



## Job Description

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**Title of post: Supporter Engagement Officer (Fundraising and Corporate Relationships)**

**Responsible to: Branch Manager**

**Working with: Supporter Engagement Officer (Communications and Volunteers)**

**Location: Abbey Street Rehoming Centre, 45 Abbey Street, Derby, D22 3SJ**

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### **Overall Purpose of Role:**

Our aim is to develop beneficial and long-lasting relationships with our volunteers, donors and other stakeholders. The overall purpose of this role is:

- to deliver the Branch fundraising strategy by recruiting supporters, maintaining relationships with donors and sponsors, organising fundraising events and overseeing all other fundraising activity
- to deputise for the Supporter Engagement Officer (Communications and Volunteers) as required.

Please note: Sections C and D below are mainly of relevance when deputising for the Supporter Engagement Officer (Communications and Volunteers)

### **Key Responsibilities and Duties:**

#### **A Fundraising**

- Deliver against annual budgets, targets and the Branch fundraising strategy through a range of initiatives, stakeholder relationships and fundraising events
- Ensure best practice in fundraising, taking into account legal and regulatory compliance, RSPCA society rules, GDPR and the Fundraising Regulator's Fundraising Code of Practice
- In collaboration with the other Supporter Engagement Officer, set up and maintain a calendar of online and in-person fundraising/promotional events
- Use any opportunities to promote specific areas of fundraising including in-memory giving, legacies, regular giving, bespoke events & active challenges
- Manage fundraising projects effectively from development through to planning, delivery and review, ensuring compliance with all health and safety and money handling requirements
- Support individuals, community groups, volunteer fundraising groups and schools organising their own events by providing excellent donor care and giving advice and support as required
- Attend cheque presentations, talks, school assemblies, third party fundraising events and be willing to work outside core office hours (evenings/weekends) as and when required
- Through a variety of channels including online opportunities and specific campaigns, build positive and lasting relationships with supporters to maximise fundraising opportunities
- Maintain the Customer Relationship Management database (eTapestry) with all relevant supporter, donation and fundraising information, applying knowledge of data protection regulations and gift aid procedures, and using data to optimise fundraising activity

- Ensure good awareness, advertising and promotion of events and fundraising initiatives, including the production of fundraising materials within the Branch branding criteria
- Increase the profile of the branch through the use of local press and media coverage
- Recruit, train and supervise volunteers to develop a fundraising volunteer team.

## **B Corporate Partnerships**

- Develop and maintain the Branch's relationship with local, regional and national businesses
- Create a range of opportunities for corporate partnerships which promote our work and generate fundraising and other supportive activities
- In conjunction with the other Supporter Engagement Office, develop videos and other content to promote our work and corporate partnerships
- Develop and maintain the corporate sponsorship page on the Branch website
- In liaison with the other Supporter Engagement Officer, create social media content to recruit and acknowledge corporate partnerships
- Make active use of LinkedIn to expand the Branch's corporate networks and engagement
- Make active use of the Marketing Derby network by attending events and using their communication channels
- Plan and deliver in-person corporate events to promote our work and the value of corporate partnerships
- Seek out opportunities for substantial partnerships, such as Charity of the Year, making applications and proposals as required
- Act as the liaison point for corporates who are in partnership with the Branch
- Provide presentations and talks to corporates as required
- Create bespoke newsletters for corporate partners
- Oversee the promotion and management of Branch collection boxes.

## **[C Communications]**

- *In collaboration with the other Supporter Engagement Officer, set up and maintain a calendar of online and in-person fundraising/promotional events*
- *Develop and deliver an effective social media plan*
- *Develop and maintain the Branch website, creating new pages when required*
- *Liaise with the Animal Care team to ensure the information about animals on the the website and social media is accurate and correctly presented*
- *Create regular supporter newsletters and e-shots*
- *Use the Mailchimp marketing platform to analyse supporter engagement and target communications as effectively as possible*
- *Create presentations and video content for use in the Branch's fundraising, promotional and educational work*
- *In collaboration with relevant staff, be responsible for the promotion of Centre animals available for adoption, the Branch shops and any other appropriate Branch activity across all social media, the website and newsletters*
- *In liaison with the other Supporter Engagement Officer and relevant line managers, identify any potential stories for publicity from all areas of the charity's work*

- *Maintain up-to-date knowledge of news, developments and initiatives happening at national RSPCA level and use these, where appropriate to promote the Branch as well as the wider RSPCA*
- *Deal with any social media interaction promptly, promoting positive support and alerting relevant staff and the Branch Manager to any negative responses to our work*
- *Maintain the consistency and integrity of the RSPCA Derby and District/Abbey Street Rehoming Centre brand across organisational activity and promotional work*
- *Ensure best practice in communications, taking into account legal and regulatory compliance, RSPCA society rules, GDPR and the Fundraising Regulator's Fundraising Code of Practice*

#### **[D Volunteers]**

- *In co-ordination with relevant managers, maintain and develop the database for volunteers*
- *Using a range of platforms advertise for and recruit volunteers when required*
- *Contribute to the review and development of the volunteer experience across the Branch*
- *Contribute to the support and motivation of volunteers, taking into account their diverse needs*
- *Provide a regular volunteers newsletter, alongside other Branch supporter communications*
- *Develop the use of internal and external award and recognition schemes for volunteers*
- *With relevant managers, create and maintain a volunteer handbook*
- *Contribute to the delivery of a comprehensive training programme for Branch volunteers*
- *Organise an annual volunteer social event*

#### **E General**

- Attend and participate in a variety of meetings including supporter engagement sub-committee and team meetings, monthly 1:1s with the Branch Manager and annual appraisals
- Work outside of regular hours when required for fundraising and corporate events
- Participate in training and undertake appropriate learning and development, as identified through appraisal and regular reviews with line manager
- Adhere to RSPCA Derby and District's policies and procedures at all times, including Health and Safety and Data Protection policies and procedures
- Adhere to relevant professional obligations and codes of conduct
- Maintain the highest standard of internal and external customer service and be a good ambassador for RSPCA Derby and District
- Any other duties as directed and defined by the Branch Manager as being to the benefit of the Branch.

#### **Note**

This job description is an accurate statement of the current duties of this role. It will be reviewed from time to time and RSPCA Derby and District reserves the right to change the job description. Any changes will be discussed with the post holder.