreements, manage expectations and negotiate mutual benefits, PR and exposure and resolve conflicts. Manage the arrangements for Corporate Volunteering Activities.
- **Fundraising Volunteers** – supervise up to 5 volunteers.
- **Suppliers** – order materials from suppliers.
- **Marketing** – work closely with the Fundraising Partnerships Manager and the marketing team to produce marketing and promotional materials and planned community campaigns.
- **Finance** – work with finance to ensure timely issue of invoices and that payments are received on time; ensure correct coding of corporate income.

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • Prepare Corporate Fundraising plans and work with the Fundraising Partnerships Manager to develop the strategy. • Make complex decisions, committing to communication, brand, reputational or staffing resource support, whilst meeting with senior level corporate supporters and managing their expectations. • Able to resolve conflict and manage corporate partners expectations. • Able to credibly represent the charity, working with corporate partners at all levels.
Financial resources	<ul style="list-style-type: none"> • Responsible for an income target of up to £150k and an expenditure budget of up to £15k.
Material assets	<ul style="list-style-type: none"> • Stocks of promotional materials and branded t-shirts, banners and gazebos.
Information and communication resources	<ul style="list-style-type: none"> • Responsible for inputting data on to database. • Set up and agrees data processing, coding, report and KPI briefs with the Fundraising Database Manager. • Updates website and provides content for social media posts. • Works with marketing to produce materials and posters. • Writes individual presentations and communications, drafts partnership agreements and packages. • All marketing activity and mass communications are signed off by Head of Fundraising and Head of Marketing. • Able to persuade and influence people at senior levels to take action in support of Raystede.
People management	<ul style="list-style-type: none"> • Supervises up to 5 fundraising volunteers.
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Completes Risk Assessments for all corporate fundraising activity. • Manages and facilitates Corporate Volunteering Scheme, including risk assessments and insurance compliance. • Ensure that suppliers risk assessments, public liability insurance and health and safety measures are in place.

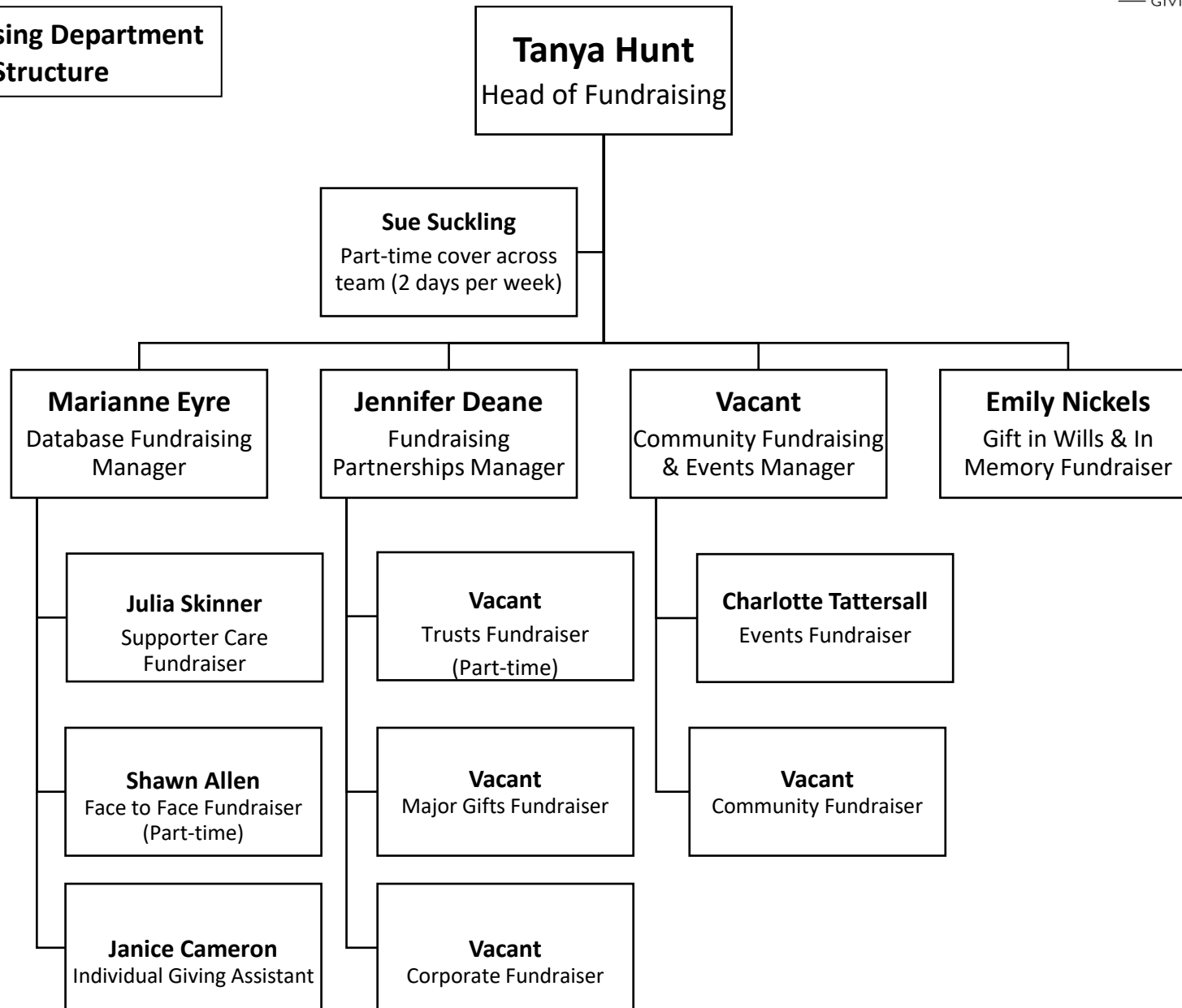
Person Specification

	Essential	Desirable
Education and Qualifications		
Knowledge and Experience	<ul style="list-style-type: none"> • Experience of working in fundraising, business development or marketing & sales roles. • Experience of account management. • Experience of making sales presentations. • Experience of meeting significant activity, business or income targets. • Understanding of charity related legislation and fundraising codes of practice. • Experience of good record keeping and administration. • Empathy for and knowledge of the issues regarding domestic animals in an animal welfare charity. 	<ul style="list-style-type: none"> • 2-3 years experience in a fundraising charity. • Has used a fundraising database. • Experience of working in the animal care sector. • Knowledge of Sussex, Kent & Surrey, and the local communities. • Good knowledge of data protection.
Key Skills and Abilities	<ul style="list-style-type: none"> • Strong negotiation and influencing skills. • Excellent written and presentation skills, communication skills (both oral and written). • Able to understand, target and communicate with key audience groups. • Excellent networking skills including online. • Good at identifying and pursuing opportunities. • Able to interpret financial information. • Strong organisational and administrative skills – able to plan and manage own time to meet goals and deadlines. • Able to reflect on and evaluate own work. • Target and results orientated. • Enjoys working with others and good at building working relationships with colleagues. • Good IT skills including CRM databases, and MS Office applications. 	<ul style="list-style-type: none"> • Project management skills
Personal Attributes	<ul style="list-style-type: none"> • Personable, sociable and people oriented. • Proactive and self-motivated with the ability to think creatively. • A positive outlook and a “can do” attitude. • Excellent attention to detail • Dedication, commitment and tenacity. • Empathy and understanding of the love for animals. • A commitment to equal opportunities and anti-discriminatory practice. 	<ul style="list-style-type: none"> • Pet owner
Other	<ul style="list-style-type: none"> • To have a flexible approach to working hours. • Availability of own vehicle for work use and in possession of a current, clean driving licence plus own insurance with cover for business. • 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. 	



RAYSTEDE
— GIVING ANIMALS A BETTER LIFE —

**Fundraising Department
Structure**



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	x
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	x
Shift work	<input type="checkbox"/>
Night work	x
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"/>