



POSITION DESCRIPTION

Position Title: Fundraising Manager

Reporting to: Head of Fundraising

Direct Reports: Nil

Status: Full time. Permanent (37.5 hours) - Remote

Date: 1 November 2024

Purpose: To implement short, medium and long-term plans from the Strategic plans and Operations Plans to 2030 (in conjunction with the Head of Fundraising); where all activities lead to delivery of diversification of the income streams and achievement of annual fundraising targets, delivering the budgeted net income.

Who you are: A driven fundraising professional who can identify new fundraising opportunities through data analysis and who is able to prioritise work streams in a busy role with competing timelines.

With strong written communication skills, you are aware of the best ways to communicate to the different audiences for optimum results and long-term retention.

With a small team you understand the importance of collaboration and the value of working closely with others to achieve maximum impact, through sharing ideas and using the strengths of individuals.

You are results driven and motivated by Fundraising targets.

Key Responsibilities

Area	Tasks	Measures of Success
<p>Strategic planning</p>	<p>Work with the Head of Fundraising to deliver the key objectives against the 2024-2025 Operations Plan and longer-term plans to 2030.</p> <p>Contribute to the budget process and monitor and report monthly on progress against key fundraising targets.</p> <p>Provide strategic direction for the Regular Giving and the Mid-level programs to maximise all opportunities through clearly defined supporter journeys for both acquisition and retention.</p> <p>Develop a long-term Heart for Animals Regular Giving Fundraising plan in line with the long-term key objectives.</p> <p>Develop a long-term plan for the Mid-level group to ensure cultivation to feed into the Major donor group.</p> <p>Work with the Head of Fundraising to deliver special projects in line with the new strategic direction.</p> <p>Work with the Head of Fundraising to complete annual reviews across all the Heart for Animals Regular Giving and the Heart for Animals program.</p>	<p>Targets and key objectives are achieved with 5% growth year on year.</p> <p>Evidence of budget planning skills and accurate recording of information.</p> <p>Retention and acquisition plans are in place to continue to build donor base.</p> <p>Financial targets are reached and acquisition plans in place to achieve 1,000 Heart for Animals Regular Giving supporters.</p> <p>Set financial targets for this new group through data analysis and develop a stewardship plan.</p> <p>Projects delivered on time and any financial targets are achieved.</p> <p>Metrics for programs are analysed and reported on.</p>
<p>Heart for Animals Regular Giving</p>	<p>Ensure a seamless Heart for Animals Regular Giving supporter experience particularly through the first year to maximise donor retention.</p> <p>Work with the Supporter Care Specialist to steward Heart for Annuals supporters including making regular thank you phone calls and sending thank you cards and written communication.</p>	<p>Retention rates achieved, and Heart for Animals Regular Giving program continues to grow reaching a target of 1,000 supporters.</p> <p>Evidence of good stewardship levels and on-boarding plan is seamless with touchpoints delivered.</p>

	<p>Develop and implement Regular giving plans to continue to grow the program including written communication, to keep regular givers engaged and informed.</p>	<p>Evidence of income growth by 5% per year.</p>
<p>Mid-Level program</p>	<p>Now a group of Mid-level donors have been identified, actively steward the group which includes research, data analysis and future planning based on findings.</p> <p>Phone calls are made regularly as a key part of the stewardship.</p>	<p>Mid-Level group continues to grow and are appropriately stewarded.</p> <p>New leads are identified for the Major donor program.</p> <p>Relationships are established with Mid-level givers; some face to face if local.</p>
<p>Fundraising written communication</p>	<p>Assist the Fundraising Communications Specialist where require on the Direct Mail appeals, bi-annual Supporter Surveys, newsletters and any other written communication.</p> <p>Keep the fundraising marketing collateral current.</p>	<p>All communication delivered to the highest standard.</p> <p>Annual reviews are completed to keep images and copy current.</p>
<p>Data management and tools.</p>	<p>Use data to improve the supporter experience including regularly testing and reporting on lapsing and lapsed donors and develop reactivation plans.</p> <p>Working with the Database Manager to utilise Mailchimp to deliver effective email marketing to segmented audiences.</p> <p>Work closely with Database Manager and the rest of the Fundraising team to proactively ensure data remains clean in Raiser's Edge.</p> <p>Monitor reports monthly for change in giving patterns and use monthly reports</p>	<p>High quality supporter information is collected and maintained, enabling accurate segmentation and tailored communications.</p> <p>Unsubscribes are reduced.</p> <p>High quality supporter information is collected and maintained, enabling accurate segmentation and tailored communications.</p> <p>Report on incorrect records to Supporter Care Specialist and changes to the Database Manager.</p>

	to provide accurate information to Head of Fundraising for Board reports.	
Other duties	Assist the Head of Fundraising with all project activity to meet timelines, specifically relating to large projects. Assist the Head of Fundraising with other duties from time to time when required.	Timelines are met across the team. Timelines are met across the team.
Supporter Care	In conjunction with the Supporter Care Specialist monitor any complaints or compliments, in addition to requests for information and report back to the wider Fundraising team on wins/ or opportunities.	All complaints responded to within 48 hours and any new opportunities identified.
Health and Safety	Report Health and Safety issues to the Head of Fundraising and or the Safety Representative.	Any issues are reported promptly through the appropriate channels.

DIMENSIONS

Decision-Making	Make all decisions regarding the execution of responsibilities as detailed in this Position Description and as approved by the Chief Executive, in consultation with the Head of Fundraising.
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PRINCIPAL RELATIONSHIPS

Internal

Key points of contact:	Nature/purpose of the contact:
Head of Fundraising	Liaison in terms of management of this role.

Fundraising	Continuous collaboration within the Fundraising team to ensure a seamless and thoughtful donor experience.
SAFE staff	Continuous liaison with all relevant staff in regard to role and task flows in particular the Communications Team.

External

Key points of contact:	Nature/purpose of the contact:
SAFE Supporters	Maintain relationships; provide information related to the vision and work of the organisation; encourage new or on-going financial support.
Professional Advisors (IT consultants etc.)	Advice as required.
Contractors	For example, telemarketing agency or mailing house.

PERSONAL SPECIFICATION

	Qualification / Experience	Essential	Desirable
Skills and Experience	Relevant tertiary qualification.		√
	A minimum of 5 years Fundraising experience in similar role.	√	
	Experience with optimising fundraising marketing including Regular Giving campaigns, Mid-level, or Direct Mail.	√	
	Confident user of databases; ability to analyse data to advise better results (Raiser's Edge preferred).	√	
	Demonstrated success in both acquisition and retention programs.		√
	Proven experience using segmentation to deliver personalised communications and supporter satisfaction.	√	
	Experience in other income streams including major donors, legacies or grants is helpful.		√
	Demonstrable commitment to the goals and objectives of SAFE; with an interest in a vegetarian or vegan lifestyle. Knowledge and genuine interest in animal rights.	√	

COMPETENCIES

PEOPLE

Communicates effectively

- Is effective in a variety of communication settings: one-on-one, small and large groups, or among diverse styles and position levels.
- Attentively listens to others.
- Adjusts to fit the audience and the message.
- Provides timely and helpful information to others across the organisation.
- Is able to write and speak clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.

Collaborates

- Works cooperatively with others across the organisation to achieve shared objectives.
- Represents own interests while being fair to others and their areas.
- Partners with others to get work done.
- Credits others for their contributions and accomplishments.
- Gains trust and support of others.

Values differences

- Seeks to understand different perspectives and cultures.
- Contributes to a work climate where differences are valued and supported.
- Applies others' diverse experiences, styles, backgrounds, and perspectives to get results.
- Is sensitive to cultural norms, expectations, and ways of communicating.

Build Networks

- Positions views and arguments appropriately to win support.
- Maintains relationships across a variety of functions and locations.

- Draws upon multiple relationships to exchange ideas, resources, and know-how.

Supporter Focus

- Gains insight into supporter needs.
- Identifies opportunities that benefit the supporter.
- Builds and delivers solutions that meet supporter expectations.
- Wins concessions without damaging relationships.
- Establishes and maintains effective supporter relationships.

SELF

Nimble learning

- Learns quickly when facing new situations.
- Experiments to find new solutions.
- Takes on the challenge of unfamiliar tasks.
- Extracts lessons learned from failures and mistakes.

THOUGHT

Tech Savvy

- Anticipates the impact of emerging technologies and makes adjustments.
- Scans the environment for new technical skills, knowledge, or capabilities that can benefit business or personal performance.
- Rejects low-impact or fad technologies.
- Readily learns and adopts new technologies.

Cultivates Innovation

- Comes up with useful ideas that are new, better, or unique.
- Introduces new ways of looking at problems.

- Can take a creative idea and put it into practice.
- Encourages diverse thinking to promote and nurture innovation.

RESULTS

Plans and Aligns

- Sets objectives to align with broader organisational goals.
- Breaks down objectives into appropriate initiatives and actions.
- Stages activities with relevant milestones and schedules.
- Anticipates and adjusts effective contingency plans.

ANIMAL FOCUS

We are seeking a Fundraising Manager with a deep commitment to animals rights and welfare.