



FERNE ANIMAL SANCTUARY JOB DESCRIPTION

JOB TITLE:	GENERAL FUNDRAISER
REPORTS TO:	Finance Manager
INTERFACES:	Trustees CEO Senior Management Team Staff Supporters External stakeholders Community Volunteers

Purpose of Job:

As a General Fundraiser, you will be responsible for helping to generate income across all our fundraising streams

You will work across all forms of fundraising to raise funds for the Sanctuary, developing community fundraising, animal sponsorship, appeals and other key income streams. To ensure the delivery of the annual budget.

In conjunction with the team, you will be responsible for growing our fundraising channels and seeking new opportunities to generate income for the sanctuary.

Working with the team you will monitor and evaluate our campaigns taking on board any learning to improve our performance as well as providing feedback to the Finance Manager.

Key Tasks and Responsibilities

- Support and develop imaginative fundraising activities, appeals and events
- Develop supporter engagement to grow fundraising income to meet annual financial targets
- To identify and research potential funders, such as community groups
- To actively engage supporters to organise or take part in events and activities in support of the Sanctuary
- Build and maintain relationships with Ferne's supporters, ensuring they are supported before, during and after their events, and provided with information to maximise their income
- To set up and maintain accurate and up to date records for supporters and their fundraising activities
- Create press and social media requirements for the charity.

- To be an effective and engaged member of the fundraising team, supporting colleagues and sharing best practice across areas
- Inspire new supporters to raise money while maintaining and developing existing supporters
- Identify new opportunities for securing funds for the Sanctuary and prioritising these against existing workloads.
- Support and contribute to the fundraising strategy and annual business plan
- Stay abreast of fundraising good practices and legislation, for example but not limited to Fundraising Regulators & Charities Act and ensure these changes are communicated to the Finance Manager
- Maintain accurate records and ensure compliance with GDPR requirements and sanctuary policies.

GENERAL DUTIES

- Maximise income generation opportunities
- Contribute to FRM Committee meetings
- Work with Finance Manager and FRM Chair to construct the Agenda, attend and take minutes.
- Promote good relations with the general public.
- Support Visitor Services covering breaks and gaps in rotas where needed.
- Contribute towards the desired climate and wellbeing of employees working and living at the Sanctuary.
- Contribute to Website content, magazines and e-newsletters.
- Support all members of the fundraising team as required

WORKING CONDITIONS

- You will be expected to work occasional evenings and weekends where needed to support fundraising activities.
- A friendly and positive representation of the Sanctuary must be upheld at all times especially when working with visitors and members of the public.

The Sanctuary reserves the right to vary or amend the duties and responsibilities of the post-holder at any time according to its needs.

Job Descriptions only reflect 80% of a role and are not an exhaustive list of duties. You will be expected to carry out other activities that are within the scope of the role.

Person specification

- Proven previous experience of fundraising
- An ability to build excellent relationships
- Excellent planning and organisational skills to multi-task and prioritise effectively
- Ability to work under own initiative, managing own workload and working collaboratively
- The ability to work under pressure to meet financial targets and deadlines
- Strong attention to detail

- Sound IT skills and a working knowledge of fundraising databases
- Highly organised with good attention to detail
- Excellent time management skills
- Knowledge of the requirements of GDPR