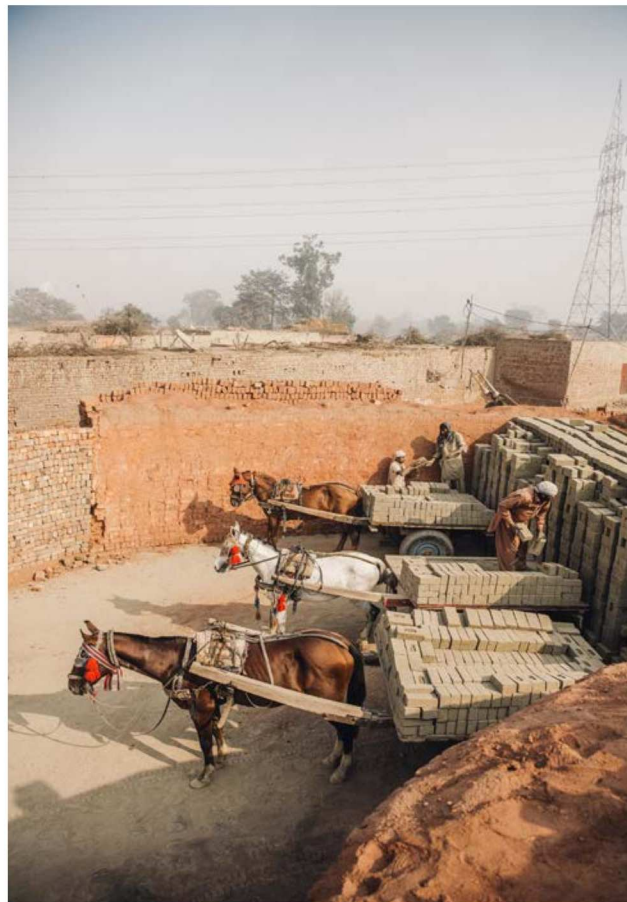


## Job Description

### Head of Supporter Experience and Fundraising Compliance FC1911



### Role Details

**Reports to:** International Director of Fundraising and Communications

**Responsible for:** Gift Aid and Fundraising Compliance Manager, Supporter Contact Manager and Donation and Fulfilment Manager

**Location:** Southwark, London (offices are relocating to Fenchurch Street in September 2019)

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

**Salary:** £59,397 per annum

**Contract type:** Permanent

**Closing date:** 17<sup>th</sup> May 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.

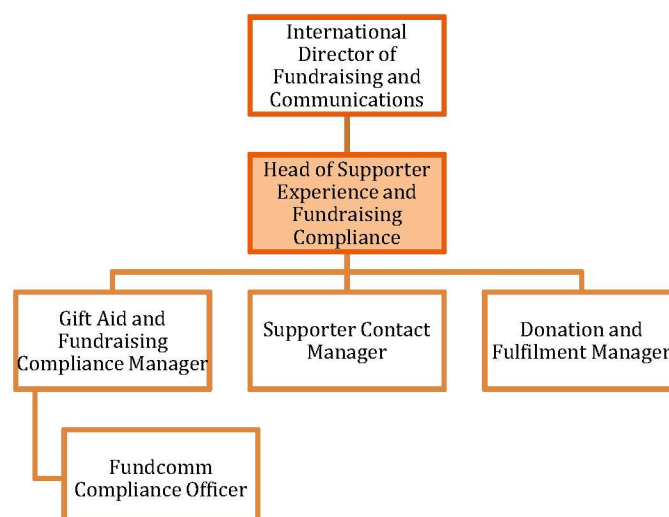
We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

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



## Purpose of Role

This is a new role to strategically bring together the Supporter Experience and Compliance elements from both an internal and external perspective to meet long-term needs and effect change in culture. It ensures that all data and contact has the supporter at the centre of everything we do and aligns to Supporter Journey protocols and regulatory and legal frameworks we operate

The role embodies 3 elements:

### Compliance and GDPR

- create systems and processes to ensure Brooke are GDPR compliant and mitigate associated risks.
- lead on implementing a compliance strategy and will work closely with the Fundraising team to help them understand the requirements of the regulations, legislation and codes of conduct that must be adhered to.

### Gift Aid

- oversee Gift Aid regulation, monitoring, reporting and analysis

### Supporter Care

- set and monitor standards to ensure delivery of consistently high supporter care

## Key Responsibilities and Duties

### Compliance and Risk

- Lead on the delivery of the risk and compliance strategy, including gift aid compliance and data protection.
- Lead, develop and embed a culture of compliance and risk management across the Fundraising and Communications directorate to ensure all teams understand and comply with regulatory and policy requirements relating to fundraising marketing activity
- To create and maintain regulatory compliance policies, practices and produce a Fundraising compliance manual to be used by all Fundraising teams
- To design and implement training for Fundraising staff on compliance and provide ongoing support and guidance
- Prepare compliance reports including process adherence, identify and risks/issues and areas of learning for the Fundraising department

- Ensure effective monitoring and evaluation processes are in place. Conduct periodic reviews (including 3<sup>rd</sup> party suppliers) to ensure compliance procedures are followed and are effective, including recommendations for improvement and how to mitigate risks
- Maintain documentation of compliance activities such as investigation outcomes and ensure all recommendations are adopted and implemented
- Work with contract owners, senior managers and heads of Fundcomm to ensure that fundraising compliance is actively considered, managed, fully documented in contracts and effectively monitored and audit trailed for 3<sup>rd</sup> part suppliers.
- Accountable for disseminating up to date knowledge and understanding around compliance requirements impacting FC communication and contracting activities.
- Monitor and analyse key trends in supporter feedback to help improve internal and external assurance
- Call listening and reporting on the quality of calls made by agencies and make recommendations for improvement where necessary
- Work with Fundcomm teams to ensure marketing material is compliant for example logo placement and legally required information
- Review and update the organisation's risk register
- Ensure consent statements are compliant and the associated collected data is recorded accurately to reflect the permissions and uses expressed.
- Work with Fundcomm teams to develop better ways of capturing and recording data accurately.
- To keep up to date with developments to applicable compliance regimes and sector best practice and advise senior management of any potential impact to Brooke and subsequent org change require
- Review and update compliance clauses in contracts with suppliers and partners
- Lead on the development of processes to ensure Brooke are able to maximise the use of raffles, lotteries and other forms of 'gambling' as income streams
- Project management – coordinate stakeholders, develop project plans, monitor and track project progress, measure performance using appropriate tools and techniques and deliver the project to set timescales

### **Gift Aid**

- Be fully informed and up-to-date with HMRC guidelines on operating a Gift Aid scheme and ensure that Brooke declarations and records are compliant with all regulatory requirements.
- Oversee the work of the Gift Aid and Fundraising Compliance Manager to ensure FundComm and Finance teams maintain the end-to-end Gift Aid process and complete in an efficient manner in line with monthly tax claim deadlines. Supporting the escalating of issues and offering solutions where necessary.





- Provide direction to the Gift Aid and Fundraising Compliance Manager to maintain, monitor, document and improve Brooke's Gift Aid income processes, procedures (including those of third parties and fundraising platforms we work with) to the highest standard in order to remain HMRC compliant
- Set standards for the FundComm Teams to manage the production of accurate Gift Aid declarations for use in Brooke mailings, welcome packs, newsletters and telemarketing scripts and other supporter communications so that Gift Aid is correctly promoted and maximised.

### **Supporter Care**

- Develop and lead the supporter contact and donation fulfillment function
- Set and monitor standards to ensure delivery of consistently high supporter care
- Create procedures relating to supporter contact and donation processing and ensure they are maintained within the Supporter Care teams
- To lead on complaint management and ensure that complaints feed into the overall supporter insight work

### **Supporter Journey**

- Together with other Heads of Fundraising, develop and refine current journeys based on external benchmarking, trends and data.

## **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	Specialised knowledge of fundraising and experience of working at a senior level within a fundraising department.	x	
2	Expert knowledge of industry bodies and their standards such as Charity commission, IOF Information Commissioners Office, the public fundraising association and the fundraising regulator, Fundraising code of practice	x	
3	Expert knowledge of data protection law and the privacy and electronic communications regulations	x	
4	Extensive experience in fundraising/marketing compliance and managing, reviewing and improving processes that support compliance	x	
5	Knowledge of other compliance requirements such as anti-bribery and corruption, anti-terrorism and gambling	x	
6	Experience of influencing suppliers and key stakeholders at all levels, changing opinions and building credibility	x	
7	Demonstrable experience of being able to communicate in a clear and simple way, to a range of stakeholders with maximum impact.	x	
8	Translate professional body guidance and complex contractual and regulatory language into practical internal guidance and training materials	x	
9	Extensive experience of gift aid legislation	x	

10	Experience of leading and developing a supporter care function, ensuring consistently high levels of supporter care	x	
11	Strong team player, able to establish and develop key relationships and networks with appropriate stakeholders	x	
12	Excellent planning, organising and resource management skills, Experience of measuring project performance using appropriate tools and techniques.	x	
13	Highly numerate and analytical with a strong focus on detailed reporting and measurement. Proven ability to compile and draft detailed reports involving large volumes of data.	x	
14	Experience of coaching and/or mentoring individuals or groups to succeed	x	

## 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
<b>Learning</b>	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 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 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)