

Job Title: Individual Giving Assistant

Department: Fundraising and Retail

Reports to: Individual Giving Manager

Based at: Bath Cats and Dogs Home (3 days office-based, 2 days remote working)

Responsible for: N/A

Hours: 37.5 hours per week

We are looking for someone who is passionate about inspiring people to support the welfare and rehoming of cats and dogs in our care.

As an Individual Giving Assistant, you will play a vital role in supporting the charity's fundraising activities through excellent supporter care, accurate administration, and effective management of supporter data, ensuring supporters feel valued, connected to our mission, and inspired to make a lasting difference for animals in need.

Working closely with the Individual Giving Manager, you will be responsible for maintaining supporter records, processing donations, managing our CRM database, and acting as a first point of contact for donors and supporters. You will help ensure every supporter receives a positive experience and that all fundraising activity is underpinned by high-quality data and administration.

Alongside these core responsibilities, you will support the delivery of individual giving campaigns and appeals, helping to engage supporters, raise funds, and demonstrate the impact of our work for cats and dogs in need.

This role offers an exciting opportunity to develop expertise in individual giving fundraising, supporter care, CRM management and data-led fundraising. You will contribute to the planning, delivery and evaluation of campaigns across direct mail, email and digital channels, helping to shape compelling supporter journeys and demonstrate the impact of our work.

Using supporter and campaign data, you will help generate insights, evaluate performance and identify opportunities to improve fundraising activity, supporter stewardship and income growth. You will work with supporter records to ensure data quality, effective segmentation and compliance with data protection regulations.

Your creativity, analytical skills, organisation, and attention to detail will help ensure our messages reach the right audiences in the most effective way, building strong and lasting relationships with supporters whose generosity helps transform the lives of cats and dogs across our community.

1. Purpose of the job

To support the Individual Giving Manager by providing excellent supporter care, maintaining accurate supporter data and CRM records, and delivering the administration that underpins successful individual giving fundraising. The role will act as a key first point of contact for supporters, ensuring enquiries, donations and communications are handled efficiently, professionally and in line with the charity's values.

The postholder will be responsible for the day-to-day administration of the fundraising database, including data imports, segmentation, reporting, income processing, financial reconciliation, and data quality management, while also supporting the planning, delivery and evaluation of fundraising campaigns and appeals across a range of channels, helping to grow income and supporter engagement for Bath Cats and Dogs Home.

2. Principle tasks

- Act as a first point of contact for donors and supporters, responding to enquiries by phone, email, online and in person, and always providing excellent supporter care.
- Manage the day-to-day administration of the supporter database (Raiser's Edge), ensuring supporter information is accurate, up to date and compliant with GDPR and fundraising regulations.
- Process donations received through multiple channels and ensure accurate coding, acknowledgement, reconciliation and reporting.
- Ensure donations are acknowledged promptly and accurately, and that supporters receive timely, professional and personalised stewardship communications.
- Produce data selections, reports, audience segments and supporter insight to support fundraising activity and decision-making.
- Use supporter and campaign data to generate insights, evaluate performance, and identify opportunities to improve fundraising activity and supporter stewardship.
- Undertake regular data cleansing and data quality activities to ensure the integrity of supporter records.

- Support colleagues in the effective use of supporter data and promote best practice in CRM management across the organisation.
- Work closely with the Finance team to ensure donations are processed, coded, reconciled and reported accurately and efficiently, including administering Gift Aid and maintaining accurate financial records. This includes working across multiple platforms (e.g., Just Giving, MuchLoved and Stripe).
- Support the Individual Giving Manager in the delivery and development of individual giving products and income streams, including regular giving, in-memory giving, gifts in wills, lottery and cash appeals.
- Support the planning, delivery and evaluation of fundraising campaigns and appeals across a range of channels.
- Assist in the creation of supporter communications and stewardship journeys.
- Coordinate assigned fundraising projects and campaign activity, managing timelines, stakeholders and delivery.
- To work with colleagues and external freelancers and agencies to create engaging marketing and communications, in order to attract, engage and retain supporters.
- To make quarterly gift aid claims to HMRC, ensuring compliance and maintaining accurate records for an audit trail.
- To attend supporter events and be an ambassador for the charity.
- To build relationships with colleagues across the charity and to stay up to date with our work.
- To help keep the rest of the charity up to date on fundraising activity, creating reports and updates.
- To train and support fundraising volunteers as needed.
- To carry out any other duties as requested by your line manager.

3. Essential Criteria

Skills and Competencies

- Strong IT and administrative skills, including proficiency in Microsoft Office applications.
- Excellent written and verbal communication skills, with the ability to produce engaging and accurate communications for supporters and stakeholders.
- Strong analytical skills, with the ability to interpret data, monitor performance, and produce reports and insights.
- Confidence working with databases, spreadsheets and large volumes of information.
- Good attention to detail and commitment to maintaining accurate supporter and financial records.
- Creative thinker with the ability to develop ideas into compelling written and visual communications.

- Excellent organisational skills, with the ability to manage multiple priorities, deadlines and competing demands.
- Ability to work independently, using initiative and maintaining motivation and focus.
- Strong interpersonal and teamwork skills, with the ability to collaborate effectively across departments and with external partners.
- Flexible and adaptable approach, with the ability to respond positively to changing priorities.

Experience

- Experience of working in an office or administrative environment.
- Experience of communicating directly with customers, supporters, donors, or members of the public, providing a high standard of service.
- Experience of using a CRM or database system to maintain accurate records, run queries, segment audiences, produce reports and support operational decision-making.
- Experience of data entry, data quality management and administrative processes requiring a high degree of accuracy and attention to detail.
- Experience of managing workloads and delivering projects or activities to agreed deadlines.

4. Desirable Criteria

Skills and Competencies

- Experience using website content management systems (CMS).
- Knowledge of email marketing platforms and digital communication tools.
- Understanding of fundraising, supporter engagement, or marketing performance metrics.

Experience

- Experience of working within the charity, fundraising, or not-for-profit sector.
- Experience of using Raiser's Edge or a similar fundraising CRM system.
- Experience of using online giving platforms such as Fundraise Up, JustGiving, MuchLoved, Enthuse, or similar supporter fundraising platforms.
- Experience of planning, delivering, or evaluating fundraising, marketing, or supporter engagement campaigns.
- Experience of managing digital campaigns, including email marketing, social media, and paid advertising.
- Experience using email platforms such as Charity Digital, Mailchimp or similar.
- Experience of analysing campaign results and using insights to improve future performance.

- Experience of working with donation processing, Gift Aid administration, or financial reconciliation.
- An interest in animal welfare and an understanding of the role charities play in supporting their communities.

5. Organisation

Bath Cats and Dogs Home, operated by RSPCA Bath & North Somerset Branch CIO.

6. Additional information

- The role requires occasional evening and weekend working
- We ask you to commit to Bath Cats and Dogs Home's values.
- While at work all staff are required to:
 - Take care of their own health and safety and that of others who may be affected by their acts and omissions.
 - Co-operate with Homes policies and procedures for health and safety
- The role requires occasional travel to attend meetings or training. A full driving license is beneficial but not essential.
- If you hold a full driving license, you may occasionally be asked to drive a company vehicle for work.