



Role Profile

The Role			
Role Title:	Head of Community and Events (Public Fundraising)	Reporting to (job):	Assistant Director: Public Fundraising & Mass Engagement
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	Fundraising Events Manager Community Fundraising Manager
Function / Org Unit	Engagement and Income Generation	Job Number:(<i>to be assigned by Reward</i>)	
Base and travel	Horsham / Hybrid	Band (<i>to be assigned by Reward</i>)	
Role Dimensions			
Number of direct reports	2	Manager/Individual Contributor:	Manager / Head
Number of dotted line reports	TBC	Budget (Operating/Capital)	Circa £450k potentially rising to £650k over coming 2 to 3 years Staff circa £180k of that spend
Total No of Reporting Staff (include all direct and indirect reports)	4 currently 6 (based on investment work up to 2024)	Decision Making Authority & Responsibility for Resources	Autonomy to shape and lead the Community & Events programme Accountability for budget circa £500k Accountability for Events equipment Accountability around reputational issues linked to marketing, performance and event success

			Accountability for resources. i.e do they have responsibility or accountability for a budget, Society data bases, data, equipment, company reputation etc
Working Environment	This is largely hybrid working, mostly home based with occasional trips into the office. Will also involve occasionally attending events such as marathons, cheering posts etc.		
Role Purpose	<p>To develop and lead our Community & Events function, in order to increase income and engagement opportunities for the RSPCA through an audience centric approach to mass public engagement. This will involve providing strategic direction and team leadership whilst creating, implementing and managing a portfolio of events and fundraising initiatives that ensures we are reaching the right people with the right products in the right places.</p> <p>The postholder will manage an expenditure budget of £450k initially, with room for growth based on success. The postholder will be working as part of the Mass Engagement (and broader Directorate) leadership team leading a team of 6 people.</p>		
Principal Accountabilities	<p>Strategic</p> <ul style="list-style-type: none">• Deploy an audience focussed, data-led approach in order to research, devise, implement, monitor and report on a Community & Events Strategy with the goal of significantly increasing the number and variety of successful RSPCA fundraising offerings and participants in this area.• Act as the strategic lead on certain key events with oversight of the development and management of the creation of products, advertising and key materials.		

	<ul style="list-style-type: none"> • Ensuring all events and related fundraising activity complies with charity law, Fundraising Standards Board, Institute of Fundraising Guidelines, RSPCA policies and procedures. • Develop and implement a holistic marketing plan to promote and increase public involvement in Community Fundraising such as “in aid of” to the Society through a variety of mediums ensuring a partnership approach with key Society stakeholders including Fundraising, Customer Engagement, Comms, Campaigns and Digital teams. • Deliver new ‘product’ opportunities for engagement with our community and, where relevant, to work with our Branches on a co-creation approach to community products, whilst also overseeing the development of existing shared community events. • Develop and implement a plan to maximise the stewardship opportunities for this area from across the Society, and work with other Heads and Managers across the directorate to maximise the engagement of supporters with the Society. • Join the Mass Engagement and overall directorate leadership meetings where necessary to ensure that this team has a voice in strategic direction, key decision forums, and performance discussions. <p>Ways of Working</p> <ul style="list-style-type: none"> • Lead and inspire the Community & Events Team ensuring they have the skills and support to achieve their plans. Includes recruitment, mentoring, learning and development and exploring ideas and new ways of working. • Procure and manage the relationships of new agencies where necessary. Negotiating contracts, and putting in place the relevant SLAs. • Deploy a rapid, audience-centric approach to new product development, piloting and scaling up that includes effective evaluation, test-learn-retest and fail-fast techniques.
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	<ul style="list-style-type: none"> • Use service design techniques to ensure event and relationship management is delivered efficiently and effectively, providing the best possible customer experience. • Collaborate with a wide range of stakeholders across the organisation, working on new initiatives and sharing the latest Fundraising trends for your programme. This includes legal and compliance teams where necessary. • Work in collaboration with Comms and Marketing colleagues to design and deliver a marketing and promotion plan according to the channel preferences of different audiences. • Provide specialist Community & Event fundraising advice and support across the fundraising directorate as appropriate. • Deliver in-house training solutions for induction, and continuous development of fundraising coordinators, volunteers on aspects of community & event fundraising as appropriate. • Actively participate and lead in society project teams and forums as required to provide expertise and actively promote integrated working opportunities. <p>Budget Management</p> <ul style="list-style-type: none"> • Manage the central support budget for this programme, including regular review against planned activity and reforecasting. This role works with a finance business partner, ensuring timely and accurate management information around performance.
Key Interfaces	<ul style="list-style-type: none"> • Post holder line manages a team of 6 covering our mass Community and Events offerings so needs to ensure knowledge and key learnings are held and passed onto others.

	<ul style="list-style-type: none"> • Post holder is subject matter expert for the Society on Mass Community and Event marketing activity and will need to work across a number of stakeholders and Teams as well as with external agencies and partners, including creative and media buying. • Post holder is managing a marketing programme that needs support from various stakeholders across the Society. This ranges from Digital, IT, Finance, Brand, Compliance, Legal, Fundraising etc and will require the post holder to manage expectations and delivery schedules. • Post holder will need to work with branches and volunteers on occasion for co-created events and product creation. • Post holder will need to work within a 'community of practice' for Events Management, with the <i>Internal Events Manager</i> and the <i>Philanthropy Special Events Manager</i> to ensure a connected view of all key Society Events and sharing of best practice and material resources where appropriate. • Post holder must apply priority scoring when assigning tasks based on business need and impact. Post holder will manage any conflict with other activity and provide mitigation strategies as needed. • The post holder will hold regular updates with the Assistant Director of Public Fundraising and other Senior Leadership team members where necessary on activity status and any potential challenges/issues. • The focus must always be to ensure we are meeting our supporters' needs, through detailed understanding of their motivations and attitudes through audience research to inform product development and marketing. • Post holder will work with Finance Business Partner on forecasting activity and setting annual budgets. These will be clearly based on performance metrics to ensure we have a holistic view of where spend should be assigned. • Some projects also require additional support from external agencies and/or consultants. The post holder will manage the relationship with the external support and this includes overseeing of project plans and timelines. • The post holder is also expected to work with sector peers to understand and feedback changing activity, emerging trends and opportunities.
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The Person	
Personal Attributes and Key Competencies	<p>Demonstrate strategic thinking and insight by being forward-looking, having a big-picture perspective and an awareness of emerging external trends.</p> <p>Ability to lead and support fundraising teams in a positive way to ensure team members feel valued and are developing professionally.</p> <p>A broad knowledge of community and event fundraising disciplines, including current trends, opportunities and challenges</p> <p>Solid experience of developing and implementing a range of marketing activities across various channels.</p> <p>Knowledge and experience of rapid new product development and implementation.</p> <p>Experience of service design techniques that provide a high quality customer experience.</p> <p>Excellent communication skills with the ability to communicate across various levels.</p> <p>Well organised and calm under pressure, with a high level of diplomacy.</p> <p>Effective decision-making skills.</p> <p>Ability to tailor communication, concepts and products based on audience insight.</p> <p>A strong influencer, with experience of doing so up to a senior level and a team player.</p> <p>Creative and innovative thinker, that keeps a keen interest in sector and market developments.</p>
Essential Key Skills, Qualifications & Experience	

	<ul style="list-style-type: none"> • Experience of developing and implementing strategic recommendations. • Experience leading & managing a team • Proven experience in sales and marketing within a charity events department including creating a successful event or community product/approach • Knowledge of approaches to community fundraising, mass participation, challenge events and other relevant approaches. • Proven successful track record of planning, and managing profitable fundraising activity. • Knowledge of fundraising and health & safety legislation relating to events. • Knowledge of Website donation tools (e.g. JustGiving etc). • Ability to present and deliver workshops and training materials/sessions. • Experience of working with budgets and presenting results, insights, and commentary on a monthly basis • Excellent written and verbal communication. • Good project management skills • Ability to work effectively with colleagues across various geographical locations using email, video conferencing, conference calls etc.
Desirable Key Skills Qualification & Experience	Demonstrable qualifications in Community & Events fundraising or relevant Sales/Marketing experience
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p>

	<p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p> <p>We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times</p> <p>We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.</p> <p>We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.</p> <p>We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.</p> <p>We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.</p>

Creation and Authorisation

Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.

Profile written by: Jon Eserin	Role: AD Public Fundraising	Date: 9th Sept 22
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Approved by (operations):	Tracey Pritchard	Role:	Director of EIG	Date:	9th Sept 22
Approved by (HR):	Andrew Wright	Role:	Senior Reward Specialist	Date:	20/09/202
Date Job last evaluated: 29/09/2022					