

# MAJOR DONOR EXECUTIVE

## Candidate Pack





Dear Candidate

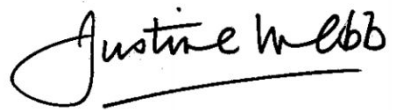
Thank you for your interest in this important role.

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 Major Donor team is growing and we have placed a significant focus on new business development and prospecting. To support you we are creating a new Resource Hub, to expand and improve our cultivation and stewardship, enhancing our proposals, curating exciting and engaging events and providing a clear framework for project fundraising and reporting.

We have invested in improving our readiness for leadership giving and peer-led fundraising. Building tools and removing obstacles, we have empowered our fundraisers 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 leadership to drive it! Could you be that person? 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.

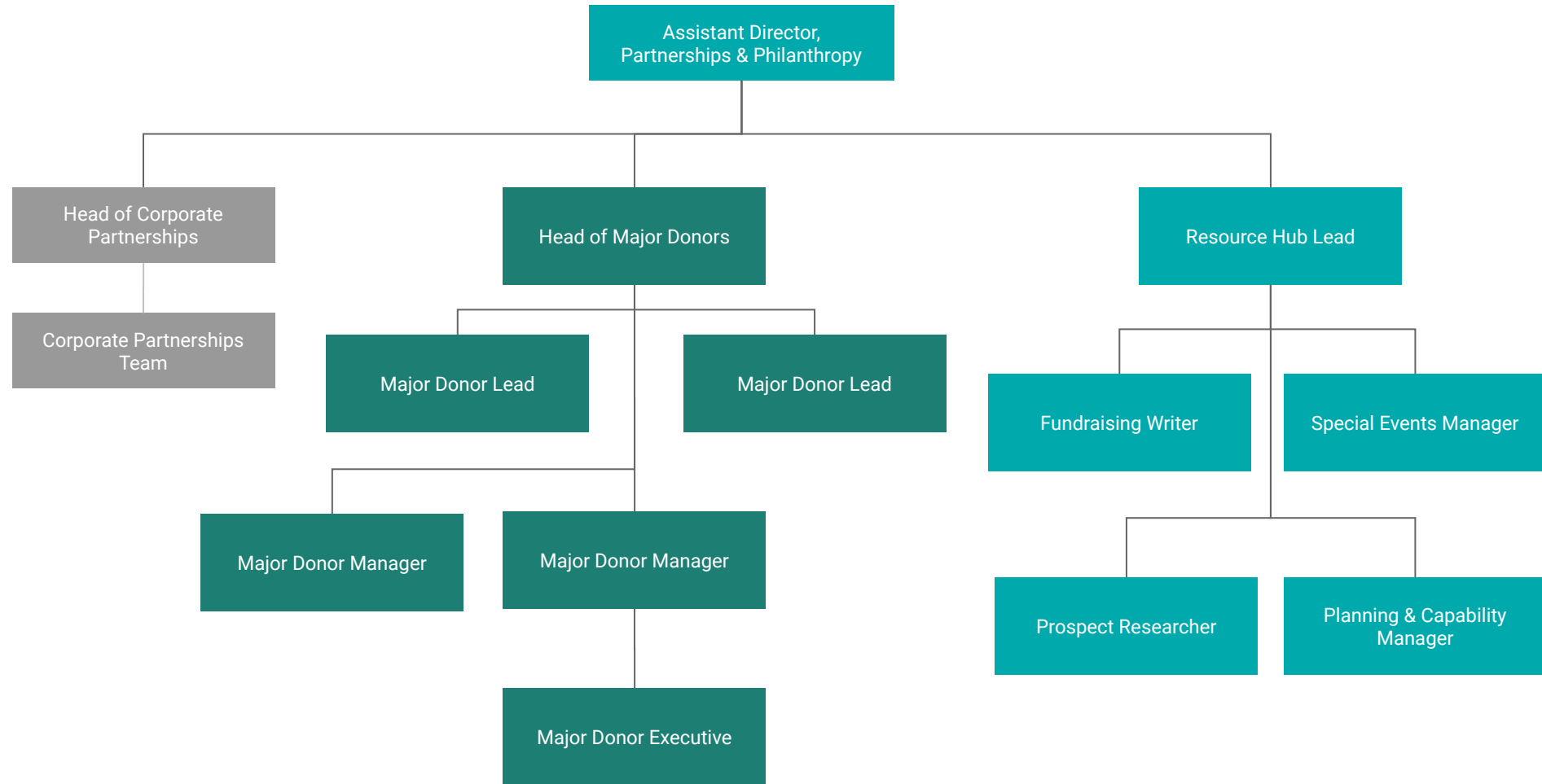
In June we launched a [collection of essays](#), contributed by thought leaders and commentators from a wide variety of sectors, answering the question: "what have animals ever done for us?" Our new [Animal Kindness Index](#), also published in June, sets the benchmark for public attitudes towards animals. 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:** Major Donor Executive

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

**Contract:** Permanent

**Salary:** £23,000 - £28,000 per annum

**Hours:** 35 hours per week

**Role purpose:** Stewardship of major donor relationships (<£5k), administration of donations and general support on events, prospect research, coordination within P&P and with other teams across the Society.



## **Principal Accountabilities**

### **Stewardship**

- Responsible for high quality, ongoing stewardship of a portfolio of small major donors (<£5k)
  - High net worth individuals (approx 30)
  - Regular giving trusts & foundations (approx 90)who together give around £300k pa to the RSPCA, with the aim of encouraging their repeat giving:
- Providing regular communication with donors including proposals for funding, reporting impact from funded projects, and any other information required for effective relationship management.
- Ensure the customer relationship management system (SRM) is kept updated with financial and communication information.

### **Income administration and reporting**

- Ensure the accurate processing of donations and timely thanking of gifts, liaising with colleagues in Finance to overcome errors.
- Ensure reporting from SRM is accurate and up to date, including regular income reports, forward income projections, pipeline status and health.
- Liaise with colleagues in other parts of Income Generation and Finance to make sure stewardship is managed in the right place and donor potential is realised.

### **General support**

- Coordination support for events, including guest lists, invitations, managing RSVP's, helping to prepare briefings, reporting follow up activity and event impact reporting.
- Identification of new trust supporters using online subscriptions and regular paid-for reports.

### **SRM Super User**

- First point of contact to assist Major Donor & Trusts colleagues with SRM queries, escalating to others in SRM support, as required.
- Basic database maintenance to ensure consistent use and reporting across Major Donors & Trusts data, including supporting ongoing training and development.

## Key Interfaces

**The wider Partnerships & Philanthropy team** - working with colleagues to ensure timely acknowledgement of donations and accurate, consistent use of SRM.

**Prospect Researcher** - working with a Prospect Researcher to carry out and capture research into prospective major donors and charitable trusts that have the capacity and propensity to give to the RSPCA.

**Finance / Supporter Services** – Liaising with Finance to receive, log, code and thank donations from major donors and charitable trusts, ensuring that all donations are logged and recorded on SRM.

**Events Manager** - co-ordinating Major Donor & Trust guest communications and providing general on-the-day events support.

## Personal Attributes and Key Competencies

**Commitment to excellent customer care** - takes a customer-focussed approach to all tasks with the aim of providing an excellent customer experience.

**Self-starter with initiative** - quickly establishes when to take own initiative and when to follow established procedures, when to ask for guidance and when to learn from own mistakes.

**Confident problem solver** - sees the opportunity in challenges, with the confidence to devise and propose solutions to problems and improvements to established tools and processes.

**Team player** - working collaboratively with colleagues at all levels.

**Commitment to personal development** - seeing the opportunity to learn in all interactions and activities, not reliant on formal training to develop skills and competencies.

**Sound judgement and maturity** - maintaining confidentiality of donor information, aware of reputational risks and able to identify mitigating actions.

**Comfortable with technology** - enjoys understanding how systems work and sharing that knowledge with colleagues





## **Essential Skills, Qualifications & Experience**

- Strong written and verbal communication skills
- Excellent organisational skills and the ability to manage competing priorities
- Good computer skills; including experience with spreadsheets and databases
- Able to work independently, within established procedures
- Able to communicate with donors and prospects in a comfortable and professional manner
- Good proofreading skills and attention to detail
- A good understanding of the work carried out by the RSPCA

## **Desirable Skills Qualification & Experience**

- Experience working with Salesforce SRM (training will be provided for Super User role)
- Experience of fundraising and managing relationships with major donors and charitable trusts
- Familiarity with graphic design programs such as Adobe Photoshop, Illustrator and InDesign

## **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](mailto:resourcingteam@rspca.org.uk) quoting reference **MDE22** 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.

