# JOB DESCRIPTION

**Job Title**: Individual Giving Assistant

**Department**: Fundraising and Trading

**Reports to**: Individual Giving Manager

**Responsible for:** N/A

Hours: 37.5 hours per week

We believe that every cat and dog should have the opportunity to enjoy a healthy life and a happy home. So, from advice and support, to rescue, rehabilitation and rehoming, we exist to positively transform the lives of pets and their owners.

1. **Purpose of the job**

To support the Individual Giving Manager in producing and delivering fundraising campaigns and appeals across all relevant channels. To help develop ideas and creative for marketing, and to track, evaluate and report on the impact of campaigns. To be a first point of contact for Bath Cats and Dogs Home’s donors and fundraisers day-to-day, ensuring all supporters receive first class care and stewardship.

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1. **Principle tasks**
* To support the Individual Giving Manager in the delivery and development of regular giving products, including in memory giving, lottery, raffle, gifts in wills, regular and one-off donations.
* To support the Individual Giving Manager in creating, tracking and evaluating campaigns and appeals to raise income.
* To take ownership of assigned projects, managing timelines, stakeholders and delivery.
* To work with colleagues and external freelancers and agencies to create engaging marketing and communications, in order to attract, engage and retain supporters.
* To accurately and safely record supporter data on our supporter database, ensuring compliance with GDPR and charity law regulations.
* To manage the supporter database day-to-day, and run reports and enquiries and create contact lists as required.
* To train and assist others in using the supporter database, to ensure supporter data is kept clean and staff can access the information they require.
* To contribute to the continuous improvement of fundraising activities, systems and processes.
* To work with the finance team to ensure all donations are processed accurately and efficiently.
* To make quarterly gift aid claims to HMRC, ensuring compliance and maintaining accurate records for an audit trail.
* To be a first point of contact for supporters on the phone, online and in person, and to attend supporter events and be an ambassador for the charity, as required.
* To build relationships with colleagues across the charity and to stay up to date with our work.
* To help keep the rest of the charity up to date on fundraising activity, creating reports and updates.
* To train and support fundraising volunteers.
* To carry out any other duties as requested through your line manager.
1. **Knowledge, skill and experience**

**Skills and competencies**

* IT and administration – skilled in the use of Microsoft Office, supporter database, website CMS
* English language – skilled in written and verbal supporter communication
* Analysis – skilled in reporting and assessing fundraising campaigns
* Creative – solve problems and can develop creative ideas into verbal and visual communication
* Organisation – manages a varied workload with multiple milestones or deadlines and communicates progress to colleagues.
* Independence – works independently and maintains motivation and focus
* Teamworking – works well alongside others towards a common objective
* Adaptable – takes a flexible approach to changing priorities

**Experience**

* Experience of working within an office environment
* Experience of communicating directly with supporters or customers.
* Experience of managing a CRM system or database, to maintain up to date supporter/customer records and produce reports/run queries and provide data insights as required.
* Experience of managing digital campaigns (e.g. social media, email marketing, paid advertising) is beneficial
1. **Organisation**

 Bath Cats and Dogs Home, operated by RSPCA Bath & District Branch.

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 role requires occasional evening and weekend working
* We ask you to commit to Bath Cats and Dogs Home’s values.
* The role requires occasional travel to attend meetings or training. A full driving license is beneficial but not essential.
* If you hold a full driving license, you may occasionally be asked to drive a company vehicle for work.