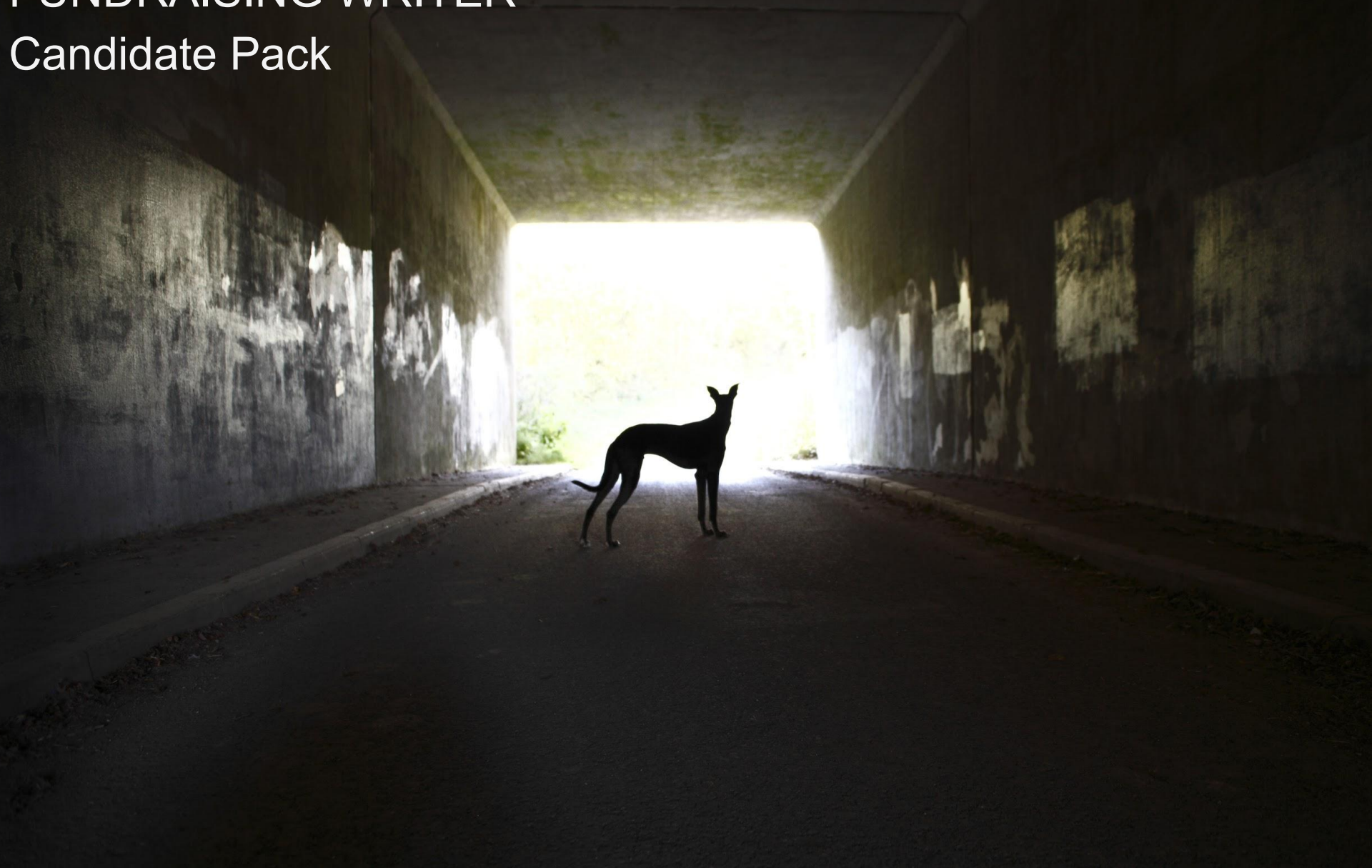


FUNDRAISING WRITER

Candidate Pack



Dear Candidate

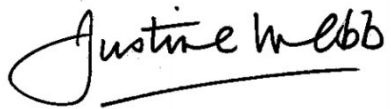
Thank you for your interest in this important role.

As we approach our 200th anniversary, Partnerships & Philanthropy is growing and there really could not be a better time to be joining the organisation.

The Resource Hub is a brand new team, bringing specialist skills and support to expand and improve the cultivation and stewardship of our high value supporters - trusts, philanthropists and corporate partners. The Hub will enhance our proposals, curate exciting and engaging events and provide a clear framework for restricted fundraising and project reporting.

We have invested in improving our readiness for high value fundraising. Building tools and removing obstacles, we have empowered the team to find and engage new partners more easily and with greater confidence. Our powerful new pipeline model is primed and ready to go; fully embedded in our new Salesforce CRM system.

We just need the team to drive it! Could you be part of that team? I look forward to hearing from you.



Assistant Director, Partnerships & Philanthropy





Looking to the future - a great time to join the RSPCA

As we approach our 200th Anniversary in 2024, we look back at what the RSPCA has achieved, and what it has become. Which is significant.

As an organisation, the RSPCA enjoys widespread support and is part of the public consciousness; the 'rescue service' for animals. Animal cruelty is a red line in British society (already with a reputation as animal lovers), with extreme cases making the news and provoking outrage, whether a kicked cat or a slapped horse.

We enjoy enviable influence and respect, campaigning successfully for legislation to ban blood sports and improve the welfare standards for farm animals. And our RSPCA Assured label sets the standard for consumers. We have established in law the fact of animal sentience, that they have feelings and experience pain.

Sometimes we provoke controversy, but the RSPCA is part of the fabric of society.

Each year, the RSPCA takes into its care 40,000 cats and dogs, almost 1,000 horses, and over 15,000 wild animals. Our inspectors investigate almost 100,000 complaints about animal cruelty, and deal with almost 200,000 welfare cases.

And yet ... when we consider objectively where we are today we cannot be complacent.

In the UK there are 23 million cats, dogs, rabbits, horses and other pet and companion animals. There are over 3 million animals in research labs, and over 1.2 billion farm animals.

We need to do more

We shared our ambitions last year in our new [10 year strategy](#), together with a bold transformation programme. Take a look at our strategy video.

18 months later, significant change is already apparent throughout the organisation. Our leadership has been strengthened and decision making is more informed, collaborative and trusted than it has ever been.

Working in partnership with RSPCA Branches and other animal welfare organisations we are reviewing our operating model, focussing our combined skills and resources where the need is greatest and in a way that is most effective for animals.

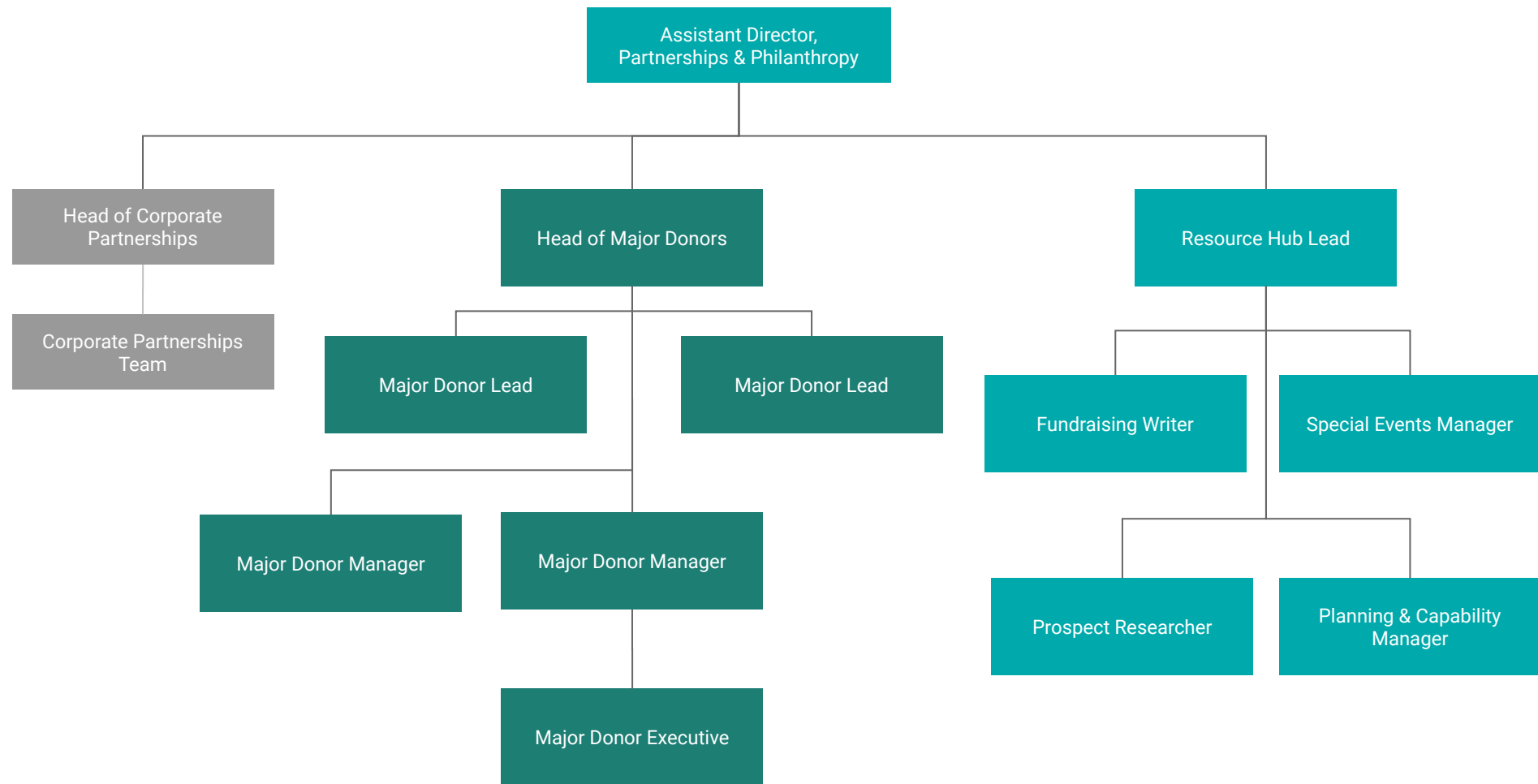
In June we launched a [collection of essays](#), contributed by thought leaders and commentators from a wide variety of sectors, answering the question: "what have animals ever done for us?" Our new [Animal Kindness Index](#), also published in June, sets the benchmark for public attitudes towards animals. And in October we launch our inaugural Wilberforce Lecture, leading the debate on our relationship with animals.

We have so much to talk about
and we are investing in the team to share it.

We hope you will consider joining us!



Major Donor team and Resource Hub



Role profile

Job title: Fundraising Writer

Location: Hybrid: at home, London office (Southwark), South East office (Southwater, West Sussex)

Contract: Permanent

Salary: £30,000 - £35,000 per annum

Hours: 35 hours per week

Role purpose: Create high quality fundraising assets to support high value fundraising in Partnerships & Philanthropy, including cases for support, proposals, printed support materials (event invitations, project leaflets, etc), videos, recordings and any other media required for donor and prospect communications.

Principal Accountabilities

Responsible for developing comprehensive Cases for Support and other written assets for donor communications:

- Ensure P&P has the propositions it needs to meet its targets
- Ensure all propositions are strategic priorities
- Oversee the development and maintenance of information within a 'case for support'
- Ensure P&P has the assets it needs, when it needs them, for donor communications, for example, project reporting, case studies, project costs, statistics, photo evidence, etc.
- Support fundraisers in developing donor-specific proposals.
- Ensure all projects are delivered according to agreed funding parameters (governance, time, cost, quality) and benefits are evidenced.

Represent Partnerships and Philanthropy on all strategic funding propositions



Key Interfaces

- **P&P team** - understanding their donor and prospect communication needs, and creating a plan to deliver these communication assets.
- **Projects and Operations**- working alongside colleagues planning and delivering the Society's work to draw out the essential information required for cases for support and other assets.
- **Transformation and Strategy** - contributing to annual and ongoing planning processes, bringing the donor perspective to discussions about funding priorities.
- **Finance and Data & Insight**- facilitating and negotiating effective presentation of financial and impact information for proposals and post-funding reporting.
- **Brand** - negotiating support for print, design, photography and filming.

Personal Attributes and Key Competencies

Highly organised and skilled manager of expectations - able to manage multiple priorities and meet sometimes challenging deadlines.

Confident and penetrating intellect - willing and able to constructively challenge colleagues at all levels, ensuring all reasonable donor concerns are considered and answered.

Skilled written communicator - translating complex ideas and concepts for a lay audience, inspiring action.

Numerate - choosing and presenting figures, management information and data in a way that enhances understanding and conviction.

Eye for detail and design - inspiring excellence in all colleagues to create the highest quality assets for P&P fundraising.



Essential Skills, Qualifications & Experience

- Educated to degree level or equivalent
- Proven experience creating successful customer-focused proposals
- Excellent spreadsheet skills
- Competent user of Microsoft Word, Excel, and Powerpoint package

Desirable Skills Qualification & Experience

- Experience of supporting high-value fundraising teams
- Experience of core fundraising activities (fundraising bids, donor stewardship, income management)
- Experience of Salesforce SRM system
- Competent user of standard Google applications (Word, Sheets, Slides, Drive)

Personal commitment to:

- Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.
- Take care of their own health and safety and that of others who may be affected by their acts and omissions.
- Uphold the RSPCA's core values
- Cooperate with Society policies and procedures.
- Understand and comply with any Society Code of Conduct.

What's in it for you?

We value and recognise our employees' contribution and we are proud to offer a sector-leading benefits package that includes:

- **Flexibility in hours:** colleagues can work their 35 hours flexibly across Monday to Friday, within the core hours of 10:00-15:00 (prorated for part time staff).
- **Flexibility in location:** work between home and office. We have two office 'hubs': one in Southwark in London, the other in Southwater, near Horsham in West Sussex.
- **Generous annual leave:** as well as Bank Holidays, everyone receives 25 days annual leave rising to 31 days after six years' service, plus an additional Society day at Christmas. We also encourage colleagues to volunteer by offering an additional paid day off for an 'act of kindness'.
- **Competitive pension scheme:** a generous Defined Contribution (DC) pension scheme, with an employer contribution of up to 12% of salary, with associated life assurance and group income protection scheme.
- **Great Family-friendly policies:** a wide range of benefits including adoption pay, shared parental leave, paid antenatal appointments, and up to 28 weeks paid maternity leave.
- **...and the Dog friendly ones too...** many colleagues bring their dogs to work.
- **Well-being:** we promote 'no-meeting Fridays' so that colleagues can catch up and have time to think, and we provide free access to 24/7 confidential, free and independent support, information, expert advice and specialist counseling for personal and work issues.
- **Healthcare Scheme:** a subsidised scheme contributing towards the costs of routine healthcare, like dental and optician bills.
- **Supported Development:** professional and personal development, qualifications, training and professional membership and an apprenticeship scheme.



How to apply

Please send your CV and a covering letter (no more than 2 sides of A4) telling us why you would be a great addition to the team to the Resourcing Team at resourcingteam@rspca.org.uk quoting reference **FW22** by midnight on 25th July 2022.

Early applications are encouraged. If you would like an informal chat with Justine Webb, before you apply, the Resourcing Team will be happy to arrange this for you.

All online information and documents are available in alternative formats, including Braille and large font, upon request from the Resourcing team. We strongly believe in being an innovative, diverse, and inclusive organisation and recognise that diversity in all of our people will help achieve that purpose and our mission more effectively. We actively encourage and seek applications from a wide diversity of candidates and in particular welcome applications from minority ethnic, black, and candidates with disabilities, who are currently under-represented at the RSPCA.

Please note: we are not accepting unsolicited CVs from agencies for this opportunity.

