



Role Profile

The Role			
Role Title:	Middle Donor Account Executive	Reporting to (job):	Senior Middle Donor Programme Manager
Legacy job titles covered by this role profile:	Middle Donor Executive	Jobs that typically report into this role:	Middle Donor Programme Volunteer
Function / Org Unit	Income Generation - Public Fundraising and Mass Engagement	Job Number:	
Base and travel	HQ	Band (<i>to be assigned by Reward</i>)	B
Role Dimensions			
Number of direct reports	One (Volunteer)	Manager/Individual Contributor:	Manager
Number of dotted line reports	One	Budget (Operating/Capital)	N/A
Total No of Reporting Staff (include all direct and indirect reports)	2	Decision Making Authority & Responsibility for Resources	Evaluating fundraising projects and making recommendations on the optimum options for delivering income targets i.e. what to ask for, when and how. Evaluating case studies, images, statistics and information and deciding which will be the most engaging for the target audience ensuring messaging is compelling. This can impact the response rates and the overall effectiveness of the campaign

			<p>The jobholder has autonomy to manage the day to day communications with donors and manage the day to day running of the programme when the Programme Manager is unavailable</p> <p>Required to use initiative to recommend campaign themes/propositions/timings/channels and to propose methods of cost savings,improving efficiencies and testing</p> <p>The jobholder has autonomy in managing the development of the Middle Donor volunteer executives on an ongoing basis.</p>
Working Environment	Emotionally demanding, due to demographic of supporters Office based		
Role Purpose	<p>This is a critical role within the Middle Donor Programme, essential for achieving income of £800K - £1m with an ROI in 2020 of 1:778.</p> <p>Responsible for delivering and supporting high quality stewardship of all middle donors who have donated or have the potential to donate significant sums in support of RSPCA's charitable objectives.</p>		

	<p>The Middle Donor Account Manager will provide stewardship and creativity to nurture and develop this important cohort of individuals to fund special projects and to deliver significant lifetime value to the RSPCA, as well as ensuring the administration of donations for the Middle Donor Programme.</p>
Principal Accountabilities	<ol style="list-style-type: none"> 1. Establish and manage strong relationships with current and prospective donors, delivering the highest possible levels of supporter care, via post, telephone, email and occasionally face to face. 2. Employ fast and effective decision making to hit deadlines, capitalise on income opportunities and take action when schedules are altered. 3. Personally communicate with prospective and current middle donors, to understand their motivation for giving. 4. Set up and maintain regular communication to all middle donors, tailoring this as required to strengthen their relationship with RSPCA. This includes feedback to donors and prospects on progress against initiatives they are involved or interested in, invitations to legacy events, specific fundraising events and general updates. 5. Use creativity to develop bespoke appeals and events to engage prospects and donors in our work. Manage the involvement of internal teams and external suppliers to deliver appeals and events to the highest standard. 6. Account management of third party print and fulfilment agencies/suppliers. This involves booking in mailings, meeting their deadlines, signing off on live proofs and being the main point of contact, as well as managing expectations on our internal deadlines which are subject to change due to our work being live. 7. Line management of one internal volunteer and one external volunteer. This includes autonomy in planning their workload, supervising and overseeing the tasks they are given and conducting monthly one to one meetings to ensure they feel supported and to help keep them motivated. 8. Accurately maintain the income spreadsheets and donation reports, managing them to make sure all relevant staff members are told about any donations or donor details. Developing and maintaining processes and procedures. Maintaining donor records on SRM, ensuring all communications are logged, financial information is correct and appropriate donor flags are added. Discussing any specific requests for donations to be designated to a restricted area of work with the relevant members of the finance team, making sure the donors wishes are met and financial information is correct.

	<p>9. Managing the Middle Donor Regular Giving Programme; making decisions about how to communicate with this donor segment, forming relationships with them, telling them about our work, uplifting their gifts and generating around £150k of the Middle Donor Programme income. Setting times to manage this area of work amongst all other Middle Donor tasks.</p> <p>10. Sole responsibility of the Middle Donor Programme when the Middle Donor Programme Manager is out of office - which involves making decisions about the day to day running of the programme.</p>
Key Interfaces	<p>Relationship management is a key element of this role.</p> <p>External</p> <ul style="list-style-type: none"> - Supporters - build rapport with a broad spectrum of supporters by phone, mail, email and face to face through personal stewardship. Inspire them and build trust, to increase lifetime value, through active listening, showing empathy and clearly demonstrating the impact of their support. - Suppliers - negotiate timing of activities, especially when responding swiftly to shifting deadlines. Responsible for adhering to internal and external standards, main point of contact between agencies and RSPCA - Mid value peers in other organisations - share and gather information and ideas for effective fundraising and best practice across the mid-value sector. <p>Internal</p> <ul style="list-style-type: none"> - Project owners - ask questions to elicit the most beneficial project information for fundraising, negotiate re the language used in fundraising appeals - Support teams - propose, negotiate and agree new or improved processes and procedures for logging, reporting and recording donor income and communications and managing donor data.
Personal Attributes and Key Competencies	<p>Able to build long term interest and transformational support, by presenting relevant engagement opportunities and aligning donor interests to the society's strategic areas.</p>

	<p>Organises and prioritises work, with a clear readiness to make decisions, take the initiative and focus on delivery.</p> <p>Shows awareness of goals and standards. Follows through to ensure that quality and productivity standards are met.</p> <p>Ability to influence and motivate others in order to reach organisational goals. Solid influencing and negotiation skills.</p> <p>Discretion with confidential information</p> <p>Speaks clearly, fluently and in a compelling manner to both individuals and groups. Designs and delivers presentations in a clear and concise manner, using appropriate grammar, style and language for the audience</p> <p>Exceptional relationship management skills, with a track record of communicating complex information at the highest level.</p> <p>Expertise in presenting in a persuasive manner, negotiating with people and managing objections.</p> <p>Comfortable working in an environment with dogs</p>
Essential Key Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Educated to Degree level or have a fundraising qualification such as the IOF Certificate in Fundraising • Experience in effective management of relationships and projects with individuals in the charity sector. • Experience of developing compelling funding appeals • Experience of working with income • Experience of working effectively on collaborative funding proposals • Ability to work under pressure, plan and prioritise work effectively to meet overlapping deadlines • Extensive relationship building skills with a niche audience and strong theoretical knowledge on how to cultivate these relationships to encourage giving at the highest level required • Experience of liaising with staff at varying levels of seniority • Passionate about animal welfare and the RSPCA's work.
Desirable Key Skills Qualification & Experience	<ul style="list-style-type: none"> • Copywriting • Creativity and an eye for design.

	<ul style="list-style-type: none"> • Experienced user of Publisher, Adobe Acrobat. • Ability to analyse data sets. • Excellent customer service or supporter care skills • Print and production knowledge.
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Personal commitment to:	<ul style="list-style-type: none"> • 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.
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>

	We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.
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Creation and Authorisation		
<i>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.</i>		
Profile written by: Sarah Donnelly	Role: Senior Middle Donor Programme Manager	Date: 1/6 /2021
Approved by (operations):	Role:	Date:
Approved by (HR): Luan Moorshead	Role: HRBP	Date: 10/6/2021
Date Job last evaluated:		