

Senior Philanthropy Manager

CANDIDATE INFORMATION PACK



Introduction & Welcome

Dear Candidate

Thank you for taking the time to find out more about this exciting new role at the RSPCA - the oldest and best known animal welfare organisation in the world.

Here at the Society we are in the midst of developing our new Strategy for the next ten years, our first milestone being our 200th anniversary in 2024 - an exciting opportunity full of potential for fundraising. With the support of leadership at every level, Philanthropy is poised to grow substantially. You will find a supportive environment, with a Chief Executive that is bringing fresh thinking and an agenda to modernise the RSPCA, alongside a Director of Partnerships and Philanthropy and myself, who are working to raise the profile of philanthropy within the Society and bring a wealth of experience that will enable the transformation of our income within this programme.

As a lifelong animal lover, who's fundraising career has involved working in animal welfare and conservation sectors, I joined the Society in September to develop world-class partnerships with individuals, using our extraordinary brand awareness and unsurpassed impact on animal welfare.

Built on firm foundations of traditional major donor development, we have a small, but committed, portfolio of major and mid-value supporters. Now we need to make a step change, exploring our networks, establishing a new model of philanthropic giving and building our pipeline of new supporters.

If you are a successful philanthropy fundraiser, who wants to build genuine philanthropic partnerships in one of the UK's leading charities, I'd love to hear from you.

Yours sincerely

Abigail Rowley
Head of Philanthropy

About Us

We are proud to be the oldest animal welfare charity in the world. And with 91% recognition rates, we're probably also the best known.

Every year we take in and care for over 100,000 animals, from pets to wildlife and everything in between. After the animals in our care have been rehabilitated, they are either released back into the wild - if that's where they came from - or are found new and loving homes. Between the national Society and RSPCA branches, we rehome around 45,000 animals, including about 300 horses!



Originally founded in 1824, as the Society for the Prevention of Cruelty to Animals, we received royal endorsement from Queen Victoria in 1840. At the time, we were the only national animal protection society in the world. And when we appointed our first inspector (for inspecting the markets and slaughterhouses in London), we became the first formalised law enforcement organisation - even pre-dating the UK Police Force, with whom we work closely today.



Of course, our Inspectors and Animal Welfare Officers, are our front line workers - and the most recognisable part of the RSPCA. They provide 24/7 cover, rescuing animals in danger or who are being cruelly treated. But what is less well known is the people-focussed work they do, often providing advice and guidance to pet owners who may be neglecting their animals unintentionally.

We also work internationally. As the oldest animal welfare organisation, we are regularly called on to advise SPCAs in other countries. Governments who wish to improve their animal welfare standards come to us for guidance and help creating their own animal welfare infrastructure.

In our almost 200 year history of unbroken service, we have also influenced substantial changes to public perceptions about animal welfare, as well as legislation to enforce better standards, including the groundbreaking Animal Welfare Act.

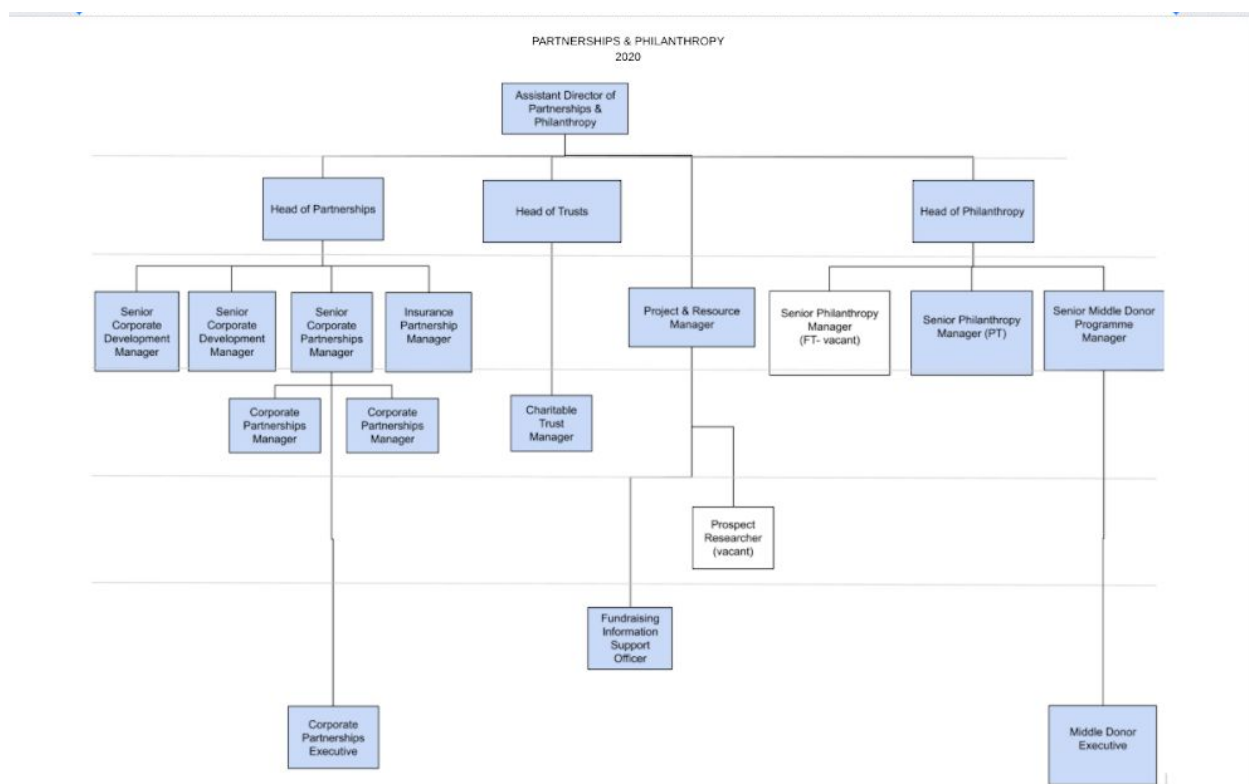
Looking to the future, prevention and education will be at the heart of what we do. We will work smarter and with partners across the spectrum to reduce animal welfare cases and to tend to those when cruelty or neglect does occur..

Partnerships & Philanthropy Division



We are a really friendly, hard-working group of 21 humans and six dogs (pictured above). We currently raise around £3m a year, but we can see opportunities to grow significantly in the coming years.

We look forward to welcoming the new Senior Philanthropy Manager to help us build world-class individual partnerships around multi-million pound, multi-year fundraising propositions.



Job Description

Job Title:	Senior Philanthropy Manager
Department/Team:	Income Generation \ Philanthropy
Location:	Headquarters (currently home working due to pandemic)
Line Manager's Title:	Head of Philanthropy (Partnerships & Philanthropy)

1. Overall Job Purpose

To focus on developing new business for the Society's philanthropy portfolio, accelerating the growth of income from major donor prospects in the build up to our 200th anniversary in 2024. The role will work closely with internal stakeholders to raise the ambition and build an understanding of philanthropy across the Society and to ensure high quality tools are in place to secure gifts and lasting relationships from individuals (focussing at the six figure level) for our priority programmes.

2. Key Tasks/Job Description

- Develop new, lasting partnerships with high net worth individuals, focussing on gifts of £100k, that contribute to a forecasted exponential growth in the philanthropy income stream over the next 5 years. Manage invaluable relationships with a small pool of existing donors.
- Proactively work with a group of senior volunteers to identify major donor prospects and expand the Society's networks and opportunities.
- Establish innovative and effective cultivation and stewardship opportunities, including working with the communications and brand teams on delivering a high value communications plan and high profile events.
- Support the delivery of a 5 year Philanthropy strategy and annual operational plan to maximise income from Major Donors.
- Work with colleagues to build and maintain a personal prospect and donor portfolio, making five to seven figure gifts.
- Support colleagues on the development of compelling Cases for Support and in identifying transformational projects.
- Focus on the delivery of an agreed set of objectives, aligned to operational plans including fair, but ambitious, financial targets.
- Take responsibility for your continuous personal and professional development, aspiring for best-in-class major donor fundraising
- Collaborate closely with colleagues in all parts of the Society to ensure Philanthropy audiences are represented and understood, and the Society's funding needs are communicated effectively.
- Ensure your approach to major donor fundraising follows the Society's internal processes, and policies and abide to all relevant legislation, regulations and industry standards.

While at work all staff are required to:

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

In addition to your normal duties, you may occasionally be required to undertake such other reasonable duties as necessary to meet the needs of the Society.

Person Specification

	ESSENTIAL	DESIRABLE
PROFESSIONAL AND/OR TECHNICAL QUALIFICATIONS	Educated to degree level or equivalent experience	IoF Certificate in Fundraising or Diploma Other Philanthropy, Fundraising, Third Sector and/or management qualifications
EXPERIENCE	<p>Proven experience of:</p> <p>Building relationships with newly qualified prospects, managing and repeat business development (at upper six-figure level)</p> <p>Working with senior volunteers to grow networks, income and identify opportunities</p> <p>Proactively developing new major donor fundraising initiatives</p> <p>Managing a high value and diverse portfolio of donors including complex relationships</p> <p>Working towards and achieving ambitious targets</p> <p>Database management and problem solving</p>	<p>Experience of:</p> <p>Building long term, philanthropic partnerships with high net worth individuals.</p> <p>Working in a large, complex organisation.</p> <p>Working in the Google IT environment.</p>
SKILLS AND COMPETENCIES	<p>Exceptional relationship management skills (incl. written, spoken and listening), able to communicate complex information at the highest level.</p> <p>Expertise in presenting in a persuasive manner, negotiating with people and managing objections.</p> <p>An in-depth understanding of the expectations of high net worth individuals, including time management, meticulous attention to detail and the production of high quality, creative and compelling materials.</p> <p>A proactive and highly skilled networker, with a curiosity to listen to and learn about people.</p>	
PERSONAL QUALITIES	<p>Team player</p> <p>Highly motivated, tenacious and results driven.</p> <p>Personal gravitas</p>	
SPECIAL CIRCUMSTANCES	Comfortable with dogs in the workplace	

Summary of Employee Benefits

Hours of Work

35 hour core working week.

Annual Leave

The RSPCA offers 25 annual leave days, increasing to 30 days with length of service (pro-rated for part time workers). The Society normally allows one additional, discretionary day's paid leave during December.

RSPCA Pension Scheme

The RSPCA offers a generous and competitive Defined Contribution (DC) pension scheme.

Life Assurance

The RSPCA offers two levels of Life Assurance;

- 6 x Pensionable salary - Members of pension scheme
- 2 x Pensionable salary - Non Members of pension scheme

Group Income Protection Scheme

The RSPCA provides a Group Income Protection Scheme (GIP) for employees' who meet the criteria to protect against loss of earnings as a result of ill-health.

Healthcare Scheme (subsidised scheme)

The RSPCA contribute towards the costs of routine healthcare, like dental and optician bills. The core level is available to all employees with an option to upgrade the cover level. Cover is available to employees' dependants at an extra cost.

Best Doctors

This service provides a second opinion medical service with definitive answers for a wide range of health issues. The user-friendly telephone service is independent, objective and confidential.

Car Parking & Staff Restaurant

The RSPCA offers free car parking and a subsidised staff restaurant at our headquarters office in Southwater, Horsham.

Supported Development

The RSPCA offers support for professional and personal development i.e. exams, qualifications, training and professional membership after a qualifying period.

Flexible working arrangements (dependent on length of service)

The RSPCA has the following policies in place to cover different types of flexible working;

- Flexible Working policy
- Homeworking policy
- Career Break policy

Employee Assistance Programme (EAP)

RSPCA employees have free access to a 24/7 'Employee Assistance' Programme. This service is confidential, free and independent and offers support, information, expert advice and specialist counselling for personal and work issues. It also provides guidance to help staff stay fit and healthy and enjoy physical, mental and emotional wellbeing.

How to Apply



If you would like to find out more about this role, our vision for the future and how this might fit with your plans and aspirations, the Head of Philanthropy, Abigail Rowley, is happy to have an informal chat. To arrange a call, please email resourcingteam@rspca.org.uk and arrange a telephone call for you.

If you would like to apply, please submit your CV and covering letter stating why you think you are suitable for this role to: resourcingteam@rspca.org.uk by the closing date of 10:00 Tuesday 8 September 2020.

First interviews will be held on 17/09/2020 and 21/09/2020, and are likely to take place online using Google Meet. There will be second interviews for shortlisted candidates.

All online information and documents are available in alternative formats, including Braille and large font, upon request from the Resourcing team.

Additional information:

[A short video sketching RSPCA's evolution can be watched here.](#)

[A more general overview of RSPCA's purpose can be accessed here.](#)