



Edinburgh

**Dog
&
Cat**

Home

Public Fundraising Manager

Full Time, Permanent Role

Application Pack





WHO WE ARE

Here at Edinburgh Dog and Cat Home, we strive to make sure that every pet has the loving home it deserves, and we get our claws into our cause.

OUR MISSION

When a pet is part of the family and already has a loving home, we want to keep them there whenever possible. But sometimes, caring for dogs and cats means coming to the Home and finding a new loving family is best for them.

We're here to help pet owners, for when circumstances have changed through our Pet Foodbanks, by offering training or through raising awareness of issues for pets to deliver lasting change. Our priority is to help keep families together and be there when people and animals are in need.

We're a small but dedicated team united by our unconditional love of animals and our dedication towards their care, whatever it takes!



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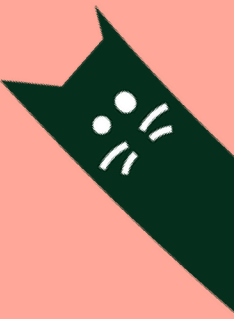
Home

ROLE DESCRIPTION

PURPOSE OF THE ROLE

Leading a high performing public fundraising team to reach and grow income and opportunities delivering excellent engagement and supporter care.

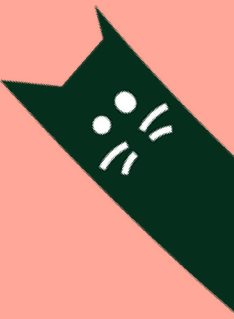
KEY RESPONSIBILITIES



INDIVIDUAL GIVING PROGRAMME

- **Develop and implement a programme for growth, shaping and overseeing regular individual giving schemes for the Home.**
- **Lead on the development of fundraising campaigns and initiatives for the Home across the year including annual appeals, digital challenges, crowdfunding, lottery and shop and support initiatives.**
- **Manage the telephone fundraising function, working with agencies and the in-house team to support all fundraising income streams, excellent donor stewardship and income generation.**
- **Ensure excellent relationship management and oversee implementation of effective supporter journeys which promote engagement and retention.**

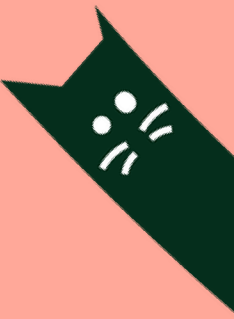
KEY RESPONSIBILITIES



STRATEGY DEVELOPMENT AND EXECUTION

- Work with the Head of Income and Engagement, and fundraising colleagues, contribute to the ongoing development of The Home's fundraising strategy and integrated growth plan to diversify and grow sources of income.
- Work with the Head of Income and Engagement, Finance Manager and colleagues to ensure funding needs are identified, developing compelling cases for support channeled to the Home's greatest needs.
- Provide insight into individual giving and community fundraising trends to develop new fundraising opportunities for the Home.

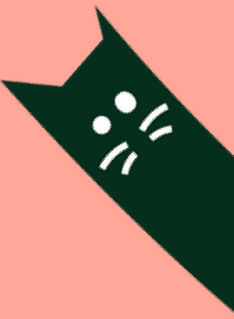
KEY RESPONSIBILITIES



ENGAGEMENT AND COLLABORATION

- **Build and maintain excellent relationships with supporters, other charities, agencies, suppliers and supporters of the Home.**
- **Work collaboratively with the Marketing and Communications teams to drive forward the integrated growth plan to engage prospective, new and existing supporters in the work of The Home.**
- **Work with the Volunteer Co-Ordinator to recruit, train and manage fundraising volunteers to drive impact.**
- **Contribute to The Home's newsletter and email marketing to ensure fundraising activities and support are aligned with strategy and being represented accurately and consistently.**

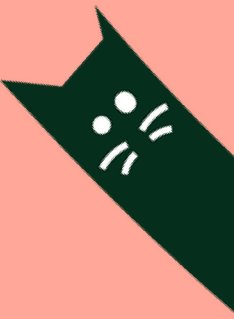
KEY RESPONSIBILITIES



MANAGEMENT

- Provide line management, guidance, support and direction to the team and volunteers, ensuring all fundraising activities and events are run professionally and meet agreed KPIs.
- Hold regular one-to-one support meetings with direct reports ensuring to provide direction and feedback and allowing a safe space for new ideas and creativity.
- Identify training and support needs, plan and deliver to develop the team's expertise and approach.

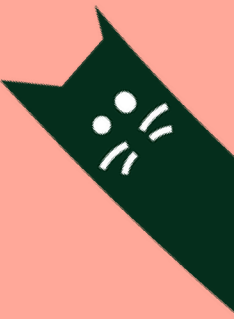
KEY RESPONSIBILITIES



REPORTING, MONITORING AND BUDGETING

- Meet agreed KPIs and income targets, providing regular reports on key activities for the month and the performance against income streams, developing mitigation plans for income at risk.
- Devise an annual budget, ensuring all activities achieve a good return on investment, aligned with sector benchmarks, and delivered within budget and achieve target income.
- Utilise effective recording systems for information, monitoring and evaluating all fundraising activities.

KEY RESPONSIBILITIES



ADMINISTRATION

- Create a suite of operational procedures to support the fundraising administration and ensure consistent and high-quality supporter journeys to maximise all income streams for the Home.
- Ensure CRM, Teams and other key administration and project management programmes are deployed, according to best practice to ensure key data and projects are recorded in an accurate and timely manner.
- Ensure that all fundraising activities fall within current data protection legislation and sector best practice guidance, including the Code of Fundraising Practice sharing knowledge with colleagues as appropriate.

PERSON SPECIFICATION

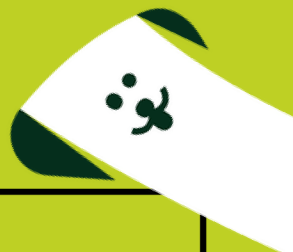


ANIMAL WELFARE

You will have occasional contact with animals and pet owners who use our services as part of your role, so you must feel comfortable working with dogs and cats and have an understanding of and empathy for animal welfare and tackling pet poverty.

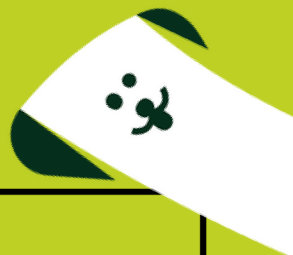
	ESSENTIAL	DESIRABLE
EDUCATION		Fundraising qualification (certificate or diploma in fundraising).
EXPERIENCE	<p>At least two years' experience within a related fundraising role within the third sector.</p> <p>Experience in developing and executing a fundraising strategy.</p> <p>Line management experience.</p> <p>Experience of working with a CRM system.</p> <p>Compelling propositions and cases for support to generate income, and the preparation of impact reports.</p>	Experience in animal welfare related fundraising.

PERSON SPECIFICATION



	ESSENTIAL	DESIRABLE
	<p>Managing and developing budgets.</p> <p>Experience of working to, and commitment to, achieving financial targets.</p>	
SKILLS AND KNOWLEDGE	<p>Exceptional communicating skills, both written and verbal.</p> <p>Knowledge of how to plan and implement successful supporter journeys</p> <p>Strong experience in presenting, negotiating, networking and influencing.</p> <p>Outstanding organisational and project management skills.</p>	<p>Experience in using project management systems.</p>

PERSON SPECIFICATION



	ESSENTIAL	DESIRABLE
PERSONAL ATTRIBUTES	<p>Values led and focused on positive long-term partnerships and stewardship which furthers the Home's mission.</p> <p>Driven by ambition to build partnerships that deliver impact and income.</p> <p>Team player, but with ability to work independently.</p> <p>Confident, outgoing, approachable and positive.</p>	<p>Interest in the welfare of dogs and cats.</p>
OTHER REQUIREMENTS	<p>Fully computer literate with all Microsoft packages.</p> <p>Willingness to travel regularly to meetings and conferences with occasional evening working and overnight stays.</p>	<p>Full driving licence with access to own car.</p>

Role: Public Fundraising Manager

Reporting to: Head of Income and Engagement

Location: Hybrid - in person meetings and supporter events where required.

Starting Salary: £36,750- £40,000

35 hours per week (including some out-of-hours and weekends). Flexible working options available.

Staff Benefits:

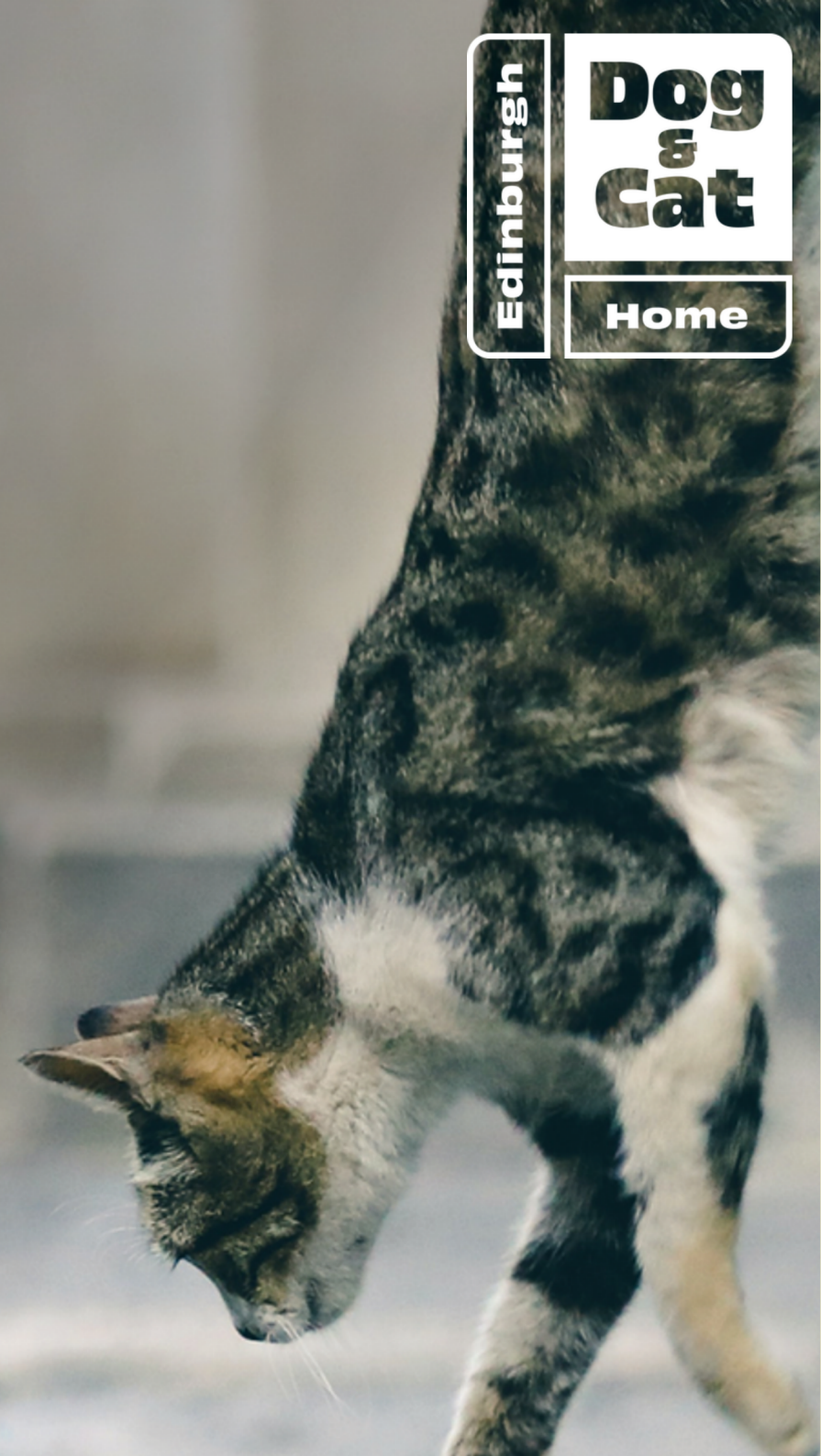
- Enhanced holiday + bank holidays, increasing with length of service
- Generous pension scheme
- Life Insurance
- Enhanced parental leave
- Employee Assistant Programme
- Staff wellbeing programme
- Winter flu vaccinations
- Uniform allowance
- Social team events
- Discounted pet insurance
- Charity worker discounts

+Many more

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HOW TO APPLY

Submit your CV and a covering letter to recruitment@edch.org.uk by Monday 13th April 2026 at midday.

Interviews will likely be held the week beginning Monday 20th April.