

National Animal Welfare Trust Job Description

- Title:** Centre Fundraising and Supporter Relations Officer
- Location:** NAWT Centre, Trindledown Farm, Great Shefford, Berkshire
- Salary:** £10.21 per hour (£19,909.50 per annum)
- Reports to:** Centre Manager (working closely with NAWT's central fundraising department)
- Hours:** 37.5 hours per week, to include working from home by prior agreement, and some weekends especially when events being held.
- Term:** Permanent (3 month probationary period)

Summary of role

As a Fundraising and Supporters Relations Officer, you will play a vital role at NAWT's Berkshire Centre. Your role will be to work with the centre manager and NAWT's central fundraising department, taking responsibility for developing, implementing and managing income generation activities, building local individual and corporate relationships to retain existing supporters and attract new ones, developing and growing a supporter database whilst promoting the centre and its work within the local community.

Duties and Responsibilities:

1. Income Generation Activities

- 1.1. To develop, implement and promote fundraising activities, ensuring that each activity maximises income from the resources and time expended. This will include centre and external events
- 1.2. To build a network of volunteer fundraising supporters to help at events or to run their own fundraising activities
- 1.3. To identify sources of external funding such as grants, trusts, retailer schemes etc. and write appropriate applications
- 1.4. To set up and manage a charity box collection round
- 1.5. To develop and maintain relationships with local businesses for support, either financially or to offer their services and equipment free of charge
- 1.6. To work alongside NAWT central fundraising department to implement and promote national fundraising activities in the local area

2. Supporter Relations

- 2.1. To build relationships with existing and new donors by maintaining contact through their preferred medium (phone, email or letter) with information relevant to them
- 2.2. To ensure thank you letters and phone calls are completed in a timely fashion
- 2.3. To organise special supporter events at the centre
- 2.4. To visit external groups such as the W.I, schools or retirement homes to promote the work of the centre and encourage visitors to the centre
- 2.5. To maintain the supporter database ensuring it is up to date and accurate at all times
- 2.6. Developing local community appeal letters to update supporters on the vital work being carried out at the centre

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3. Legacy Marketing

- 3.1. To promote legacies to existing donors as part of the relationship building
- 3.2. To develop relationships with local solicitors to make them aware that the centre is local and people can visit. Also to promote the Pet Care Card and legacy information

4. Sponsorship

- 4.1. To manage the Sponsorship programme to ensure a regular income to the Centre
- 4.2. To ensure all new Sponsorships and renewals are processed within the agreed time frame
- 4.3. To promote the Sponsorship programme within the Centre and at external events

5. Promote the Centre

- 5.1. To work with local media contacts to promote the events and activities at the Centre, as well as provide stories that may attract new donors and legacy givers
- 5.2. To provide information for the centre pages on the website and on Facebook
- 5.3. To provide regular and timely updates to Head Office on stories that could be included on Facebook, in Animate, on Twitter etc.
- 5.4. To update the Centre's wish lists
- 5.5. To develop relationships with local vets and pet supplies businesses to promote the centre in order to gain new donors or supporters

6. Other Duties

- 6.1. To attend internal meetings as requested
- 6.2. To attend relevant training and personal development opportunities in order to fulfil the requirements of the post
- 6.3. To adhere to all NAWT policies and procedures and assist the organisation in developing, implementing and monitoring them, including Equal Opportunities and Health & Safety policies
- 6.4. To carry out any other duties relevant to the post as directed by the Centre Manager, Supporter Relationship Manager or Board of Trustees.

EXPERIENCE AND SKILLS REQUIRED
Essential for the role
Excellent communication skills both verbal and written.
Relationship builder with excellent interpersonal skills
Some experience of managing events
Creative and imaginative and able to use your initiative
Must have a driving licence, be willing to drive a small van and travel within the local area
Experience of giving presentations and talks
Develop and prioritise your own workload and able to work to deadlines
Able to work independently and as part of a team. Very organised.
Able to delegate tasks whilst keeping overall responsibility for a project
Computer literate; Microsoft Word, Outlook and Excel
Empathy and enthusiasm for the aims of the NAWT
Desirable for the role but not essential
Fundraising experience
Knowledge of the local area
Media/Public Relations experience

THE PERSON

The successful candidate will be a hard-working, reliable, good humoured and confident 'people person'. They will have excellent interpersonal skills and be able to build effective relationships with lots of different groups of people. They will be able to communicate well be it face to face, on the phone or in writing and have an empathy with the aims of the Trust. They will have an organised approach to their work, and will be able to use their own initiative and work unsupervised. A uniform is provided and must be worn during working hours.

Please note there is no public transport to the centre so the candidate must have their own transport.