



THE DONKEY SANCTUARY

WORKING WORLDWIDE

HEAD OF FUNDRAISING

The Donkey Sanctuary
Sidmouth
Devon
EX10 0NU
England
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PRINCESS ROYAL
TRAINING AWARD
2018



Employment Package

Contract

This is a full-time, permanent contract, working 35 hours per week, Monday – Friday, 08.30 – 16.30.

This is a multi-site, 7-day operation and therefore there may be some requirement to work flexibly to meet the needs of the Charity.

Salary

Competitive.

Holiday

31 days holiday per year, inclusive of the 8 statutory public holidays. This increases by one day each year until a maximum of 34 days (pro rata for part time employees) is reached.

Probationary Period and Review

Your probationary period will be 6 months. During this period, should either you or the Charity wish to terminate your employment, your notice period shall be 1 month. After 6 months of employment the notice period is 3 months.

Performance Reviews

Employees have the opportunity of a probationary review meeting with their Manager at the end of their probationary period.

Pension Scheme

The Charity values its employees and believes that pension contributions are an important part of the benefit package offered. The Donkey Sanctuary exceeds the government recommended rate amounts as shown in the table below:

Band	Employer Contribution	Employee Contribution
1 - 9	5.5% of annual salary	2.5% minimum
10 - 17	7.5% of annual salary	3.5% minimum
Executives	10.5% of annual salary	4.5% minimum

The scheme is administered following government set auto enrolment rules. New members of staff will receive an information sheet from Human Resources as part of their starter pack which explains the scheme and the postponement rules. A mandatory postponement letter will be generated by payroll and distributed with your first month's payslip, this will also provide details on eligibility and early opt-in instructions. After three months of employment you will be assessed, following current government auto enrolment criteria, and, if eligible, will be auto-enrolled into The Donkey Sanctuary Group Personal pension scheme.

Closing Date

All applications need to be received by 12.30pm on Monday 4th February 2019

Job Description

Head of Fundraising

Band 17

Responsible to: Deputy Director of Marketing Communications.

Directly responsible for: The Fundraising Team consisting 16 people including 3 direct line reports.

Our Vision and Mission

The Donkey Sanctuary is working for a world where donkeys and mules live free from suffering, and their contribution to humanity is fully valued. We will achieve this by transforming the quality of life for donkeys, mules and people worldwide through greater understanding, collaboration and support, and by promoting lasting, mutually life-enhancing relationships.

Overall Purpose

To oversee, manage and grow annual donated income to The Donkey Sanctuary in line with annual targets and our five-year Fundraising Strategy.

Main Duties and Responsibilities

- Lead on the development of our five-year Fundraising Strategy that aims to significantly grow income from Individual Giving, Legacies, Philanthropy, Trusts and On-site Fundraising
- Proactively identify new fundraising and income growth opportunities and secure organisational support and investment in these opportunities.
- Effectively lead, manage and motivate the Fundraising Team through a period of substantial growth ensuring:
 - Team skills are continually developed
 - Staff are set objectives in line with the charity's strategic aims and objectives
 - Staff understand their contribution to the organisation's strategic objectives
- Provide timely and accurate performance reporting on all fundraising activities to the Deputy Director of Marketing Communications and Senior Management Team, and as required, to the Sanctuary's Executive Team and the Board.
- Work closely with the Finance Department and the Deputy Director of Marketing Communications to ensure accurate, evidenced-based and SMART annual budgets, targets, KPI's and long-term projections are in place for the Fundraising Team.
- Work closely and in partnership with the Head of Marketing Operations and the CRM and Supporter Services teams to improve the efficiency and effectiveness of our supporter interactions, processes, data and analysis.
- Work in partnership with the organisation's Compliance Team and the Head of Operations to ensure relevant policies and procedures are in place to protect supporters, members of the general public and their data.
- Act as a collaborative and active member of the Marketing Communications Department Senior Management Team.
- Maintain excellent relationships with all Donkey Sanctuary departments, acting as an ambassador for the Fundraising Team and the Marketing Communications Directorate at all times
- Ensure the Directorate's project management approach is utilised consistently for any projects involving the Fundraising Team
- Carry out any other reasonable duty as may be required

Responsibilities of all Donkey Sanctuary Employees

- Act as an effective ambassador for the Charity, demonstrating behaviours which support the Charity's strategy and values and work in a way which promotes the standards described in the Competency & Standards Framework

- Work within the Charities' guidelines with regard to conduct, recognising its policies with regard to equality, and showing respect and co-operation towards fellow colleagues
- Ensure that under Health & Safety legislation, all staff must work in the safest possible way in order to ensure their Health & Safety and that of all others who may be affected by their actions
- Demonstrate a commitment to continuing personal development
- Co-operate with management and colleagues to promote good communications through sharing appropriate information and building positive working relationships

Hours

35 hours per week. This is a multi-site 7-day operation and there may be some requirement to work flexibly to meet the needs of the charity.

Location

We are flexible about this post is based. Currently the post is based at The Donkey Sanctuary, Sidmouth. There may be occasions when the post holder may be requested to work at another location considered reasonable by the Charity.

Person Specification

Essential

- Substantial individual giving fundraising experience (regular giving and one-off donations)
- Demonstrable experience of providing excellent donor service
- Highly proficient and well-developed numerical skills (sophisticated Excel user)
- Very well-developed writing skills
- Experience of managing and motivating teams
- Demonstrable experience of working collaboratively
- Demonstrable experience of the ability to make good decisions under pressure
- Demonstrable experience of managing projects and delivering to deadlines
- Demonstrable ability to establish, build and maintain successful relationships with staff, suppliers and supporters
- Fluent in English
- Full valid driving licence

Desirable

- Legacy, Philanthropy, Lottery and/or Trusts fundraising experience
- Experience of working in an animal welfare charity

Personal Attributes

- Helps others to grow and succeed through coaching, mentoring and actively encouraging the sharing of knowledge and experience
- Leads change by effectively communicating and building commitment
- Thinks ahead and anticipates the future needs of both the business and the supporters, seeking opportunities to add value
- Excellent interpersonal skills to build effective relationships within The Donkey Sanctuary and external agencies
- Ability to actively support internal stakeholders and build good working relationships at all levels
- Recognises the importance of customer service and strives to deliver high standards
- Maintains performance, professionalism and composure when under pressure
- Ability to demonstrate tact and diplomacy in dealing with sensitive and confidential matters
- Ability to work as part of a team, assisting other departments to achieve shared goals
- Motivates themselves and others, with a positive and professional attitude
- A friendly, approachable and helpful nature
- Able to demonstrate the ability to establish, build and maintain successful relationships with staff and supporters
- Able to present a positive professional image of The Donkey Sanctuary at all times

Note: To reflect any changes within the Charity during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the post holder and confirmed in writing.