



**BATTERSEA**

HERE FOR EVERY DOG AND CAT

# RECRUITMENT PACK



# Legacy & In Memory Fundraising Assistant (BDCH6159) - 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:** 8<sup>th</sup> September 2024  
**Interview date:** 17<sup>th</sup>/18<sup>th</sup> September 2024

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: Legacy & In Memory Fundraising Assistant

<b>Dept/Team:</b> Income Generation / Legacy & In Memory Fundraising Team	<b>Location:</b> Battersea Dogs & Cats Home, London
<b>Hours:</b> 35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	<b>Duration:</b> 6-month fixed term contract
<b>Responsible To:</b> Legacy & In Memory Fundraising Senior Officer	<b>Responsible For:</b> N/A
<b>Works With/Key Contacts:</b> Individual Giving Team, wider Income Generation Team, Comms Team, external agencies, Legacy Administration Team	<b>Salary &amp; Grade:</b> £25,000 per annum Grade E

## 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 provide care and cultivation of In Memory donors, Legacy pledgers and enquirers by acting as first point of contact for these supporters and delivering ongoing one-to-one stewardship across various touchpoints including face to face, over the phone and via written correspondence.

To support the Legacy & In Memory Fundraising Team to achieve its aims and objectives through undertaking key administrative tasks and assisting with the delivery of the team's projects including marketing campaigns, supporter events and internal promotion of Legacy and In Memory messages to a range of audiences and stakeholders.

**Responsibilities/Objectives**

**Approx. % of time**

<p>Delivery of day-to-day development and maintenance of relationships with all those who have expressed an interest in leaving Battersea Dogs &amp; Cats Home a Legacy and those who give In Memory.</p> <ul style="list-style-type: none"> <li>• Fulfil information requests for Legacy giving via post, email and phone.</li> <li>• Be the first point of contact for new Legacy enquirers and play a vital role in stewarding them into pledging.</li> <li>• Liaise with the Legacy Administration team to ensure specific/complicated information requested about Gifts in Wills is accurate.</li> <li>• Take responsibility for thanking In Memory donations and play a vital role in maintaining long-term relationships with these supporters along with the Senior Legacy &amp; In Memory Development Officer.</li> <li>• Fulfil Forever Loved* card applications and liaising with operational teams where required upon intake of a Forever Loved registered animal. (*Battersea’s ‘Forever Loved’ scheme is a service which offers to care for and rehome your pets should they outlive you).</li> <li>• Sensitively answer enquiries about In Memory giving and options for remembrance via phone, email, online platforms or post whilst keeping in mind that these enquirers may be grieving and, therefore, responding appropriately.</li> <li>• Assist with the fulfilment of marketing campaigns, working with supporter services or external fulfilment companies as necessary.</li> <li>• Maintaining accurate database records including all correspondence, and contact preferences on Raisers Edge.</li> <li>• Understand and follow GDPR guidance.</li> </ul>	<p>40%</p>
<p>Support with the delivery of Legacy and In Memory marketing campaigns and development of new marketing collateral.</p> <ul style="list-style-type: none"> <li>• Assist in the development of promotional materials and marketing collateral for a variety of audiences and channels. Tasks to include briefing external agencies and internal design team, manage project schedules, review and manage data files.</li> <li>• Support the Senior Legacy &amp; In Memory Fundraising Officers to deliver direct marketing campaigns to promote legacy and in memory giving to warm and cold audiences, using a variety of channels and media including direct mail, press, inserts, DRTV, email and online promotion.</li> <li>• Undertake the fulfilment of these campaigns by directly corresponding with supporters, ensuring accuracy of the database and income tracking and providing bespoke thank you and stewardship communications.</li> <li>• Shadow the Senior Fundraising Officers on their campaigns and be the second point of contact for internal stakeholders and external suppliers and agencies.</li> </ul>	<p>20%</p>
<p>Assist the Legacy and In Memory Fundraising team with face-to-face promotion to supporters, and promotion to internal stakeholders, of Legacy and In Memory giving:</p> <ul style="list-style-type: none"> <li>• Support with the development and delivery of training for employees and volunteers to enable them to talk about Legacy giving and Battersea’s Forever Loved service.</li> <li>• Assist in the organisation and delivery of Legacy events for Legacy prospects and existing Legacy Pledgers.</li> <li>• Assist in the organisation and delivery of events for In Memory donors.</li> <li>• Deliver tours of Battersea for Legacy and In Memory supporters.</li> <li>• Assist with the planning and delivery of the annual awareness campaign ‘Remember A Charity Week’ which promotes Legacy giving to a range of internal and external audiences including employees and volunteers.</li> </ul>	<p>30%</p>
<p>Help to ensure consistent processes and reporting are carried out to support the growth and development of the Legacies and In Memory income streams.</p>	<p>10%</p>

<ul style="list-style-type: none"> <li>• Reporting of legacy enquirers and pledgers on a monthly basis used to help the team manage marketing activity and track performance. Providing information which contribute to reports, created by the Legacy &amp; In Memory Manager, for the senior leadership team about the status and health of the Legacy programme.</li> <li>• Assist the Legacy &amp; In Memory Manager and Senior Officers with the development of new and improved methods of reporting and management of data.</li> <li>• Carrying out accurate PO and invoice processing including raising POs and reconciling invoices.</li> </ul>	
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The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

## Person Specification

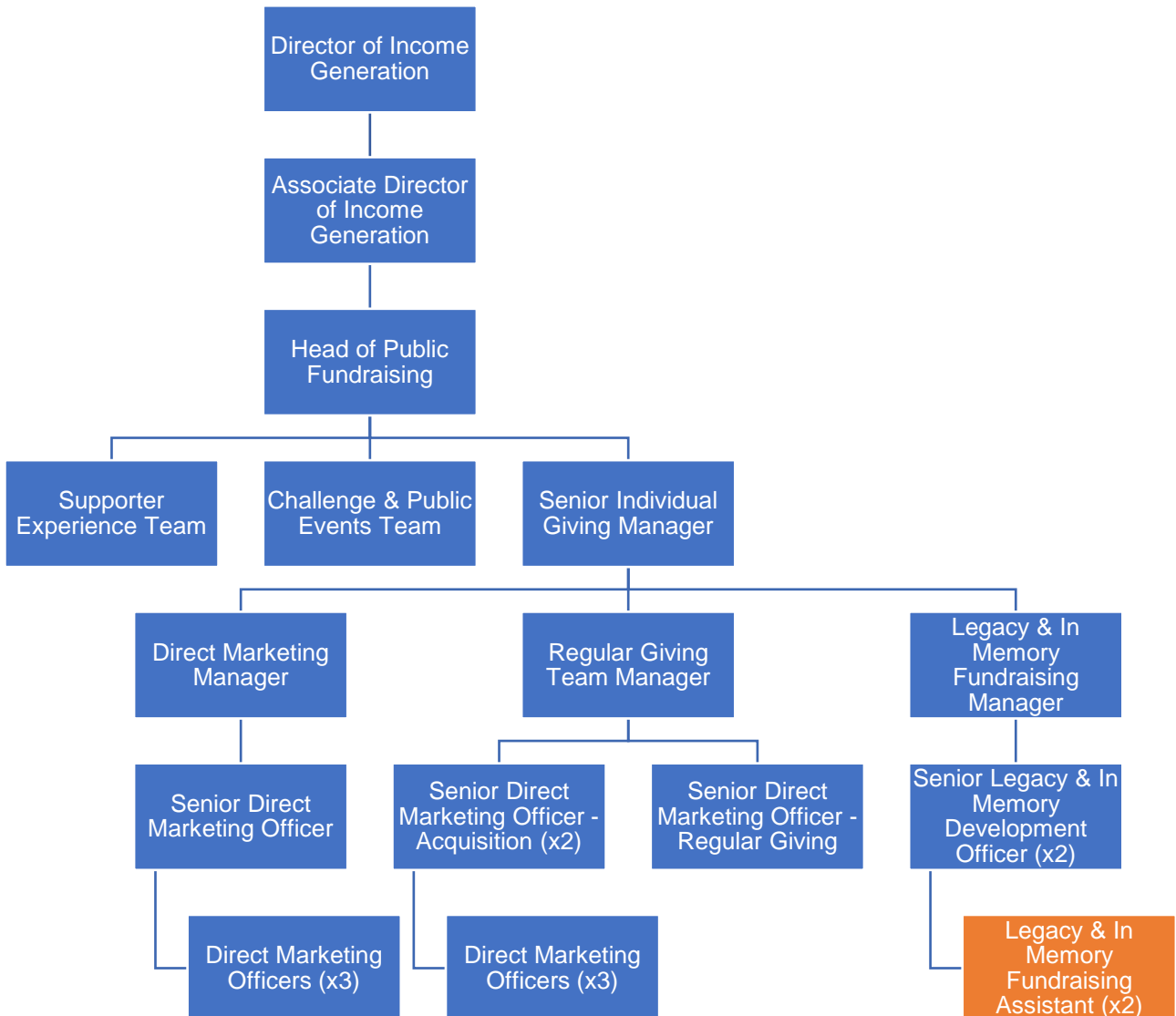
### Essential

<b>Job Specific</b>	A passion for delivering excellent supporter care. Strong relationship-building skills with the ability to build rapport, show empathy, tact and diplomacy to develop positive relationships.
	Excellent verbal and written skills with the ability to communicate with a range of internal and external audiences.
	Excellent standard of computer literacy, with particular reference to MS Office, especially Excel, Word and Outlook as well as experience of marketing databases (ideally Raisers Edge).
	Proven problem solving and decision-making skills with a track record of taking the initiative and taking responsibility for the decisions you have made.
<b>Core Skills</b>	<b>Literacy, Numeracy and IT skills</b> Good standard of written English and numeracy and competent user of MS Office and IT systems
	<b>Communication skills</b> Experience of communicating clearly with the ability to adapt your communication style for different people as appropriate
	<b>Empathy &amp; Resilience</b> Ability to show empathy and be resilient when dealing with people and animals in distress
	<b>Time management</b> Demonstrates flexibility and the ability to manage multiple tasks
<b>Values</b>	CARE - Delivers high quality work to the best of their ability and achieves high standards even while under pressure
	EXCELLENCE – Achieves results through continuous learning and applying good practice
	DETERMINATION – Pro-active in suggesting new ways of working and embraces change
	RESPECT – Works constructively and collaboratively with colleagues from different teams
	INCLUSION – Champions diversity in all its forms, so that everyone can be themselves and feel valued and included.
	COLLABORATION – Works as a team, recognising, trusting, and valuing everyone’s role and contribution in delivering our aims.

## Desirable

- Experience of working in an office environment, keeping accurate records, organising and maintaining correspondence and records.
- The ability to apply Direct Marketing principles in a fundraising environment.
- Knowledge or experience of Raisers Edge database.
- Experience of writing fundraising copy would be helpful.

## 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 pension contribution
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.