



**BATTERSEA**

HERE FOR EVERY DOG AND CAT

# RECRUITMENT PACK



# Head of Public Fundraising (Interim) (BDCH6128) - Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 160 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c600 employees and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats, sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

## Your Application

Your supporting statement is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use specific examples. Please do not generalise e.g. "I usually...", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement should not exceed 1,000 words. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

**Closing date:** 23<sup>rd</sup> June 2024

**Interview date:** 4<sup>th</sup> - 5<sup>th</sup> July 2024 (1st round); 15<sup>th</sup> - 16<sup>th</sup> July 2024 (2nd round)

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

We are committed to providing equality of opportunity and valuing diversity for all current and prospective employees, volunteers and Trustees. We aim to ensure that this commitment, reinforced by our values, is embedded in our day-to-day working practices and our work together. We would particularly welcome applications from black and minority ethnic and disabled candidates, who are currently under-represented at Battersea.

## Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

## Data Protection

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes. We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at [DataProtection@battersea.org.uk](mailto:DataProtection@battersea.org.uk)

## Contact

If you have any questions, please contact us at [jobs@battersea.org.uk](mailto:jobs@battersea.org.uk) or 0800 001 4444.

## Job Description: Head of Public Fundraising (Interim)

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|--|---|
| <b>Job Title:</b><br>Head of Public Fundraising (interim)  | <b>Location:</b><br>Battersea, London   |
| <b>Hours:</b><br>35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements   | <b>Duration:</b><br>6 months  |
| <b>Responsible To:</b><br>Associate Director of Income Generation  | <b>Responsible For:</b><br>Senior Individual Giving Manager, Senior Challenge & Public Events Manager, Supporter Experience Manager and all associated teams. |
| <b>Works With/Key Contact:</b><br>CEO, Directors' team, senior management group, significant suppliers, volunteers, agencies, event organisers, Operations teams, all income generation colleagues | <b>Grade and Salary:</b><br>£68,000 per annum<br>Grade B1: Function Heads and Business Partners   |

### Battersea's approach to diversity

Battersea is here for every dog and cat and has been since 1860. We care for animals unconditionally, and we do not judge the owners of pets that need our help. It is this commitment which brings us together as an organisation, and we take great joy and pride in that.

We were founded by a female pioneer, Mary Tealby, who was unafraid to confront convention at a time when women leaders were rare, and animals were not universally loved. Her willingness to challenge the status quo is part of the legacy she leaves with us today, and we celebrate the impact we have made so far because of her vision.

We are ambitious to do more, including helping new populations of animals in new places beyond our centres; and we know we must adapt to the evolving world around us, harnessing the skills, experience, and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to. And we know that an inclusive environment, where we welcome different perspectives and where employees and volunteers are empowered to be themselves, will ensure we continue to thrive.

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

### Main Purpose of the Role

To lead and manage the Public Fundraising function at Battersea to achieve targets, deliver exemplary supporter experience and maximise income in line with the Income Generation strategy whilst adhering to Battersea's high standards of compliance.

To deliver sustainable income and achieve income growth in line with Battersea's organisational strategy through the implementation of the Public Fundraising strategy, budgets and operational plans.

As a member of the Income Generation leadership team (ILT) provide direction, support and guidance to the team, fostering a culture of safety and professionalism and representing Income Generation across the organisation.

**What you'll be doing****Approx. % of time**

|   |     |
|---|-----|
| <ul style="list-style-type: none"> <li>• Lead the implementation of the Public Fundraising strategy and contribute to delivery of the overall Income Generation Strategy with the support of the Associate Director of Income Generation.</li> <li>• Deliver the operational management and implementation of a programme of supporter acquisition and retention, events and appeals, across all relevant channels and products. This will include, but not limited to; Regular Giving, Cash Giving, Legacy Marketing, In Memory Giving, Digital Fundraising, Challenge Events, Public Events, Fundraising Products, Mass Participation Products and Events.</li> </ul>                               | 20% |
| <ul style="list-style-type: none"> <li>• Contribute to the effective leadership of the Income Generation team as part of ILT.</li> <li>• Lead, inspire, mentor and develop the team, sharing knowledge and experience, encouraging team members to enhance their skills, capabilities and professional development.</li> </ul>  | 20% |
| <ul style="list-style-type: none"> <li>• Manage and monitor the Public Fundraising annual budget undertaking monthly reporting, 2024 year end reporting, 2025 Q1 reforecast. Submitting business cases for additional investment where appropriate.</li> </ul>  | 15% |
| <ul style="list-style-type: none"> <li>• Be an active and engaged member of Battersea's SLT, sharing accountability for collective decision making, supporting strategic objectives and driving organisational performance &amp; behaviours through positive role modelling of our values and strong leadership practices in line with our Leadership Framework.</li> <li>• Actively contribute to the SLT collective business planning process.</li> <li>• Participate in SLT working groups and support delivery of cross-organisational projects.</li> <li>• Keep Directors, CEO and the Board where relevant, informed regarding Public Fundraising strategy, risks and opportunities.</li> </ul> | 15% |
| <ul style="list-style-type: none"> <li>• In partnership with key stakeholders across Income Generation, Marketing, Brand, Digital and external stakeholders support the development of a new Supporter Experience strategy utilising research, insight, segmentation, and donor profiles, to maximise the value of supporters to Battersea.</li> </ul>  | 10% |
| <ul style="list-style-type: none"> <li>• Provide support from the PF team for delivery and implementation of Launchpad data strategy as required.</li> </ul>  | 5%  |
| <ul style="list-style-type: none"> <li>• Ensure Battersea is compliant with all aspects of the Fundraising codes of practice, Gift Aid and Data Protection, ensuring Battersea is up to date with current legislation.</li> <li>• Ensure all processes and procedures related to the delivery of Events are adhered to at all times including procurement, H&amp;S, risk assessment and management.</li> <li>• Create sector connections and keep up to date with best practice and sector developments, representing Battersea as required.</li> </ul>   | 5%  |
| <ul style="list-style-type: none"> <li>• Oversee the management of relationships with internal departments/sites and external agencies to ensure high quality and effective delivery of projects, events, communications and materials that are in line with the Battersea brand and any other legal/industry standards as needed.</li> </ul>   | <5% |
| <ul style="list-style-type: none"> <li>• Maintain a clear current understanding of Battersea animal welfare policies and procedures to inform a range of communications.</li> </ul>   | <5% |

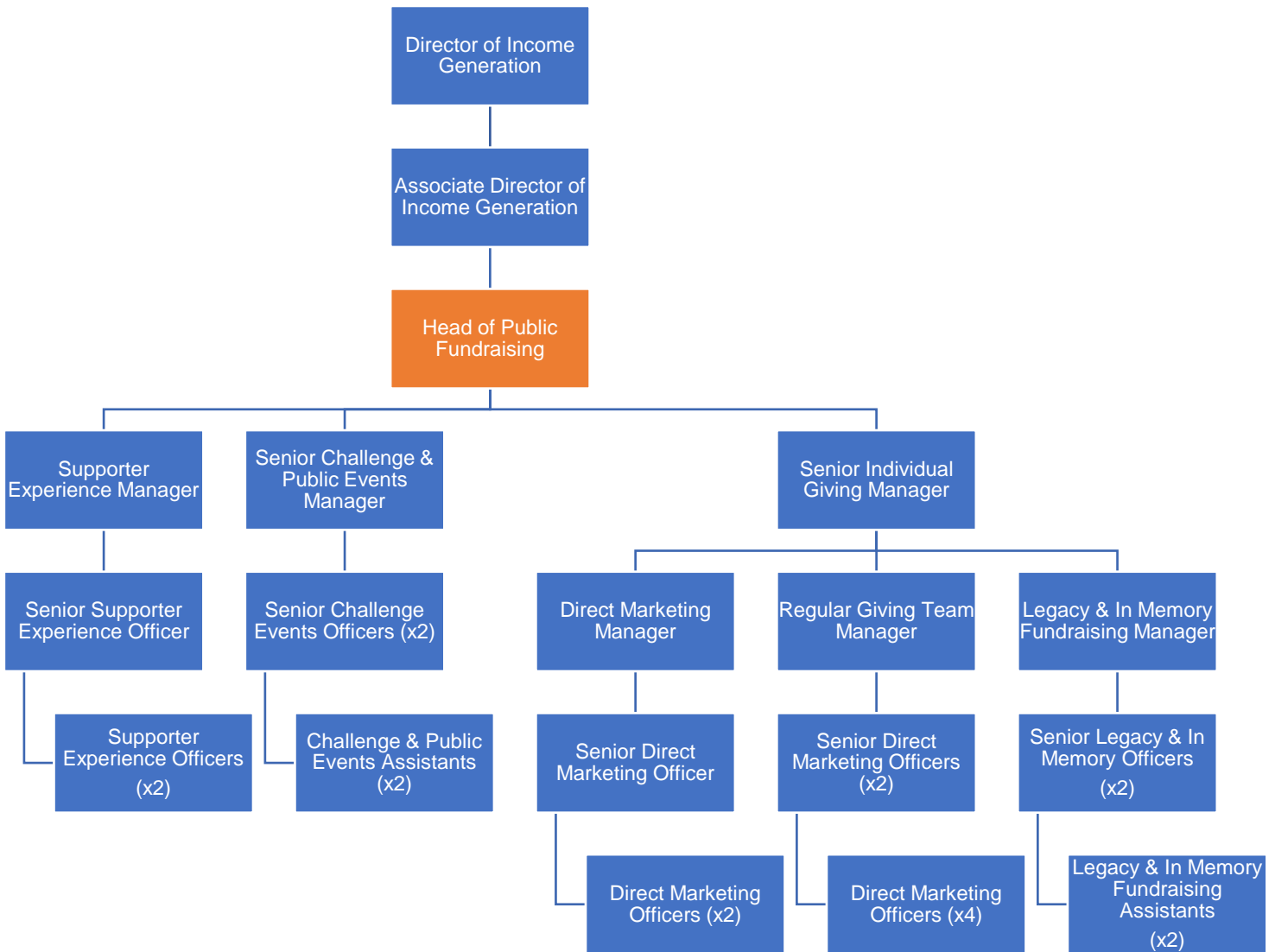
The above job description is intended to be an outline of the duties and responsibilities for this role. Job descriptions change over time, and we will discuss with you and ask you to carry out work relevant to your role.

## Person Specification

### What you'll need to have to do the job

|                     |   |
|---------------------|---|
| <b>Job Specific</b> | Significant experience of developing and implementing a public fundraising strategy and plan, across all channels/products and to scale and specifically to include proven direct marketing experience.   |
|                     | Proven experience of leadership and line management of teams, ideally of over twenty people.  |
|                     | Proven experience in strategic planning, budgeting, benchmarking and monitoring performance across multiple channels, products and audiences, to include management of eight figure income streams.   |
|                     | Proven experience of relationship fundraising, specifically legacy and in memory donors or community supporters.  |
|                     | Significant experience of managing multiple projects, relationships and deadlines, including managing major supplier relationships at the highest level.  |
|                     | Ability to motivate self and others and experience of developing employees, promoting cross team working and using own initiative to improve and implement the team's work.   |
|                     | Proven experience of developing holistic supporter communications strategies to deliver demonstrable income growth.   |
|                     | Significant influencing, negotiation and persuasion skills.   |
|                     | Significant demonstrable experience in developing new products, events or services from customer/donor insight and experience of database marketing/customer segmentation to target customers.  |
|                     | Proven, excellent communication skills, both written and verbal, with the ability to communicate and represent Battersea internally and externally at the highest levels, including experience of successfully creating and delivering presentations to a variety of audiences. |
|                     | Significant level of numeracy, accuracy, financial awareness and attention to detail.   |
|                     | Keen and effective problem solver and competent decision maker, and proven ability to cope well under pressure and working in a demanding environment.  |
|                     | IT literate with good experience of MS Office and other relevant IT systems as appropriate for the role, and advanced skills in MS Excel.   |
|                     | Understanding of and a commitment to the vision, mission and values of Battersea  |
| <b>Values</b>       | <b>CARE</b> – We care wholeheartedly about our mission to be here for every dog and cat, and the work we each do to achieve this.   |
|                     | <b>EXPERTISE</b> – We are experts at what we do, focusing on continual improvement, learning and growing our expertise, so we can all be the best we can be.  |
|                     | <b>DETERMINATION</b> –We stay focused and solve problems to achieve our goals and our mission to be here for every cat and dog.   |
|                     | <b>RESPECT</b> – We treat one another with respect, just as we treat every cat and dog with respect.  |
|                     | <b>INCLUSION</b> – We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.   |
|                     | <b>COLLABORATION</b> – We understand that by working together across teams and with our partners, we achieve more for dogs and cats.  |

**Position in the team:**



# Employee Benefits

We offer our employees a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

Battersea has been verified as a truly flexible workplace by Flexa for 2024-2025. You can find out more about our flexible working benefits via our [Flexa Page](#).

## Pension Scheme

Our group personal pension scheme is available to all employees. New employees will be auto enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 2.67% employee contribution, 5.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan. The contribution levels are as follows:

| Employee contribution | Battersea contribution |
|-----------------------|------------------------|
| 2.67%                 | 5.33%                  |
| 3%                    | 6.2%                   |
| 5%                    | 10.3%                  |

Example of monthly pension contributions for salary of £20,000:

| Employee contribution | Battersea contribution | pension |
|-----------------------|------------------------|---------|
| 2.67% = £44.50        | 5.33% = £88.83         |         |
| 3% = £50.00           | 6.2% = 103.33          |         |
| 5% = £83.33           | 10.3% = £171.66        |         |

## Annual Leave

Employees are entitled to 28 days annual leave (pro-rata for part time employees and in the first year of employment), rising to 29 days after 5 years and 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

## Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all employees, using a provider called Simply Health. This cash plan enables employees to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

## Gym Membership

Employees who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

## Season Ticket Loan

Interest free season ticket loans are available to all employees after two months of employment with Battersea.

## Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £2,500 including VAT,

by having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

### **Paid Maternity Leave**

All pregnant employees are entitled to up to 52 weeks' maternity leave regardless of length of service. Employees who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

### **Paid Paternity Leave**

Fathers to be or employees who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Employees who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

### **Employee Assistance Programme**

We offer an Employee Assistance Programme to all employees free of charge. It offers completely confidential and impartial support, information, and counselling service to employees on legal, financial, debt management and emotional issues.

### **Life Insurance**

All employees are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the employee's salary in cases of death whilst in employment at Battersea.

### **Uniforms for all Operational Employees**

Free uniform is provided for all operational and clinic employees.

### **Veterinary Treatment of Employees' Ex-Battersea Animals**

We provide cost price veterinary treatment for employees with ex-Battersea dogs and cats.

### **Discounted Pet Insurance**

We offer employees a 20% discount off the cost of Petplan insurance.

### **Discounts in our Shops**

We offer our employees a 25% discount in our shops.

### **Professional Membership Fees**

After two months service, employees in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £400.

### **Sabbatical Leave**

Employees who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.





Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)  
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.