

Edinburgh

**Dog
&
Cat**

Home

Public Fundraising Manager

Full Time, Fixed Term

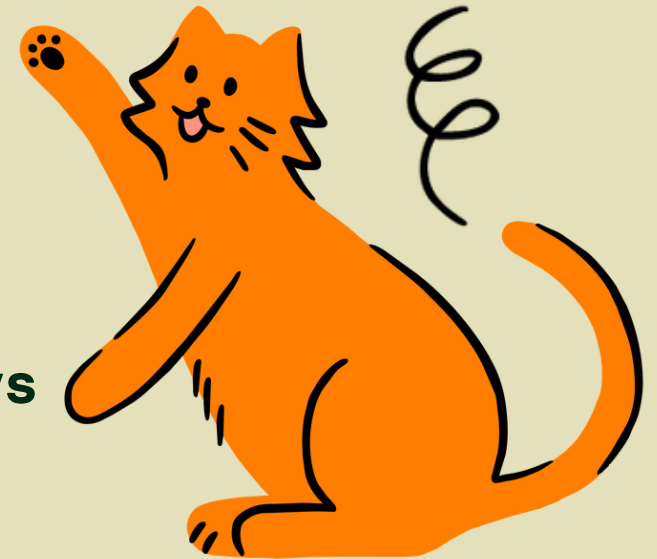
Contract (13 months)

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

We protect loving homes, we find loving homes and we provide a loving home.

Edinburgh Dog and Cat Home supports pet owners and cares for dogs and cats in communities in Edinburgh and beyond. We are a safe place for pets in need, supporting owners facing tough times, and providing love, training and veterinary treatment for the animals in our care. As a trusted expert, we work hard to find each dog and cat their new family and a loving home for life.

Our Values

They guide us every day, as individuals, as a team and in our support for pets, people and communities.



Compassionate

We are caring, respectful and authentic. We listen and act without judgement, providing advice, education and support. The biggest challenges take the biggest hearts, and ours are boundless.

Courageous

We are ambitious, dedicated and progressive. We champion important animal welfare issues. We always strive to do our best for the dogs and cats in our community and in our care.

Collaborative

We are open, approachable and value the experiences of others. We partner to deliver effective solutions and grow our impact. We are passionate about learning and development to advance our expertise, and we contribute to the wider animal welfare community.



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.

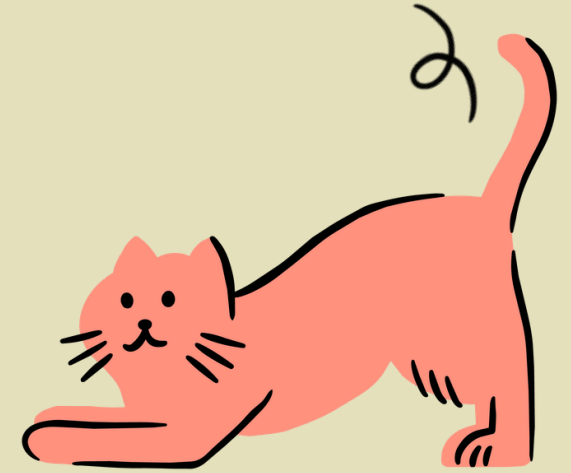
Your team

Responsible for a team of 5 you will have 4 direct line reports:
Supporter Engagement Lead, Supporter Care Administrator, Individual Giving Officer, Public Fundraising Officer, Digital Fundraising Officer.



Key Responsibilities

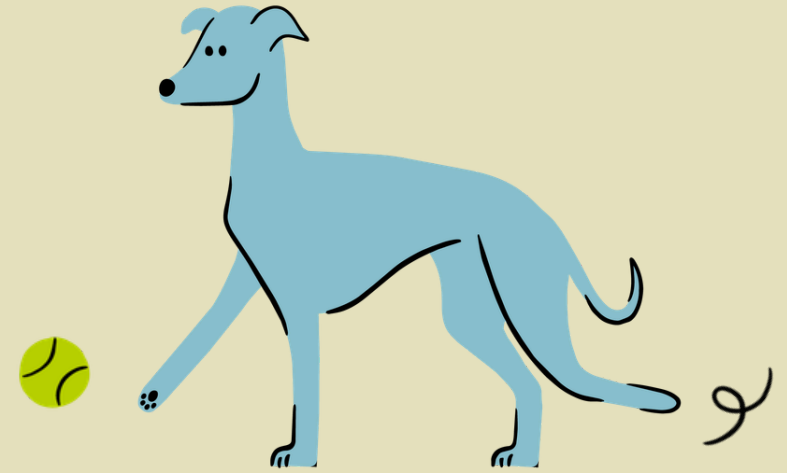
Individual Giving Programme



- 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.
- 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, to contribute to the ongoing development of the Home's fundraising strategy 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 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.

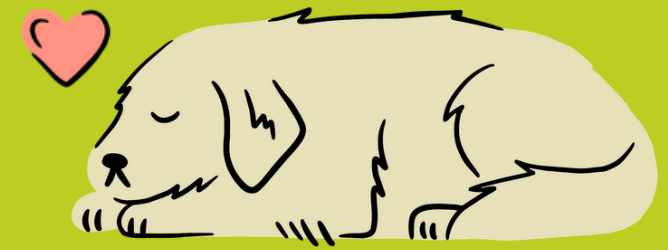
Key Responsibilities

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 and Training		Fundraising qualification (certificate or diploma in fundraising).
Experience	<ul style="list-style-type: none">• At least two years' experience within a related fundraising role within the third sector.• Experience in developing and executing a fundraising strategy.• Line management experience.• Experience of working with a CRM system.• Compelling propositions and cases for support to generate income, and the preparation of impact reports.• Managing and developing budgets.• Experience of working to, and commitment to, achieving financial targets.	Experience in using project management systems.

Person Specification



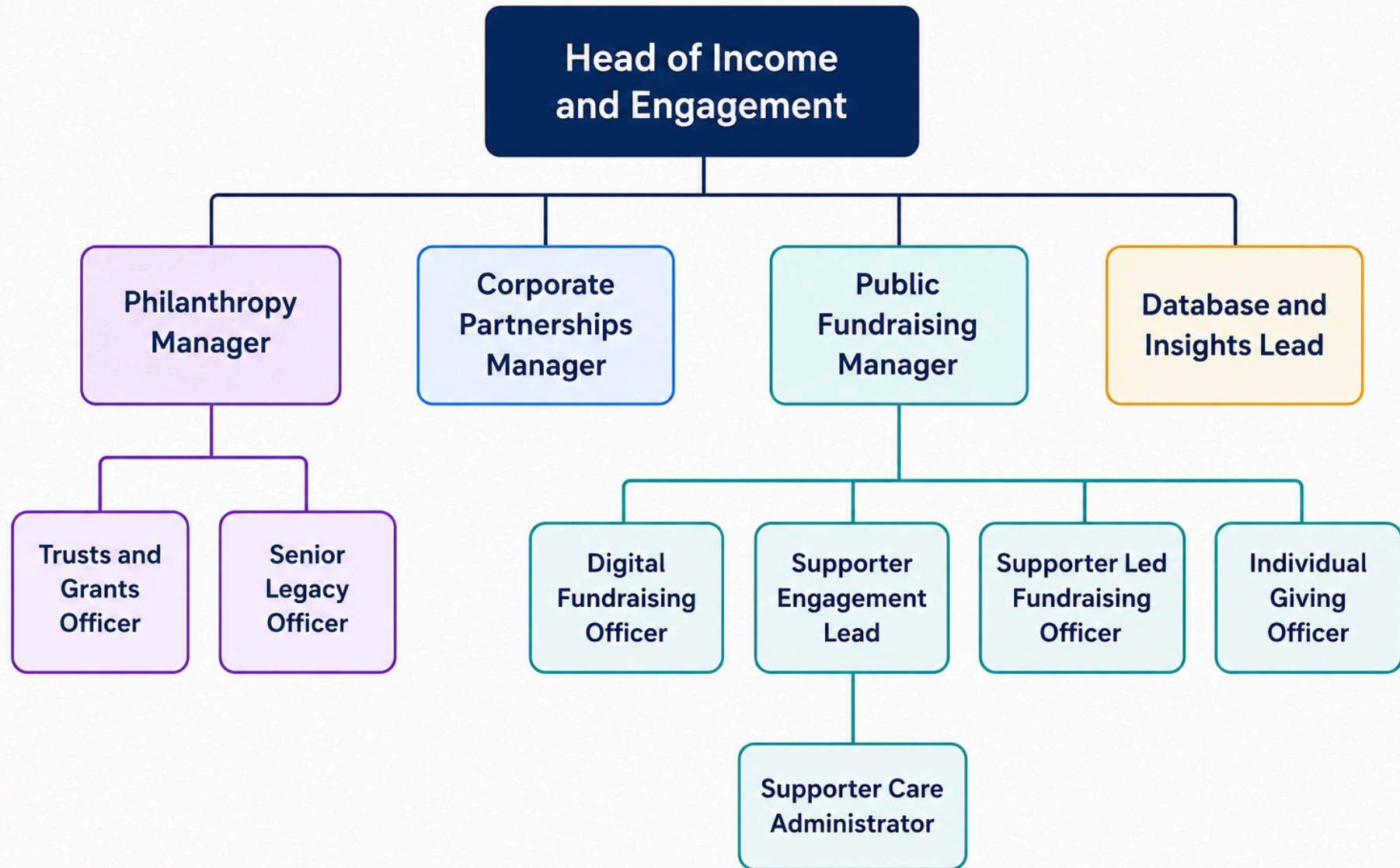
	Essential	DESIRABLE
Skills & Knowledge	<ul style="list-style-type: none">• Exceptional communicating skills, both written and verbal.• Knowledge of how to plan and implement successful supporter journeys• Strong experience in presenting, negotiating, networking and influencing.• Outstanding organisational and project management skills.	<p>Experience in using project management systems.</p>
Personal attributes	<ul style="list-style-type: none">• Values led and focused on positive long-term partnerships and stewardship which furthers the Home's mission.• Driven by ambition to build partnerships that deliver impact and income.• Team player, but with ability to work independently.• Confident, outgoing, approachable and positive.	<p>Interest in the welfare of dogs and cats.</p>

Person Specification



	Essential	DESIRABLE
Other requirements	<ul style="list-style-type: none">Fully computer literate with all Microsoft packages.Willingness to travel regularly to meetings and conferences with occasional evening working and overnight stays.	Full driving licence with access to own car.

TEAM STRUCTURE



Role: Public Fundraising Manager

Reporting to: Head of Income and Engagement

Location: Hybrid – We offer hybrid working with the option to discuss flexible and compressed hours.

There is an expectation of a minimum of 1 day per week working on site at Edinburgh Dog and Cat Home and home working for the rest of the week.

Some travel will be required as part of the job role to in person meetings and supporter events where required.

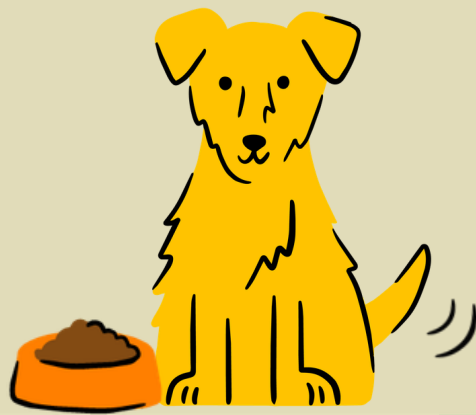
This is a Fixed Term Contract and will be also be advertised as a secondment for internal candidates. Duration is 13 months.

Starting Salary: £38,500 per annum

35 hours per week. Occasional work on evenings or weekends will be required. This will accrue TOIL in line with the Home's policies.

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
- And many more



How to Apply

Submit your CV and a covering letter to **recruitment@edch.org.uk** by Monday 2nd November at midday.

Interviews will likely be held on Wednesday 11th November.

