



Role Description

POST TITLE:	Fundraising Lead
RESPONSIBLE TO:	Chief Executive
RESPONSIBLE FOR:	Development and implementation of funding strategies
HOURS:	Part Time - 22.5 hours, with an opportunity to develop to Full Time
TERM OF POST:	Permanent
LOCATION:	Shrewsbury, Shropshire
PROBATIONARY PERIOD:	6 months
SALARY:	£22-26K pa FTE, depending on experience
LEAVE ENTITLEMENT:	21 days FTE per annum (exclusive of Bank Holidays)

Context

Dog A.I.D. (Assistance in Disability) was established in 1992 to assist people with physical disabilities, improving their quality of life by helping them train their own pet dogs to provide assistance with day-to-day tasks and in some circumstances providing life-saving interventions.

In 1996, the Dog A.I.D. Scheme was launched nationally at Crufts and today benefits from a team of over 100 Trainers and Assessors working on a voluntary basis across the U.K. from its base in Shrewsbury, Shropshire. Training takes up to two years with both dog and owner receiving specialist education from our network of trainers and attain fully qualified Assistance Dog status through a number of stages.

Due to continued growth an exciting opportunity has arisen for a Fundraising Lead to help the charity achieve its long-term ambitions for future strategic development.

Purpose of the Post

The Fundraising Lead will build and develop Dog A.I.D.'s income generation in accordance with the current organisational strategy.

This support will include creating and managing sustainable unrestricted long-term funding from individuals, companies, community groups and other organisations, engaging with all supporters through a comprehensive programme of fundraising activities.

Main Duties and Responsibilities

- **Strategy:** in conjunction with the Chief Executive and Trustee Board, develop and implement the Fundraising Strategy, budget, targets and reporting to improve the management of current sources of income, introduce new initiatives to grow income, support and develop relationships
- **Management:** co-ordinate and lead on fundraising, ensuring appropriate systems and processes are in place, monitored and reviewed with the Chief Executive to maximise fundraising activities to optimise outcomes for the charity, and prepare reports and presentations, where appropriate, to report on progress
- **Case for Support:** work collaboratively with the Chief Executive and Trustee Board to develop the Case for Support, including appealing, relevant, deliverable and accurately budgeted projects
- **Trusts and Foundations:** research potential supporters, write compelling fundraising applications to trusts and foundations, aligned to the Case for Support, and build ongoing relationships
- **Community:** recruit, manage and motivate a team of volunteers to support fundraising activities
- **Events:** support others organising fundraising events or taking part in challenge events for Dog A.I.D.
- **Supporter development/individual giving:** promote individual giving and further develop relationships with supporters in order to build and increase their support and fundraising activities for the charity, working with the Chief Executive and Trustees on major gifts
- **Corporate:** identify and promote corporate fundraising and cause-related marketing opportunities, develop compelling proposals, engage with and develop relationships with companies and staff teams
- **Digital:** promote online giving, maintain and optimise the fundraising content on the website and online fundraising platforms
- **Compliance:** maintain accurate records in accordance with data protection and fundraising regulations
- **Reporting:** ensure appropriate systems and processes are in place, monitored and reviewed to maximise income generation activities to optimise outcomes for the charity
- **Communications:** work with colleagues across the organisation to produce appropriate communications to supporters

Additional Responsibilities

- Attend in-house and relevant external training courses, as agreed with the Chief Executive
- Practise and comply with all Dog A.I.D. policies and procedures, including Data Management
- Ensure that all activity helps to build the Dog A.I.D. brand and is brand compliant at all times
- Engage actively with our volunteers as appropriate and within the scope of the post
- Promote and embed Equality, Diversity and Inclusion in all work and ensure community engagement information is communicated in plain English and meets accessibility requirements
- Undertake any reasonable tasks from time to time at the Chief Executive's request, as may be deemed appropriate within the scope of the role

Technical Skills, Knowledge, Experience and Behaviours

- Fundraising experience - preferably within a similar role with a record of achievement
- A successful record of building a donor base through cultivation and excellent stewardship
- A creative, strategic thinker with experience in developing organisational and campaign strategies
- Excellent organisational, written and oral presentation skills with the ability to articulate the mission, goals and activities of Dog A.I.D. with passion and enthusiasm
- The ability to communicate often complex concepts in a clear, concise manner
- Superb interpersonal skills and the ability to influence alongside having a personal presence
- Ability to work collaboratively with colleagues to achieve overall organisational income goals

- Flexible, adaptable, tenacious and enjoys working in a fast-paced growth environment, with the ability to work to tight deadlines within constraints
- Experience of a complex environment, ensuring speedy decision-making and systematic approach to overcoming obstacles
- Excellent IT skills, including mainstream office packages and experience of using donor relationship management systems to manage funding pipelines
- Experience of Health and Social Care/Disability Sectors would be an advantage

Person Specification: Fundraising Lead

REQUIREMENT	ESSENTIAL	DESIRABLE	ASSESSED BY
Qualifications, education and training	Educated to a good standard, preferably A-Level or above, including Maths and English	Member of the Institute of Fundraising	Application Form / Interview
Experience	<p>Experience of fundraising (or related discipline) in the not-for-profit or similar sector</p> <p>Achieving stretch goals in appropriate areas of operation</p> <p>Management and reporting structures</p>	Health & Social Care / Disability Sector Experience	<p>Application Form / Interview</p> <p>Assessment</p>
Knowledge	<p>Multi-disciplinary fundraising theory and practice</p> <p>Supporter relationship management theory and practice</p> <p>Budget Management</p> <p>Working knowledge and understanding of Data Protection requirements, including GDPR</p>	Gathering and using feedback from supporters to inform planning.	<p>Application Form</p> <p>Interview</p>
Skills and abilities	<p>Ability to quickly develop a detailed understanding of wide-ranging and complex topics</p> <p>A high standard of written English and ability to produce concise, persuasive prose</p> <p>Good numerical and analytical skills</p>		<p>Application Form</p> <p>Interview</p>

	<p>Ability to manage relationships at all levels-</p> <p>Inter-personal and communications skills to inspire and motivate a wide range of audiences</p> <p>Experience of managing volunteers</p> <p>Attention to detail</p> <p>Strong planning and creative, problem solving skills</p> <p>Proficiency in all general IT / Office Packages and, ideally, CRM systems</p>		
Personal attributes	<p>Hard working, tenacious, determined</p> <p>Patient</p> <p>Able to influence</p> <p>Tact and diplomacy</p> <p>Resilience</p> <p>Resourcefulness and creativity</p> <p>Good team player</p> <p>A commitment to Continuous Professional Development</p>		<p>Application Form</p> <p>Interview</p> <p>Assessment</p>
Other special requirements	N/A		

Disclosure and Barring Service Checks

The Charity is committed to safeguarding vulnerable individuals and therefore adopts a safer recruitment approach through a robust recruitment and selection process. All posts within the Charity are subject to DBS checks, in line with the Rehabilitation of Offenders Act (1974). Dependent on the role, one of the following DBS checks will be carried out:

- Standard disclosure
- Enhanced disclosure
- Enhanced disclosures with children's and/or adults' barred list check(s):

This role is not exempt under the Rehabilitation of Offenders Act and is therefore eligible for a standard disclosure DBS check.