

## **National Animal Welfare Trust Job Description**

Title:	<b>Fundraising &amp; Supporter Relationship Manager (Maternity Cover)</b>
Location:	<b>Watford Head Office, some remote working possible</b>
Salary:	<b>£32,250 per annum</b>
Hours:	<b>35 hours per week. A flexible working pattern would be considered for the right candidate.</b>
Term:	<b>Covering a period of maternity leave of 10 months, with the possibility of being extended to 12 months (3 months probationary period)</b>
Reports to:	<b>Chief Executive</b>
Direct Reports:	<b>3</b>

### **Purpose of the post:**

- To develop sustainable income streams to support the legacy income to help ensure the financial security of the Trust in the short, medium and long term
- To build relationships with existing and new donors
- To provide support to the Centre fundraising activities as required
- To further develop brand awareness for the charity across a variety of online and offline marketing channels

### **Duties and Responsibilities:**

#### **1. Fundraising**

- 1.1. Develop new streams of sustainable income.
- 1.2. Manage the charity's annual Christmas Challenge matched funding campaign with the Big Give.
- 1.3. Develop and coordinate the marketing campaigns to support fundraising initiatives.
- 1.4. Conduct risk analyses and balance time-cost ratios to focus effort on the most appropriate fundraising activities with the highest chance of success.
- 1.5. Manage and develop the Fundraising Assistant, overseeing their workload and providing support with their projects where required.
- 1.6. Recruit, manage and motivate central fundraising volunteers as required, and ensure all of NAWT's places in Challenge Events for the year are sold.

#### **2. Supporter Relationships**

- 2.1. Develop and implement a strategy for individual donor recruitment and development.
- 2.2. Identify high net worth individuals and develop successful relationships with them.
- 2.3. Inspire new supporters to raise money, whilst maintaining and developing relationships with existing supporters.
- 2.4. Keep a log of interactions with supporters within the database to further strengthen ongoing relationships with every donor.

## **National Animal Welfare Trust Job Description**

### **3. Appeals and Grant Applications**

- 3.1. Increase funds by researching and targeting charitable trusts whose criteria match the charity's aims and activities.
- 3.2. Work with Centre Managers to develop budgets and project plans for activities that require funding. Support them with funding applications where necessary.
- 3.3. Keep a log of funding applications sent and monies received, alongside a calendar of next steps to build a rapport with every funder and supply them with the necessary information in a timely manner.
- 3.4. Write four fundraising appeals per year to send via email and direct mail to a wide range of current and potential donors.
- 3.5. Write 'thank you' messages for every appeal and use the fundraising database to capture the data of each individual donor.
- 3.6. Apply for grants and other sources of funding
- 3.7. Liaise with the Centre teams to collect stories and write case studies for use in applications.

### **4. Supporting Centre Activity**

- 4.1. Work with the Centre Managers to devise local fundraising plans
- 4.2. Offer weekly support to the Supporter Relations Officers at every centre via telephone or video calls.
- 4.3. Proof read funding applications for the Supporter Relations Officers.
- 4.4. Help the centres to set up Just Giving appeals when appropriate.
- 4.5. Act as the main port of call for all fundraising related enquiries from across the charity.

### **5. Administration**

- 5.1. Ensure that administrative tasks such as, managing budgets, gathering data, preparing reports, database management and clerical work are carried out to meet the charity's needs.
- 5.2. Keep a month-by-month log of fundraised income to monitor progress against plan, and adjust the plan as needed.
- 5.3. Analyse campaign results and advise the finance team when funding has to be distributed to centres.
- 5.4. Ensure all new starters to the fundraising team take the Raiser's Edge training courses and learn to use the database effectively, offering support where needed.
- 5.5. Produce annual budgets for income generation and fundraising and marketing expenditure to feed into the overall annual budget for the Trust.

### **6. Marketing**

- 6.1. With the support of the Marketing Assistant, ensure the NAWT blog remains active with regular articles.
- 6.2. Write press releases to accompany fundraising and marketing campaigns, which local or national press might be interested in.
- 6.3. Maintain an email marketing calendar to ensure that supporters receive at least one email update per month, and that new subscribers are welcomed when they join.
- 6.4. Manage all online and offline advertising for the charity.

## National Animal Welfare Trust Job Description

- 6.5. Keep a log of all marketing and advertising expenditure.
- 6.6. Represent NAWT on the multi-charity Dogs Die in Hot Cars Campaign group.
- 6.7. Assist the PR Consultant in writing articles for Animate, the charity's bi-annual supporter magazine, when required.
- 6.8. Oversee the running of the social media accounts to ensure the team are keeping them active and relevant.
- 6.9. Develop creative concepts to support fundraising campaigns.
- 6.10. Regularly update the NAWT.org.uk home page to coincide with the latest fundraising or marketing campaign.
- 6.11. Liaise with the external web developer on ongoing platform improvements.
- 6.12. Write copy for new or refreshed marketing materials.
- 6.13. Oversee the design of all online and offline content the charity puts out.
- 6.14. Manage and develop the Marketing Assistant, overseeing their workload and offering support with their projects when required.

### 7. Other Duties

- 7.1. Attend any Team and other internal meetings as requested
- 7.2. Attend relevant training and personal development opportunities in order to fulfil the requirements of the post
- 7.3. Adhere to all NAWT policies and procedures including Equal Opportunities and Health & Safety policies
- 7.4. Carry out any other duties relevant to the post as directed by the Chief Executive, Senior Managers or Board of Trustees

<b>PERSON SPECIFICATION</b>		
<b>Experience / Skills</b>	<b>Desirable</b>	<b>Essential</b>
Good track record of fundraising and supporter relationship experience		Yes
An ability to organise your workload		Yes
Excellent written communication skills		Yes
Excellent verbal communication skills with some influencing skills		Yes
A flexible approach to cope with a varied and demanding workload		Yes
Willing to work within a small team with limited administrative back up		Yes
IT skills to include Microsoft Word and Outlook		Yes
The ability work on your own and as part of a team		Yes

<b>THE PERSON</b>
The successful candidate will be a self-starter who is confident using their own initiative. They will be a creative thinker who is always looking for innovative ideas. They will have excellent interpersonal skills, an investigative nature and an eye for detail. They will be comfortable working on their own and prioritising their workload to meet deadlines. They will be able to create strong relationships with all types of people.