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| **Community Fundraiser Job Description**  |

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| **Job Title:** | Community Fundraising Officer |
| **Reporting to:** | Fundraising Manager |
|  **Responsible for:** | Raising funds, profile, and awareness across the branch area |
| **Location:** | Hybrid - office and home based |

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| **Job Purpose**: |
| To increase fundraising income from multiple sources using a range of fundraising methods and campaigns in your allocated branch area. Reporting to the Fundraising Manager, you will be responsible for raising the profile of the organisation, attracting new supporters and raising funds through events, appeals and supporter relationships. You will shape and develop your geographical area and local community to establish beneficial relationships for the RSPCA Halifax, Huddersfield, Bradford & District Branch and the work we do. |
| **About the Department and role:** |
| The RSPCA Halifax, Huddersfield, Bradford & District Branch is an independent, local branch of the RSPCA. Our Animal Centre cares for, rehabilitates, and finds homes for hundreds of cats, dogs and small animals each year. The RSPCA Halifax, Huddersfield, Bradford & District never put a healthy animal to sleep. The RSPCA Halifax, Huddersfield, Bradford & District Branch rehabilitates and rehomes approximately 400 animals each year.**Income** –Maximise all fundraising income streams and develop supporter relationships.**Events** – Plan and organise branch fundraising events, develop existing events and attend third party events. **Networking and the Community** – Work in the branch area to develop a network of support and collaboration with businesses, community groups and organisations to help strengthen our brand, image and reputation in the community.**Brand and Marketing** – Raise the branch profile and promote our brand at every opportunity.**Health and Safety** - Ensure that all the Branch Health & Safety requirements required by law are met.**Security**- Maintain security of the centre; including information about the animals, buildings, contents and data as required by the General Data Protection Regulations. |
| **Specific responsibilities** |
| **Income - Fundraising** * Deliver a range of fundraising activities across the branch area.
* Identify and follow up fundraising and promotional opportunities.
* Develop and nurture relationships with third party fundraisers, with the aim of maximising the funds they raise.
* Source and recruit new volunteers, with the aim to encourage volunteer supporter groups to raise funds.
* Develop and nurture relationships with potential funders and fundraisers e.g. local businesses, community groups and schools
* Work closely with colleagues to involve them in building relationships with supporters and in fundraising activities as required.
* Provide advice and support to any third party fundraising.
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| **Events*** Attend fundraising events as required, potentially in a wide range of locations requiring travel. This will involve some weekend work.
* Implement events fundraising strategy in order to increase income.
* Organise events as required, ensuring all branch events are professionally run and deliver our

set objectives.* Ensure individual events are planned and implemented with the efficiency of time and funds.
* Identify opportunities to establish new events and campaigns in allocated areas.
* Organise volunteer and outsourced support for events.
* Ensure risk assessment and event management plans are completed as required.
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| **Networking and the Community*** Represent the RSPCA Halifax, Huddersfield Bradford & District Branch in the community and play an active and visible role with volunteers, local media and other supporters.
* Attend regular networking events in allocated area, identify and develop supporters to establish and create fundraising opportunities with local organisations.
* Manage key community relationships and community partnerships with local businesses.
* Attend photo opportunities and ensure recognition and thanks to supporters - use media and social media coverage as appropriate to maximise impact.
* Seek out opportunities to promote the Branch in the community to develop awareness of our work and future plans.
* Act as an ambassador for our branch and build awareness of the benefits of fundraising for RSPCA Halifax, Huddersfield & District Branch and the animals we care for.
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| **General*** Attend and contribute to team meetings and training courses when required.
* Ensure the health and safety of participants and volunteers at all fundraising events and activities.
* Monitor, evaluate and report on all fundraising events and activities.
* Provide excellent donor care to supporters for all fundraising activities ensuring long lasting relationships.
* You will be expected to always produce work of a high standard and quality.
* You will have an in-depth knowledge of the branch and the National RSPCA to help communicate our goals and mission to supporters.
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**ES = Essential, D = Desirable, A = Application Form, I = Interview, E = Exercise/Practical Assessment**

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| **Person specification:** | **How assessed** |
| **Educational qualification, skills, experience and behaviours** | **ES** | **D** | **A** | **I** | **E** |
| A levels or higher |  |  | A |  |  |
| Animal Welfare & Management Diploma |  |  | A |  |  |
| Degree level or higher |  |  | A |  |  |
| Animal behaviour qualified |  |  | A |  |  |
| First aid Trained |  |  | A |  |  |
| **Skills and Knowledge** | **ES** | **D** | **A** | **I** | **E** |
| Experience in fundraising, preferably Community & Events, within a charity context. |  |  | A | I |  |
| A good understanding of community and event fundraiser motivations and requirements and the ability to translate this insight into compelling and attractive engagement opportunities |  |  | A | I |  |
| Excellent communication skills, both verbal and written, with an ability to use active listening skills, and write professionally and appropriately for a range of diverse audiences |  |  | A | I |  |
| Excellent interpersonal skills with the ability to build strong relationships |  |  |  | I |  |
| Excellent communication and interpersonal skills (verbal and written). |  |  | A | I | E |
| Experience of working with and recruiting volunteers |  |  | A | I |  |
| Strong organisational skills and performs work to an extremely high level of accuracy and professionalism. |  |  | A | I |  |
| Skilled in public relations |  |  | A | I |  |
| Good Presentation skills and public speaking |  |  | A | I | E |
| Good Planning, organisational and time management skills. |  |  |  | I |  |
| A positive and proactive attitude and willingness to work with members of the public, staff and volunteers. |  |  | A | I |  |
| IT literate and skilled in MS Office applications. |  |  | A | I | E |
| A good knowledge of animals specifically cats, dogs, ferrets and rabbits and their welfare requirements. |  |  | A | I |  |
| Experience of safely handling a range of different animal species, especially different dog breeds and behavioural characteristics. |  |  | A | I | E |
| Emotional resilience to manage the potentially emotional demands of the role |  |  | A | I | E |
| Full, clean manual UK driving licence and confident driving a variety of vehicles |  |  | A |  |  |