

Fundraising Support Manager

Recruitment Pack

Job Title Fundraising Support Manager

Reporting to CEO

Duration 6-9m

Hours 3 days per week Monday - Friday (24 hours per week)

Salary £42,000 pro rata dependent on experience

Location Remote working within the UK

Application The closing date for this position is 23:59 on June 14th, 2024. Interviews will take place online over Microsoft Teams TBC June 21st, 2024.

Please submit a **cover letter (1 page) and CV (including example proposals)** detailing your suitability for the post to hr@crustaceancompassion.org, also stating when you may be able to take up the position if offered.

Job description and person specification

This is a very specific 6-9m post to support the growth of Crustacean Compassion. We are a not-for-profit animal welfare organisation which campaigns for the humane treatment of decapod crustaceans such as lobsters, crabs, prawns, and langoustines, based on the scientific evidence of their sentience. Our campaign work was responsible for the ground-breaking inclusion of decapod crustaceans in the recent Animal Sentience Act of 2022, a move which has opened more opportunities to influence change.

Despite our small size we are well-respected for our reasoned, determined, and creative approach. We have received significant public and political attention which has prompted widespread media coverage, and we are the leading organisation focused on this issue. This role offers an opportunity to join a friendly, supportive, and committed team in an award-winning organisation that is making a significant difference to the lives of millions of animals.

Purpose

Reporting to the CEO, the Fundraising Support Manager will support the Fundraising Manager in the fundraising efforts of Crustacean Compassion. This will be role building on two specific areas of work already undertaken, specifically reviewing, and supporting major donors' proposals, and developing the supporter journey and engagement process.

The applicant will need to have an active knowledge and warm contacts with potential funders, be able to prepare and create proposals immediately as well as use CRM or external screening sources to identify and communicate with potential major donors. They will have expertise

across a variety of revenue streams and will have the support of our Campaigns team to develop engaging funding bids designed to create a supporter journey and long-term engagement. This role will require a substantial amount of proactive independent working, along with close teamwork.

Responsibilities

Priority will be given to applicants with skills to work quickly and actively in the above primary areas achieving set income targets, developing ways to maximise unrestricted income.

General Duties

- Implement the execution of the fundraising strategy to lead income streams, delivering growth in restricted and unrestricted income whilst engaging supporter journeys to active givers.
- Work effectively with our Fundraising Manager and CEO to identify, map, and develop a network of potential donors, and unlock opportunities which can help secure the future of Crustacean Compassion and aid it to deliver its mission.
- Ensure all fundraising initiatives are planned, delivered, monitored, and evaluated effectively as part of a quarterly activity plan recognising external funding cycles.
- Review the organisation's CRM database, ensuring efficient and appropriate data capture and data analysis for the purposes of donor identification, effective stewardship, fundraising, donor communications, and supporter journey development.
- Co-ordinate effective systems for identifying, cultivating, and maintaining supporters to potential donors and relationships.
- Assist in the development, monitoring and management of Fundraising budgets and forecasts.
- Develop and update organisational Fundraising policies and procedures as necessary in line with any changes in data protection legislation and recommendations from the Fundraising Regulator

Major Donor Fundraising

- Review the current CRM to identify potential donors and work to lead and implement maximise income from major donors.
- Explore other wealth screening options to identify potential donors.
- Introduce your own warm contacts and knowledge of the animal welfare/effective altruism field to support income from individual major donors.
- Working closely with the Fundraising Manager and CEO, oversee the development of individual major donor relationships, and personally manage a portfolio of prospects and donors, as well as advising and supporting the CEO to do so.
- Monitor and support the ongoing recruitment, engagement, and development of high-profile supporter relationships.
- Develop and manage a rolling stewardship and engagement programme, including the use of online and in-person events where budget allows.
- Ensure that the organisational CRM database usage is optimised to facilitate major donor fundraising.

Individual Giving and Community Fundraising

- Review and develop the current supporter journey to lead a regular giving strategy, maximising unrestricted income and supporting donor uplift.
- Develop and implement a stewardship programme through the CRM database.
- With input from the wider team, develop and manage engaging appeals to be run alongside key campaign actions, monitoring their success, and updating activities where necessary, and evaluating performance to inform future appeal plans.
- Ensure that the organisational CRM database usage is optimised to facilitate individual giving and community fundraising.

Person specification

Essential

- At least five years of experience working in fundraising, with a proven track record of securing five to six figure gifts ideally in the Animal Welfare field.
- Experience in developing non-profit fundraising strategies, particularly for Major Donors and in developing a supporter journey.
- Evident track record of successfully meeting and exceeding fundraising targets.
- Knowledge and understanding of fundraising, including research sources and funding criteria.
- Evidence of developing successful fundraising applications to institutional and individual grant funders, especially within the Effective Altruism community.
- Demonstrably skilled and experienced in networking to build relationships, as well as able to build strong and lasting relationships with key stakeholders.
- Advanced prospect researching skills.
- Outstanding written communication skills, including the ability to write engaging copy which presents Crustacean Compassion as an appealing partner for donors.
- Excellent negotiating, diplomacy, and people skills.
- Able to demonstrate a commitment and sensitivity to the aims and objectives of Crustacean Compassion.
- Comfortable working in a small team, liaising effectively with colleagues to drive income alongside campaign objectives.
- Strong financial management and budgeting skills.
- Knowledge of Fundraising Regulator guidelines.
- Strong understanding of UK GDPR and data protection.
- Experience in the effective use of a CRM database.
- Able to work effectively remotely, both independently and as part of a team.

Desirable

- Experience in working for animal welfare organisations.
- An interest in marine animal welfare

- A Fundraising Diploma or professional qualification is advantageous but will not outweigh experience.

Please note that the job description is not an exhaustive list of duties and duties may be changed in line with business needs.

How to apply

Interested and qualified candidates should **submit a CV and covering letter (including example proposals)** to hr@crustaceancompassion.org, detailing your suitability for the post and stating when you may be able to take up the position if offered.

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