

## Job Description

### Senior Community Fundraising Officer

### FC1919



### Role Details

**Reports to:** Corporate and Community Fundraising Manager

**Location:** Southwark, London with occasional UK travel. Offices are moving to Fenchurch Street in September 2019

**Hours:** Full time. 35 hours a week, 9am to 5 pm, Monday to Friday

**Salary:** £35,671 per annum

**Contract type:** Permanent

**Closing date:** 1<sup>st</sup> August 2019

## Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

## About Brooke

Brooke is an international animal welfare charity working to improve the lives of working horses, donkeys, mules and the people who depend on them.

We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

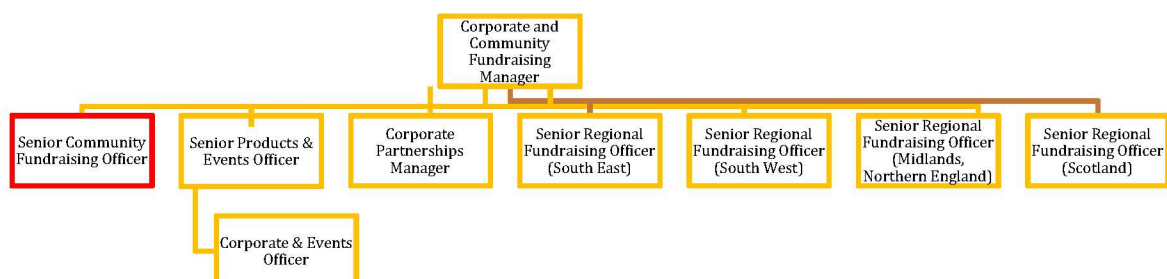
Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

## Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

## Department Structure and Position of the role

### The Corporate & Community Team



## Purpose of Role

This role will lead on the growth of the Community Fundraising programme by recruiting large numbers of new volunteer fundraisers as well as developing long term relationships with our high value supporters, focusing on increasing the amount a supporter raises, and securing repeat support.

We are looking for an experienced fundraising professional who is a confident marketer with a passion for digital. An individual who has experience of managing easy to access mass participation fundraising events and campaigns. Someone who has an excellent understanding of supporter relationship management, ideally with experience of creating and managing supporter journeys. The ideal candidate will have the necessary drive and enthusiasm to exponentially grow the Community Fundraising programme in the coming years.

Community Fundraising at Brooke acts as the central hub of the Fundraising and Communications Department, liaising closely with the Supporter Care Team, who convert and steward low level fundraisers, the Corporate Partnerships Manager, Senior New Products and Events Officer, the Senior Regional Fundraising Officers, the Legacy Team and the Major Relations Team to identify and pass on contacts and opportunities, as well as providing exciting, emotive and engaging content for our Communications Team.

This role is a great opportunity to continue to contribute to the development of Community Fundraising for an international charity with an emotive cause, innovative plans for the future and an organisational commitment to community fundraising.

## Key Responsibilities and Duties

These include but are not limited to:

- 1) Responsible for growing net income through the overall success of Community Fundraising activities
- 2) Develop, lead and execute the marketing of innovative Community Fundraising activities in order to recruit large numbers of new supporters to Brooke
- 3) Work with digital agencies to create, develop and market new and current Community Fundraising campaigns and activities
- 4) Prepare and implement effective stewardship plans and onward supporter journeys for each fundraising activity to maximise the financial potential from each volunteer fundraiser

- 5) Lead on the development, testing and implementation of the pilot community welcome journey programme. Efficiently test and create reports on the successes and failures of the programme to build a case for its permanent fixture.
- 6) Develop and grow the newly implemented 'Pledge my Birthday' and 'Photo Competition' campaigns to recruit new supporters and engage current and lapsed supporters' with easy and fun ways to raise funds
- 7) Establish and streamline reporting from digital income to ensure seamless transition from various digital platforms to the organisation's newly established online database (E-CRM)
- 8) Work collaboratively with the Corporate and Community Team, colleagues across Fundraising and Communications and in other departments to improve relationships with supporters
- 9) Produce monthly reports on all activity, identifying any risk factors, action to address, overall performance and areas for development
- 10) Manage and grow a portfolio of high value supporter relationships and prospects reflecting best practice in supporter development and maximising all opportunities for them (both financial non-financial)
- 11) Ensure that all Community Fundraising activities meet legal requirements, best practice and internal policies and actively challenge and rectify if practices do not comply
- 12) To monitor and motivate the Supporter Care Team to ensure the agreed levels of enquiry conversion, volunteer stewardship and administrative support are delivered, looking for and offering solutions to improve process where necessary.
- 13) Any other duties as required by the Corporate and Community Fundraising Manager

## General

- Follow Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures

## Person Specification



*The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.*

Knowledge and experience		Essential	Desirable
1	A minimum of two years' experience in Community Fundraising or equivalent.	✓	
2	Proven project management experience and the ability to adapt to challenges/changes whilst meeting income and activity targets	✓	
3	Excellent communication skills (written and oral), able to adapt communication style to recognise the need of the audience	✓	
4	Evidence of an ability to work to deadlines in a fast-paced environment while managing a wide range of internal stakeholders, external relationships, activities and volunteers at one time	✓	
5	A self-starter with strong team-working and organisational skills and the ability to remain focused within a dynamic environment.	✓	
6	A strong understanding of and experience of marketing via all digital channels in order to recruit large numbers of volunteer community fundraisers	✓	
7	Experience managing a budget and producing monthly reports		✓
8	Experience creating and reporting on annual operational plans		✓
9	Takes the initiative, forward-thinking and has a creative approach to problem solving.	✓	
10	Experience of working within a 'test and learn' environment.		✓

## Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
<b>Self-Management</b>	Taking responsibility for own actions, behaviours and outcomes
Learning	Taking responsibility for own learning and fostering growth and development in others
<b>Relationship Building</b>	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
<b>Planning and Organising</b>	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
<b>Effective Decision Making</b>	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
<b>Change and Improvement</b>	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
<b>Collaboration and Cooperation</b>	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes
<b>Communication &amp; Influence</b>	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

## Employee Benefits:

Brooke has a competitive benefits package. To find out more, please visit:

<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at [recruit@thebrooke.org](mailto:recruit@thebrooke.org)