



Bristol and District Branch
Registered charity number 205858

ROLE OVERVIEW and HOW TO APPLY

The Fundraising and Communications Manager plays a crucial role in leading the development and delivery of activities to support our work for vulnerable animals in Bristol. With a full time professional team of three officers and committed volunteer support the role has primary responsibility for generating the resources and support to meet our strategic business plan objectives and related income targets.

This is a particularly exciting time to be joining our organisation as we complete a period of planned research and investment in our Fundraising and Communications Team. As a result, we now have a state of the art contact management system, a new website and a new brand that will be launched across Bristol on the 22nd of January this year.

The focus for this role in 2018 will be to use our new resources to raise awareness of and increase support for our cause. Current activities including Community Fundraising and Regular Giving have stretching targets to achieve while contacts with Corporate supporters must be developed into new relationships and income opportunities. In addition, there is vital work to engage more people with our cause online, at events and in the media.

There is potential for this role to be delivered on a flexible basis.

HOW TO APPLY:

Send a copy of your CV with a cover letter setting out your reason(s) for applying and how your skills and experience will enable you to succeed in this role (with clear reference to the Key Areas of Responsibility set out in the Job Description below).

Your application can be emailed to info@rspca-bristol.org.uk or posted or delivered for the attention of D Heal at 48 Albert Road, St Philips, Bristol BS2 0XA. Please mark your email/envelope 'Confidential - FR&C'

The closing date for applications will be Monday 29th January at 12.00pm with shortlisting on the 30th, **please ensure your letter includes clear contact details (phone or email) for the 30th.**

Interviews will be held at our Albert Road office on the 1st February, **please indicate in your letter whether you can be available on this date.**

RSPCA Bristol and District Branch

Job Description

Job Title:	Fundraising and Communications Manager (Maternity Cover)
Location:	RSPCA Bristol & District Branch office, Bristol
Line manager:	CEO
Responsible for:	Fundraising Officer x 2, Communications Officer, Volunteer Support Officer (PT - to be recruited), Charity Shop Manager (Shop team x 3)
Key relationships:	Trustees, Senior Management Team colleagues and senior staff in other teams, fundraising volunteers
Job Purpose:	<p>To lead fundraising and communications activities including retail operations working with the CEO to implement strategies to increase individual and corporate support for the charities.</p> <p>To implement the rebrand of the charities and raise the new profile with key audiences and the general public within the wider Bristol area.</p>

Key areas of responsibility

1. Strategy - production, implementation and value assessment
2. Corporate support - develop and manage programme of sustained giving
3. Regular giving and community fundraising - sustaining and growing current levels
4. Trusts and Foundations - increase levels of restricted funds to support key programmes/staff
5. Compliance
6. Retail operations
7. Communications and marketing
8. Volunteer support

Strategy

In close liaison with the CEO drive forward organisational fundraising and communications strategies to support delivery of Business Plan objectives

- Manage the work of the Fundraising Team to achieve budgeted income growth targets across agreed activities
- Ensure all fundraising and marketing initiatives are planned and evaluated effectively to ensure resources are focussed on activities delivering best return on investment

Lead the work of the Fundraising Officers across the following areas:

A Regular Giving

- Develop cost effective supporter recruitment initiatives that grow sustained income and numbers of supporters
- Ensure best use of new database in development of donor relationships to:
 - Map and implement 'supporter development journey'
 - Build responsive relationships to increase lifetime value and retention strategies that secure long term support
 - Identify key groups of supporters willing to invest in animal welfare projects

B Corporate support

- Develop and implement a programme of activities to develop new and existing corporate support: including prospect development and identifying activities likely to provide the best return on investment within the capacity of the organisation to deliver

- Develop cases for support in consultation with Clinic and Animal Home colleagues
- Review viability of option for regular giving from tiered corporate support programme
- Identify targeted corporate donation and sponsorship opportunities for events and capital projects

C Community Fundraising

- Oversee the development and management of Community Fundraising ‘offers’ and resources
- Build a programme of Community Fundraising events and activities for delivery by volunteers

D Trust and Foundation fundraising

- Work with Sr Management Team colleagues to plan and secure support for corporate events/engagement activities and grant application proposals
- Oversee and contribute to the preparation, writing and presentation of costed grant applications

Compliance

In close liaison with the CEO, to be responsible for ensuring all fundraising, retail, communications and marketing activities involving staff, volunteers and other supporters are compliant with current charity / fundraising and data processing legislation:

- Lead compliance on GDPR for fundraising and communications activities and support the CEO in delivering compliance with GDPR
- Support the CEO in the development of safeguarding policies as they apply to fundraising and communications (including events)
- Ensure all fundraising activities comply with HMRC and other financial authority requirements including Gift Aid
- Ensure all Health and Safety Policy requirements are met for fundraising activities and events

Retail operations and development

- Oversee management of the retail staff and volunteer team including the assessment of training needs and provision of appropriate training and support
- Work with the CEO and Trustees to review options for improving Rol on retail operations

Marketing

Work with the CEO and Sr Management Team to research, develop and implement appropriate branding for the organisation:

- Implement chosen brand (including key messages) across the organisation ensuring correct use by all staff and volunteers
- Develop opportunities throughout 2018 to raise organisational profile through branded activities including social media and corporate partnerships

Communications

This role has overall responsibility for management of Communications, including promotion of our new brand and final authorisation of text/design for projects/promotions/press.

Responsibility will largely be delivered through providing support and oversight for the Communications Officer who acts as first point of contact for media and has day-to-day responsibility for coordination and delivery of Communications across the organisation.

Together you will ensure that:

- Communications support delivery of the fundraising strategy, and raise awareness of and support for the charity and brand with the public, key audiences and supporters
- Regular planning takes place to produce content for key media initiatives, campaigns, position statements and press releases for the organisation; produce annual communications plan and update quarterly

- Plans are implemented to maximise effective use of contributions for social media and website
- Strong, effective relations are built with external media including liaison with national RSPCA

Volunteer support and development

- Recruit and support new volunteer coordinator role to lead management and motivation of volunteers (including fundraising volunteers) ensuring they understand and comply fully with legal and organisational rules, policies and procedures
- Work closely with Sr Management Team colleagues to enable the coordinator role and Animal Home Volunteer Coordinator to develop and support good standards of volunteer management across the organisation

Management

- Manage, develop and motivate the Fundraising and Communications Team to perform to a high standard, conducting regular team, one-to-one and annual appraisal meetings to review performance, achievement of targets and development needs
- Secure the highest standards of customer service by all members of the Team and take lead in enabling other public facing teams to do the same
- Set and manage budgeted income and expenditure including reporting on variances, Rol
- Prepare and present quarterly performance reports to the CEO and Trustees
- As a member of the Senior Management Team support the CEO in delivery of strategic business plan objectives
- Undertake such other reasonable duties as the CEO may require

Person Specification

Essential

- At least 5 years successful fundraising experience working to achieve agreed income targets
- At least 3 years proven line management experience leading and motivating teams (staff or volunteers)
- Proven experience of budget management and performance reporting
- Good understanding of charity retail operations
- Proven experience of compliance (including Fundraising Regulator Code of Fundraising Practice and requirements of the Data Protection Act 1998/GDPR)
- Excellent verbal and written communication and 'people' skills
- Experience of Community Fundraising and events
- Strong understanding of use of donor databases/CMS in support of fundraising objectives
- Demonstrable decision making and problem solving skills
- Good organisational and time management skills and the ability to prioritise workloads.
- Willingness to work occasional weekends and evenings as required
- Competent IT skills, including the use of Microsoft office applications
- Understanding of RSPCA values and agreement with Animal Welfare policies of the RSPCA and Bristol Dogs Home

Desirable

- Degree level or equivalent qualifications in communications and/or fundraising
- Specific experience of developing corporate prospects and sponsors
- Experience of managing charity shops
- Experience of brand management
- Experience of working with volunteers to raise funds and awareness
- Experience and knowledge of issues affecting the voluntary sector

Salary and Hours of Work

Salary: £32,000 - 34,500 p/a DOE

Hours: 9.00 - 5.00, Monday - Friday with additional time required eg for events, Trustee meetings *etc.*

Benefits

Annual leave: 20 days/pa (additional day/year up to 27 days/pa) + Bank Holidays

Pension: 10% of annual salary (upon successful completion of probation period)

- Free eye tests and contribution to prescriptions
- Support for training relevant to this role
- Free Employee Assistance advice line
- Time off in lieu (agreed in advance with line manager)

There is potential for this role to be delivered on a flexible basis

As the nature of this position involves responsibility for public money as well as daily access to sensitive financial and personal information the successful candidate will be required to provide a Basic Disclosure Scotland check the fee for which will be reimbursed. Having a criminal record will not necessarily bar any individual from working with the Branch. This will depend on the nature of the position and the circumstances and background of the offences.



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ABOUT US

Who we are

The Bristol Dogs and Cats Home and the Bristol & District Branch of the RSPCA are linked charities committed to preventing cruelty and promoting kindness to animals. We aim to reduce animal suffering and increase animal well-being as much as possible through our activities. Through the work of our animal Home and veterinary Clinic we rescue, rehabilitate and provide a rehoming service for nearly 2,000 animals every year.

How we deliver our charitable objectives

- **Our animal Home** provides care, shelter and a re-homing service for stray, abandoned and unwanted companion animals. As well as dogs and cats, the Home rescues rabbits, ferrets, and all other small domestic mammals, exotics and birds - we work tirelessly to give these animals the new life they deserve in a caring home, free from pain and neglect.
- **Our Clinic** is the biggest RSPCA branch veterinary clinic in the country, providing vital treatment for lost, sick and injured animals, 24 hours a day, 365 days a year. We also provide subsidised veterinary treatment for pets whose owners are on a low income and a first aid centre for wildlife casualties.
- **Helping people learn about animal welfare** is fundamental to our aims. We aim to increase public understanding and awareness of good pet ownership and other animal welfare issues through our school visits programme and campaigns. In particular, we promote neutering as the cornerstone of our campaign to reduce the number of unwanted pets.
- **Supporting the work of the National RSPCA** - we work closely with local RSPCA Inspectors and other RSPCA animal centres to rescue and rehabilitate animals that have suffered cruelty or neglect. Our animal Home is licensed by the RSPCA and we support a wide range of National RSPCA campaigns.

How we are funded

We are an independent charity and receive no financial support from the National RSPCA, Government or Lottery. With so many animals to care for our annual running costs exceed £2 million. We therefore rely entirely on generous support from our local community through donations, legacies, collections and fundraising events.

How we are organised

The Bristol and District Branch of the RSPCA is governed by a voluntary Board of Trustees. The same people are also the Directors of The Bristol Dogs and Cats Home Trust, the corporate trustee of The Bristol Dogs and Cats Home and a company limited by guarantee.

Our staff team is largely based at our premises on Albert Road, St Philips Marsh with the exception of our retail team at our shop at 86, East Street Bedminster. We employ 60+ members of staff supported by a strong volunteer team. Day to day management of our operations is led by our CEO and Senior Management Team of 5 - Animal Home Manager, Finance Manager, General Manager, Veterinary Manager and Fundraising and Communications Manager.