

PHILANTHROPY SPECIALIST

Terms of employment: Part-time, Permanent

Reports to: Executive Director, Animal Equality UK

Position location: Remote, in the UK (mandatory to travel to London once a month, at own cost)

Hours: 28 hours per week (four days weekly)

Compensation: £37,000-£40,000 (at 28 hours per week)

Overview

Animal Equality is an international organisation working with society, governments and companies to end cruelty to farmed animals. Animal Equality has offices in the United Kingdom, United States, Germany, Italy, Spain, Mexico, Brazil and India.

The Philanthropy Specialist plays a major role in meeting the organisation's ambitious fundraising goals. Responsible for major giving and grants portfolios, the Philanthropy Specialist identifies, cultivates, solicits and stewards financial support from generous individuals and granting bodies.

With a proven track record the successful candidate will network with key stakeholders, present compelling communications and generate significant funds. In turn, these funds will enable Animal Equality to achieve its ambitious financial targets and carry out its crucial campaigns to meaningfully transform and save the lives of farmed animals.

General Responsibilities

- **Oversee a dedicated portfolio of donors and prospects:** with a track-record of soliciting significant financial gifts (six-figure levels) and generating new prospects that convert to major gifts, handle the introduction, cultivation, solicitation and stewardship plans / activities for new and existing major donors, trusts and foundations. Nurture a solid base of trust amongst supporters, understanding their giving preferences so that Animal Equality's income-generating relationships result in the greatest lifetime impact for animals. Encourage existing funders to generate repeat donations, securing an uplift or multi-year grant.
- **Proactively build our supporter base:** persuade existing donors, trusts and foundations to leverage their networks in support of Animal Equality's work, employing innovative relationship management techniques and creating creative propositions to maximise giving, engagement and onward referral. Conduct comprehensive fundraising research, and produce high-quality, strategic and measurable funding applications, to develop a healthy pipeline of new funding sources, stewarding donors and grant-makers that fit Animal Equality's ethos.
- **Increase demand for farmed animal philanthropic giving:** showcasing Animal Equality's life-saving role in delivering meaningful change for farmed animals, employ proven approaches to map out networks for potential supporters. Proactively identify and cultivate prospective major donors through proactive in-person meetings, events, forums, events, and other strategic communications, establishing a dialogue that converts into income for Animal Equality.

- **Inspire loyalty to the cause:** design and deliver high-quality, bespoke supporter experiences, supplying current and potential donors with timely, authentic and persuasive communications to inspire ongoing giving. Leverage a range of tools, including digital, direct mail and telephone strategies, to develop a dynamic prospect pipeline, increase engagement and maximise ask opportunities within Animal Equality's supporter pool. Share regular updates and impact reports with major donors and granting bodies.
- **Meet and exceed annual income targets in support of our vision:** successfully secure financial gifts through funding proposals to individuals and grant-giving bodies, monitoring annual targets and planned budgets. Develop and execute individualised donor plans and grant proposals, including cultivation, solicitation, and stewardship strategies.
- **Oversee the organisation of supporter events:** support in the strategic vision for in-person events to celebrate and appreciate our supporters. Confidently and proudly act as a brand ambassador for Animal Equality, evidencing our impact-driven approach. Equip yourself with the knowledge of Animal Equality's past, present and planned work for animals, to competently represent the organisation in all settings; whether by phone, email or in person, and communicate in an energetic and captivating way.
- **Implement a strategic fundraising strategy:** contribute to the development and implementation of Animal Equality's annual strategic initiatives. Review and optimise existing fundraising strategies to forecast planned income levels and streams alongside fully-costed resources that will be required to deliver on set targets.
- **Cooperate with others:** collaborative by nature, work with a broad range of colleagues to maximise fundraising opportunities. Work closely with staff in various departments and country offices to gain insight into international plans and achievements.
- **Manage records and reporting:** produce high-quality monthly and ad hoc reports for the UK Executive Director, ensuring donor and prospect records are comprehensive, accurate and well maintained in our CRM system. Evaluate current processes, make suggestions for ongoing improvements, and ensure GDPR, Fundraising Regulator standards and key fundraising protections are adhered to at all times. Compile precise and timely reports and updates for key funders relating to Animal Equality's activities.

Individual Attributes Required

- **Outstanding interpersonal skills:** with strong relationship management, negotiation and influencing skills, communicate with senior individuals with passion and energy. Devise creative solutions to strengthen new and existing relationships, tailoring engagement approaches to maximise giving impact.
- **Target-driven:** with a keen eye for detail and a results-focused mindset, measure and closely monitor financial outcomes. Conduct robust research so as to anticipate and mitigate potential challenges.
- **Resilience:** work under pressure, managing competing priorities and adapting accordingly. Problem-solve and think innovatively to deliver against targets. Show outstanding emotional intelligence, with an ability to network and negotiate effectively.

- **Gravitas:** entrepreneurial and highly motivated, tailor communications to your audience.
- **Professionalism:** proficiently adept at cultivating and nurturing trusting relationships with diverse supporters, institutions, and team members whilst upholding the highest standards of professionalism and alignment with the Animal Equality culture at all times.

Position Requirements

- A minimum of five years of related work experience in major gifts fundraising or in the field of marketing and communications, preferably at a non-profit advocacy organisation.
- A proven track record of bringing in major donations of six-figure sums.
- Experience with Salesforce CRM preferred.
- A practical understanding of fundraising, GDPR and charity regulation.
- Knowledge of and proven ability to develop and implement fundraising strategies.
- Ability to maintain confidentiality.
- Excellent organisational skills and attention to detail.
- Comfortable presenting professionally.
- A positive attitude, excellent interpersonal skills, effective communication and the ability to work cooperatively with others in a team-oriented work environment.
- Ability to work additional hours, as needed, to meet deadlines, travel occasionally and manage workflow.
- Professional appearance and adherence to a vegan lifestyle.
- Commitment to the objectives of Animal Equality.

Salary and Benefits:

Salary band £37,000-£40,000, depending on experience. This is a remote working opportunity (UK-based candidates only).

- Personalised Employee Assistance Program (EAP): an Animal Equality--funded benefit that offers employees, supporters and volunteers confidential counselling and advice on a wide range of work and personal issues. The program offers several services, such as a 24/7 confidential helpline and expert Cognitive Behavioural Therapy.
- Flexible hours, with the option to start between 8am-10am and finish between 4pm-6pm.
- Able Futures Support: The service is a nine month, practical and confidential support service for employees whose circumstances or mental health may impact their wellbeing or work. Employees can work with a mental health professional to deepen their understanding of how their mental health may impact them and will build coping skills and resilience to thrive at work.
- Gifted yearly stipend to access learning and development resources, to help employees further grow their personal and professional skills.
- Monthly stipends for employees to enjoy a vegan lunch at the Animal Equality monthly meetups.

Applications:

For informal enquiries please email us at careers@animalequality.org.uk or call our team on 0207 993 5348. Applications should be submitted online at <https://animalequality.org.uk/jobs/>

Applications should comprise a full curriculum vitae, an accompanying cover letter, and answers to the following questions:

1. Why do you want to work for Animal Equality?
2. What will you bring to Animal Equality?

Animal Equality is an equal opportunities employer; we welcome applications from all suitably qualified persons, regardless of their race, sex, disability, religion, sexual orientation, gender identity or expression, or age. We are especially keen to encourage applications from: individuals who are Black and / or of the global majority; people with disabilities; and lesbian, gay, bisexual and transgender people. We are also proud to be a Disability Confident Employer and we will endeavour to accommodate any reasonable adjustments that individuals may require throughout the application process.

Animal Equality is a registered charity (England and Wales), no. 1168309.