

# Job Description Senior Community Fundraising Officer FC1802



## Role Details

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

**Responsible for:** N/A

**Location:** Central London with occasional UK travel

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

**Salary:** £33,758

**Contract type:** Permanent

**Closing date:** 21 March 2018



## 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.

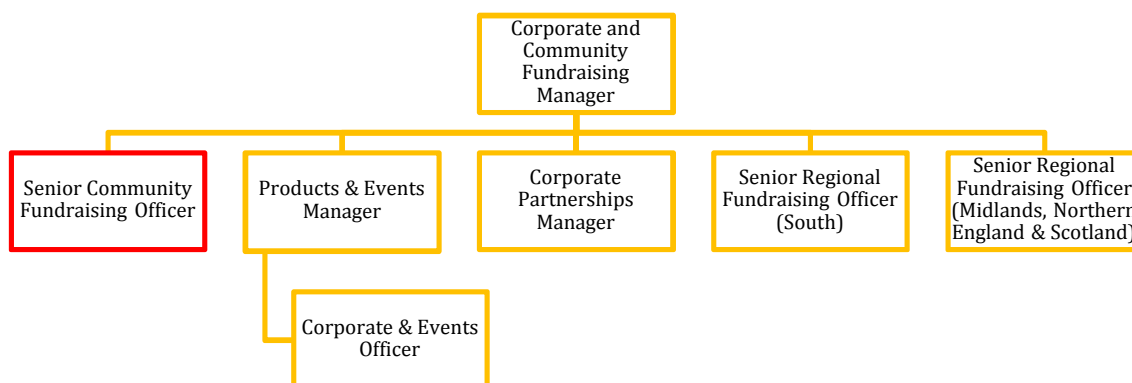
Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

## 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 Senior Community Fundraising Officer is responsible for the development, implementation, management and delivery of a portfolio of community fundraising activities.

The post holder will be responsible for the recruitment and stewardship of individuals and organisations who undertake community fundraising activities for the Brooke, including DIY and in celebration fundraising. You'll be a confident marketer with a passion for digital leading on all the digital marketing of community fundraising activities.

The Senior Community Fundraising Officer will work with the Supporter Care Team to ensure that supporter care administration and communication with volunteer fundraisers is effective and income is maximised.

The post holder will manage data, financial resources as well as external suppliers, agencies and temporary staff and/or volunteers when necessary. The post holder will be required to help set up, monitor, evaluate and report on income and expenditure, supporter recruitment targets and other key performance indicators.

The post holder will be required to support the growth the programme under the strategic direction of the Corporate and Community Fundraising Manager.

## Key Responsibilities and Duties

- 1) Work closely with the Community and Corporate Fundraising Manager to enhance and implement the Community Fundraising Strategy, including leading on delivering, reporting and evaluating the current DIY and In Celebration fundraising portfolio as well as identifying new community fundraising opportunities
- 2) Responsible for growing net income through the overall success of DIY and In Celebration Fundraising activities

- 3) Manage, deliver and report on agreed Community Fundraising income targets and expenditure.
- 4) Lead on the recruitment, stewardship and motivation of volunteer community fundraisers, producing effective supporter journeys for each activity to maximise the financial potential of all fundraising activities.
- 5) Develop, lead and execute the marketing of Community Fundraising activities in order to recruit target numbers of supporters, with a high priority of recruiting new supporters to Brooke via off line and digital channels.
- 6) Proactively work with Brooke's Digital Team and lead on the digital elements of marketing community DIY and In Celebration campaigns and fundraising activities and keep up to date with new trends and opportunities.
- 7) Use audience insight and trends to formulate digital marketing activity and advertising spend.
- 8) Support the management of the Brooke's website including helping to create and update pages as well as develop ways to increase traffic and conversion rates
- 9) Manage and monitor the work of external agencies using service level agreements (SLAs), including creative designers, copywriters, digital agencies etc. To review service level agreements (SLA's) to ensure efficient and effective services are provided to the Brooke at all times, and if required make suggestions for improvement.
- 10) Work closely with the Community and Corporate Fundraising Manager to enhance and implement the Community and Corporate Fundraising strategy, including leading on delivering, reporting and evaluating the current DIY and In Celebration fundraising portfolio as well as identifying new community fundraising opportunities.
- 11) Manage the DIY and In Celebration fundraising budget, reconcile monthly finance reports, report on income and expenditure and contribute to the overall budget setting and reforecasting process for the Corporate and Community Fundraising Team.
- 12) Manage and develop new and existing high value Community Fundraising Volunteers including direct supervisory duties.
- 13) Create, manage and evaluate stewardship plans for all community fundraising activities, ensuring excellent supporter care (in accordance with agreed supporter journeys) at all times so supporters feel valued and engaged with the charity, thereby maximising their fundraising potential and encouraging repeat support.
- 14) Ensure that all fundraising activities meet legal requirements, best practice and internal policies and actively challenge and rectify if practices do not comply.

- 15) Maintain database records, ensuring that all relevant information about supporters is promptly and accurately recorded (in accordance with the database policy).
- 16) Develop and improve processes and procedures as necessary and ensure these changes are implemented effectively and to liaise with Supporter Care and Finance teams and other staff as required regarding changes in processes and procedures.
- 17) Identify and implement where digital elements can complement or replace existing offline supporter engagement activities such as thanking, welcomes and stewardship.
- 18) Keep abreast of legal requirements as they affect community fundraising activity
- 19) Work closely with colleagues across the Fundraising and Communications Department to identify cross selling opportunities and liaise with colleagues in the programmes directorate team to ensure efficient flow of information.
- 20) Provide administrative support as needed, including answering general phone calls and sending out materials. To manage, motivate and monitor the Supporter Care Team to ensure the agreed levels of administrative support are delivered, looking for and offering solutions to improve process where necessary
- 21) Effectively manage own workload to deliver projects to timescale and particularly to meet agreed deadlines, specifically predetermined deadlines such as for direct marketing and digital campaigns
- 22) Represent the charity externally at fundraising activities and meetings including organising and delivering face to face meetings with supporters and larger supporter engagement events.
- 23) Be a convincing ambassador and advocate for the organisation and its mission, actively promoting the aims and activities of Brooke to external audiences.

## General

- Follow the 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 3 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 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 volunteer community fundraisers and raise funds	✓	
7	Experience managing a budget	✓	
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.		✓
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## 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