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# JOB DESCRIPTION

Job Title: Head of Fundraising & Retail

Department: Fundraising & Retail

Reports to: CEO

Responsible for: Fundraising & Retail

Hours: 37.5 hours or 30 hours per week can be considered

Salary: £44,128

**About BCDH**

Every cat and dog should enjoy a healthy life and a happy home. Through advice and support in our community, to rescue, rehabilitation and rehoming at our centre, we positively transform the lives of pets.

**The role**

The Head of Fundraising & Retail will be experienced in many aspects of income generation through fundraising and ideally, charity retail. They will be confident in their ability to set and exceed challenging targets. They will be equipped with a strategic mindset, focus, drive and enthusiasm, as well as excellent communication and relationship-building skills with colleagues and key stakeholders. They will act as an inspirational leader, developing and rewarding a high-performance culture across the team.

Using these skills and traits, they will create and implement an innovative strategy for BCDH; one that protects our long-term capability and enhances our present-day impact.

**Principal tasks**

**Leadership & Team Development**

* Provide inspirational leadership to the Fundraising and Retail teams.
* Model behaviours that motivate, coach, and develop staff.
* Encourage personal and professional growth across the team.
* Foster a culture of collaboration, high standards, and supporter focus.

**Strategic Planning & Change Management**

* Lead organisational approach to fundraising to meet income targets, increase efficiency and create a knowledgeable and supportive fundraising culture across the charity.
* Develop fundraising and retail operations to ensure long-term sustainability of the charity.
* Prepare and deliver the Fundraising Strategy (in line with the organisational strategy) and comprehensive annual plans across all income streams (Trusts, Major Donors, Corporates, Individual Giving, Events, Community, Legacies). Similarly, with Retail Operations.
* Provide annual budgets, forecasts, and performance reports for the CEO and Trustee Board.
* Ensure departmental efficiency and effectiveness utilising digital technology and create a culture of continual improvement.

**Income Growth & Opportunity Development**

* Lead the Fundraising team to identify and secure new funding opportunities.
* Attend development and funding meetings as appropriate.
* Provide leadership and support to the Retail Operations Manager to deliver the Retail Strategy.
* Ensure profitability of all shops and develop online selling functions.
* Respond to new retail estate opportunities and volunteer development plans.

**Senior Leadership & Cross-Organisational Collaboration**

* Play an active role in the Senior Leadership Team, contributing to strategic decision-making.
* Lead the charity-wide approach to supporter care.
* Build effective relationships across staff, volunteers, and trustees to support fundraising success.
* Identify and create opportunities for the CEO to raise the charity’s profile to enhance fundraising income.

**External Engagement & Advocacy**

* Act as a spokesperson for BCDH at external events, media opportunities, and internal activities as appropriate.
* Ensure the BCDH brand and reputation remain consistent, trusted, and central to all decision-making.

**Governance, Compliance & Standards**

* Oversee compliance with legislation and best practice in fundraising and trading.
* Maintain high standards of fundraising, stewardship, and supporter care.
* Ensure all activities withstand scrutiny and deliver excellent donor experiences.
* Oversee contracts and partnerships with fundraising/retail suppliers, agencies, and other organisations.
* Provide reports and strategic advice to Trustees and the Trading Board to inform decisions on income generation investment and risk.

1. **Knowledge, skill and experience**

**Professional/Technical Qualifications/Skills:**

* Excellent IT skills (Microsoft Office) including database management

**Competence/ Experience:**

**Experience – essential**

* A proven track record of successful fundraising and delivering income growth.
* Experience of developing and implementing an integrated and diverse fundraising strategy, including the setting of strategic objectives and targets.
* Experience of change management in the charity sector.
* Experienced in and an in-depth understanding of financial management and budgeting and being able to interpret and report appropriately against this.
* Experience of leading, recruiting and inspiring teams to reach targets and objectives.
* Excellent communication skills with the ability to develop strong relationships across the organisation and with key stakeholders.
* Understanding of the regulations and legislations that apply to fundraising (and ideally retail) and a commitment to best working practices.
* Strategically focused with experience of developing long term plans based on knowledge, insights and analysis.
* Effective decision-making to enhance and protect the organisation’s brand and reputation.

**Desirable**

* Experience in the effective development and use of fundraising databases.
* Knowledge of or experience in digital fundraising.
* Experience of managing non-fundraising generated income eg charity retail and knowledge of charity retail strategies.
* Experience working within federated/complex structures.

1. Organisation

RSPCA Bath & District Branch (Bath Cats and Dogs Home)

1. Job Context

Work is carried out within general guidelines in accordance with the RSPCA Licensing Scheme and other relevant Branch policies and procedures. Field officer audit reports provide additional general guidance.

1. Additional information

* The work requires some out of core hours working, including evening and weekend commitments.