



**LOVE WITHOUT LIMITS**



**Edinburgh**

**Dog  
&  
Cat**

**Home**

**Individual Giving Officer**

**Full Time, Permanent**

**Application Pack**





## **WHO WE ARE**

**Here at Edinburgh Dog and Cat Home, we strive to make sure that every pet has the loving home it deserves, and we get our claws into our cause.**

## **OUR MISSION**

**When a pet is part of the family and already has a loving home, we want to keep them there whenever possible. But sometimes, caring for dogs and cats means coming to the Home and finding a new loving family is best for them.**

**We're here to help pet owners, for when circumstances have changed through our Pet Foodbanks, by offering training or through raising awareness of issues for pets to deliver lasting change. Our priority is to help keep families together and be there when people and animals are in need.**

**We're a small but dedicated team united by our unconditional love of animals and our dedication towards their care, whatever it takes!**



## **ROLE DESCRIPTION**

### **PURPOSE OF THE ROLE**

To maximise Individual Giving support by delivering Individual Giving acquisition and retention activity that optimises response rates and lifetime value potential of supporters. Working closely with the Income & Engagement and Marketing & Communications teams, you will lead on Direct Marketing activities to grow our reach, increase unrestricted income and deliver excellent supporter experiences.

# KEY RESPONSIBILITIES



## Individual Giving

- Work with the Public Fundraising Manager to contribute to a strategic approach to individual support, to increase income generation and contribute to a sustainable organisation
- Develop, deliver and monitor Individual Giving schemes for the Home that reach targets and increases unrestricted support
- Work with the Digital Fundraising Officer to coordinate multi-channel Individual Giving acquisition activity that grows our supporter base
- Work with the Supporter Care function to design and deliver excellent supporter journeys for donors to inspire engagement and sustain long-term support
- Work with Public Fundraising colleagues to contribute to planning and delivering fundraising campaigns, including but not limited to our annual Winter Appeal
- Manage a Regular Giving programme to deliver a sustainable and predictable income source for the Home, including reactivation and upgrade campaigns

# KEY RESPONSIBILITIES

- Support the Public Fundraising Manager in exploring, recommending and implementing new Individual Giving income streams
- Develop and deliver lottery giving for the Home as relevant
- Oversee face-to-face fundraising as relevant, coordinating with Public Fundraising colleagues and agency support as appropriate to increase income generation
- Oversee the Home's telephone fundraising as relevant, coordinating with Public Fundraising colleagues and agency support as appropriate to increase income generation
- Organise and lead individual site tours, as well as cultivation events for individual and regular donors to engage them in the Home's work.
- Attend third party events and stalls to sign up regular donors and sponsors to support the work of the Home.



# KEY RESPONSIBILITIES



## ADMINISTRATION AND REPORTING

- Monitor all activities within remit to achieve a good return on investment, ensuring these are delivered within budget and achieve target income
- Support the regular reporting of individual fundraising activity against income and engagement targets, working with the Database & Insights Lead when needed.
- Ensure the Home's CRM system is kept up to date, with clean and accurate supporter data (in compliance with GDPR), working with the Database & Insights Lead and Supporter Care Administrator when needed.
- Maximise Gift Aid from all eligible individual gifts.
- Use CRM (Beacon) and available platforms including Dataro to shape prospect pipelines and inform Individual Giving acquisition and campaigns
- Create and maintain operational procedures in line with legislative and regulatory requirements which relate to your areas of responsibility

# KEY RESPONSIBILITIES

## OTHER DUTIES

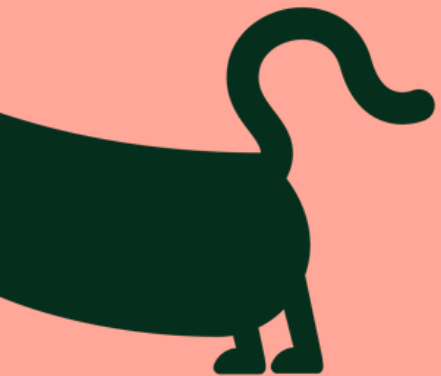
- Keep up to date with innovation, changes, legislation, and good practice in your area of fundraising, ensuring you put it into practice.
- Attendance at the Home's annual Community Day event supporting fundraising activity and ensuring own fundraising remit is represented at the event.
- Attendance at ad-hoc public fundraising events and activity (bucket shake, community stalls) across Edinburgh and the Lothians.
- Champion the Home and its work at all times in a professional, friendly and engaging manner, adhering to the Home's brand guidelines and key messages.
- Ensure a continuous development of skills and knowledge required for the post, undergoing training and review as required by the Home.
- Supporting Income and Engagement colleagues and their areas of responsibility when unwell, on annual leave etc. This includes covering the phone lines and the fundraising inbox.

Please note that this job description is not an exhaustive list and there may be other duties or responsibilities required that are not detailed in this document.

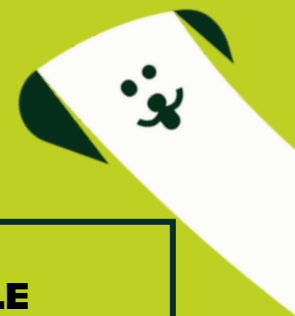
# **KEY RESPONSIBILITIES**

## **ANIMAL WELFARE**

You will have occasional contact with animals and pet owners using our services as part of your role, so you must feel comfortable being around dogs and cats and have an understanding and empathy for animal welfare and societal issues that pet owners may face.



# PERSON SPECIFICATION



	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>EDUCATION AND TRAINING</b>		<ul style="list-style-type: none"><li>• Relevant professional qualification.</li></ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Significant experience in a related fundraising role</li><li>• Experience of delivering individual giving campaigns</li><li>• Experience of delivering acquisition campaigns</li></ul>	<ul style="list-style-type: none"><li>• Experience of using digital design tools (e.g. Canva)</li></ul>
<b>SKILLS AND KNOWLEDGE</b>	<ul style="list-style-type: none"><li>• Excellent communicator, with outstanding story-telling and copy writing skills</li><li>• Knowledge of different marketing channels and how to utilise them effectively for individual giving campaigns</li><li>• Knowledge of how to plan and implement excellent supporter journeys</li><li>• Working knowledge of Beacon or equivalent CRM</li><li>• Organisational and project management skills</li><li>• Can plan and prioritise effectively</li><li>• Strong relationship management skills</li><li>• An analytical thinker with strong attention to detail</li></ul>	<ul style="list-style-type: none"><li>• Experience in managing and developing budgets</li><li>• Experience of reporting against income and engagement targets</li><li>• Strong knowledge of fundraising, compliance with standards and the current fundraising environment</li><li>• Experience working with project management systems</li></ul>

# PERSON SPECIFICATION



	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"><li>• Positive professional attitude</li><li>• Team player, but with ability to work independently</li><li>• Comfortable managing multiple work streams or projects at once</li><li>• Hands on and target driven approach</li><li>• Adaptable to changing demands and priorities</li></ul>	<ul style="list-style-type: none"><li>• Interest in the welfare of dogs and cats.</li></ul>
<b>OTHER REQUIREMENTS</b>	<p>You will have occasional contact with animals and pet owners using our services as part of your role, so you must feel comfortable being around dogs and cats and have an understanding and empathy for animal welfare and societal issues that pet owners may face</p>	

## **Role: Individual Giving Officer**

### **Reporting to: Public Fundraising Manager**

### **Location: Hybrid - We offer hybrid working with the option to discuss flexible and compressed hours.**

There would be an expectation of a minimum of 1 day per week working on site at Edinburgh Dog and Cat Home and home working for the remainder of the week.

### **Starting Salary: FTE £27,000 - £29,000 per annum**

35 hours per week (including some out-of-hours and weekends).

### **Staff Benefits:**

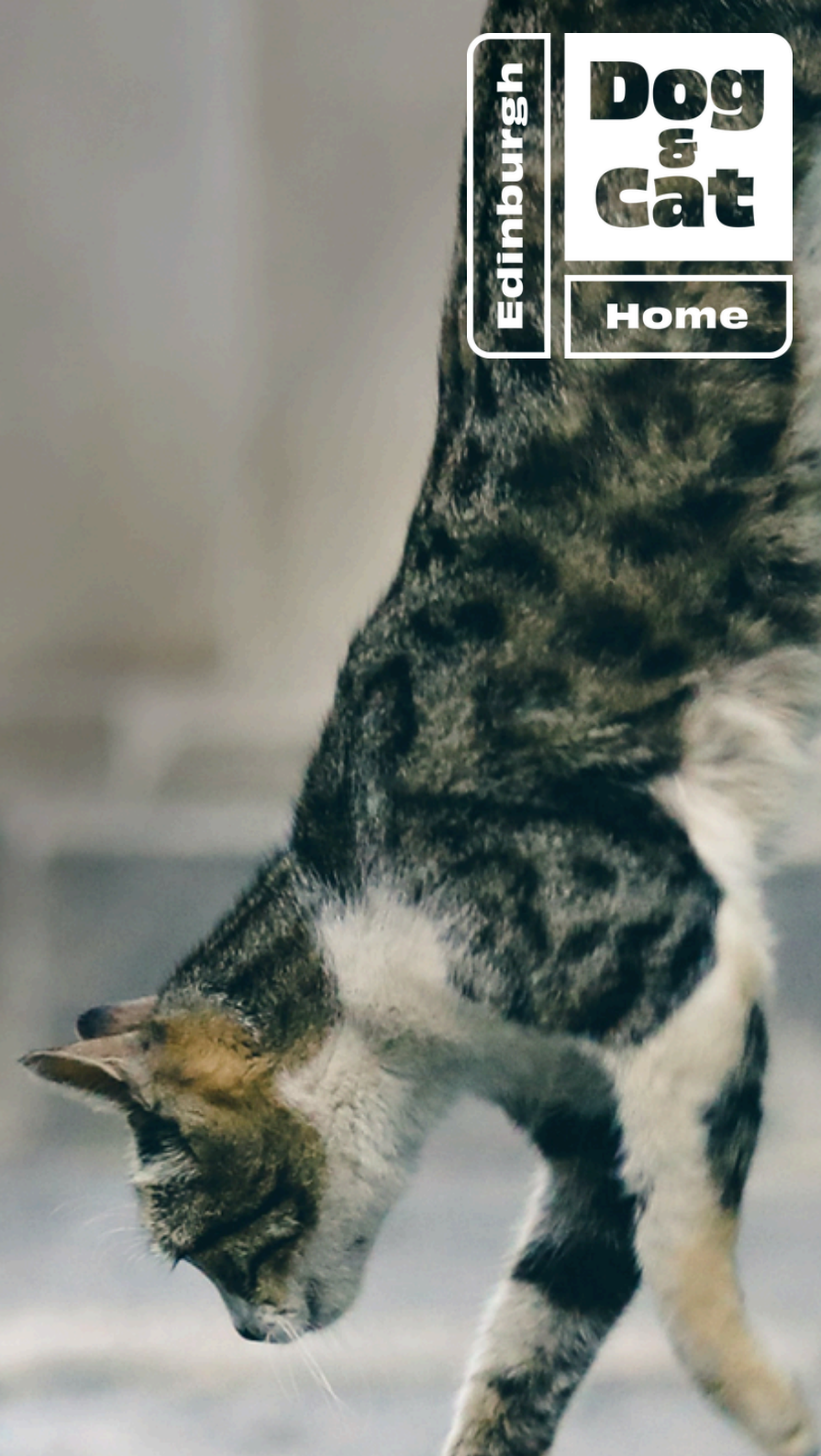
- Enhanced holiday + bank holidays, increasing with length of service
- Generous pension scheme
- Life Insurance
- Enhanced parental leave
- Employee Assistant Programme
- Staff wellbeing programme
- Winter flu vaccinations
- Uniform allowance
- Social team events
- Discounted pet insurance
- Charity worker discounts

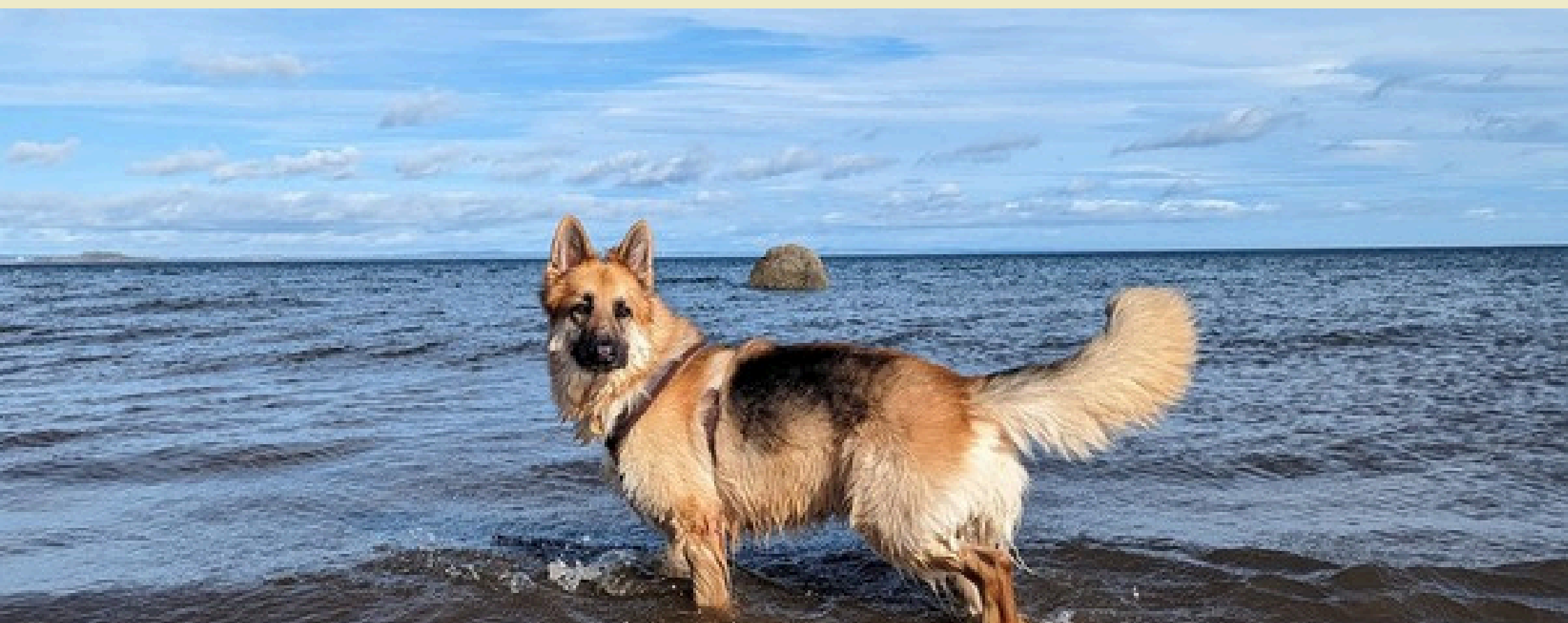
**+Many more**

Edinburgh

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**Home**





# HOW TO APPLY

**Submit your CV and a covering letter to [recruitment@edch.org.uk](mailto:recruitment@edch.org.uk) by Monday 20th July at midday.**

**Interviews will likely be held on Thursday 30<sup>th</sup> July at Edinburgh Dog and Cat Home.**

