

# JOB DESCRIPTION

<b>Position:</b>	Head of Fundraising
<b>Responsible to:</b>	Director of Fundraising
<b>Responsible for:</b>	Individual Giving Manager (x2), Supporter Services Manager and Data Manager
<b>Works With:</b>	Internal colleagues, supporters and external suppliers
<b>Location:</b>	Hybrid - office in Godalming and home

## Overview:

As Head of Fundraising, you will be responsible for driving The League Against Cruel Sports' individual giving, acquisition, stewardship and development programme, to maximise supporters' loyalty and lifetime value.

You will be responsible for driving the development of high quality off-line and digital fundraising and engagement materials, projects and activities. You will ensure all activities maximise revenue for the charity while remaining fully compliant with data protection and fundraising regulations.

You will use your extensive fundraising experience to maintain and grow income and ensure excellent service is delivered to supporters across all teams, encouraging a supporter-centric approach. With strong data and analytical skills to analyse, track and grow income, you will ensure that all decisions are guided by data-led insights and will embrace new technology to scope innovative ways to grow revenue.

You will inspire the organisation to keep supporters at the heart of everything it does and will manage the delivery of supporter events and the charity's AGM.

In addition to driving the individual giving programme, you will manage the development of new areas of income generation, such as trusts and foundations, and partnerships.

You will also be responsible for co-ordinating planning, budgeting and reporting across the Fundraising department and will deputise for the Director of Fundraising as needed.

*The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.*

*Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.*

*United, we will end animal cruelty in the name of 'sport'.*

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## Purpose of Job:

- Lead the charity's individual giving programme, inspiring and supporting the team to deliver annual income targets which enable the League to meet its strategic objectives.
- Drive a data-guided, insight-led approach to inform our activities and campaigns.
- Manage the development of new income-generating activities, including charitable trusts and foundations fundraising, and partnerships.
- Co-ordinate planning, budgeting and reporting across the Fundraising department
- Deputise for the Director of Fundraising as and when needed.

## Principal Responsibilities:

### 1. Leadership

- To provide leadership for the individual giving team and all its activities, including the development and delivery of fundraising campaigns and activities, which maximise income and meet agreed targets.
- Lead on the annual planning and budgeting processes for the individual giving, supporter services and data teams.
- Provide clear leadership on the planning and execution of all individual giving activities across engagement, retention and acquisition campaigns.
- Provide inspiring leadership to manage and motivate staff to deliver income targets by ensuring they have clear objectives, key performance indicators (KPIs) and development plans.
- Lead on the consistent use of the CRM across all teams.
- Be an advocate for fundraising, engagement and supporter-centric communications across all teams.
- Deputise for the Director of Fundraising as and when needed.

### 2. Fundraising

- Drive an innovative approach to new fundraising opportunities, to ensure we offer a broad range of ways in which people can support the League.
- Oversee the development of high quality, innovative supporter materials, ensuring content is accessible, on brand and delivered effectively.
- Keep up to date with external fundraising developments to support an innovative culture within the team.
- Use data driven insights to inform all decisions and champion this mindset across the team.
- Lead on and support the development of new income streams, fundraising activities and projects as agreed, including trusts and foundations fundraising and partnerships work.

### 3. Budgeting and reporting

- Produce monthly reports, income figures and forecasts for the Fundraising department, liaising with the Philanthropy Manager and Legacies Marketing Manager as necessary.
- Produce and implement robust remedial plans to address any income shortfall across the programme.
- Provide sound budgetary management advice and guidance to the team to ensure all income and expenditure budgets are achieved.
- Research and monitor competitors and identify trends to inform planning.
- Liaise with Finance monthly to ensure the month end reconciliation is completed within the agreed timeframe and rectify any discrepancies to ensure the timely production of the management accounts for senior leaders

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## 4. Compliance

- Ensure fundraising work is in line with company policies and processes, in particular health and safety and information security.
- Ensure all fundraising activities are fully compliant with data protection and fundraising regulations.
- Ensure all income, supporter responses and enquiries are processed within the agreed Supporter Services level agreements.
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement.
- Any other duties and responsibilities that are reasonably asked of you

Skills/Knowledge	Essential	Desirable
<b>Professional and Technical Qualifications</b>		<ul style="list-style-type: none"> <li>▪ Degree or other relevant qualification in Direct Marketing, Fundraising or equivalent</li> </ul>
<b>Experience and Knowledge</b>	<ul style="list-style-type: none"> <li>▪ Previous experience in a fundraising or marketing management role.</li> <li>▪ Evidence of creative and effective management and development of income generating campaigns or activities.</li> <li>▪ Experience of fundraising and/or marketing in a comparable organisational environment.</li> <li>▪ Experience of leading and motivating a team to achieve organisational objectives.</li> <li>▪ Evidence of effective project management; planning and management of resources, finance and staff.</li> <li>▪ Sound understanding of data management.</li> <li>▪ Excellent understanding of CRM systems, data and management.</li> <li>▪ Excellent knowledge of GDPR and Fundraising Regulator codes.</li> <li>▪ Experience of HMRC and Gift Aid regulations.</li> <li>▪ Experience of digital fundraising/marketing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Thorough understanding of a range of fundraising activities.</li> <li>▪ Experience with financial processes and accounts.</li> </ul>

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<b>Skills and Competencies</b>	<ul style="list-style-type: none"> <li>▪ Excellent communication skills, both written and verbal.</li> <li>▪ Strong time management skills, with the ability to prioritise a demanding workload.</li> <li>▪ Ability to establish and maintain excellent working relationships.</li> <li>▪ Able to generate solutions, analyse and understand issues and make rational judgements based on relevant information.</li> <li>▪ Attention to detail.</li> <li>▪ Ability to think strategically, anticipate implications of decisions and identify trends.</li> <li>▪ Intermediate MS Word, Excel, PowerPoint and Outlook.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Advanced MS Word, Excel, PowerPoint and Outlook competence.</li> <li>▪ Advanced knowledge of CRM systems.</li> </ul>
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Personal Characteristics
<ol style="list-style-type: none"> <li>1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.</li> <li>2. An understanding of and commitment to the values of accountability, openness and diversity.</li> <li>3. Excellent interpersonal skills to be able to talk to anyone in a diplomatic yet inspiring way. A credible, approachable person that is authoritative and can build rapport and support for the League where it is needed.</li> <li>4. The ability to work in challenging environments with resilience and manages challenges in an emotionally mature way.</li> <li>5. The ability to drive forward change and adapt your response accordingly to changing needs and circumstances.</li> </ol>

Acknowledgement	
I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.	
Signed by the employee:	
Printed name:	
Date:	