

## **Fundraising Manager**

### **Job description and person specification**

With a history spanning over 100 years, Cruelty Free International has achieved so much. Bringing the issue of animal testing to public attention with our dynamic and determined approach, we have inspired generations of politicians, decision-makers, and compassionate people to make a difference for animals. As the problem has grown, we have stepped up to meet the challenge across the world, placing the issue on the global agenda for the first time.

Our dedicated team are experts in their fields, combining award-winning campaigning, political lobbying, pioneering investigations, scientific and legal expertise, and corporate responsibility. Educating, challenging, and inspiring others across the globe to respect and protect animals, we investigate and expose the reality of life for animals in laboratories, challenge decision-makers to make a positive difference, and champion better science and cruelty free living.

Our Leaping Bunny programme is the globally recognised cruelty free approval for cosmetics, personal care, household and cleaning products - known as the best assurance there is that a brand has made a genuine commitment to ending animal testing. More than 1,000 brands across the globe hold Leaping Bunny approval, providing real choice for ethical consumers who want to identify and buy cruelty free products.

Widely respected as an authority on animal testing issues, we are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work professionally, building relationships with politicians, business leaders and officials, driving change around the globe to make a difference for animals.

As the lead entity in a group of companies, Cruelty Free International works collaboratively with Cruelty Free International Trust and Cruelty Free Europe in the delivery of its consolidated business plan.

## Proposed vacancy details

<b>Job Title:</b>	<b>Fundraising Manager</b>
<b>Role:</b>	<b>This is a full time and permanent position</b>
<b>Location:</b>	<b>Cruelty Free International Hub, London, with the possibility of some remote working</b>
<b>Reporting to:</b>	<b>Director of Engagement &amp; Communications</b>
<b>Salary:</b>	<b>Up to £45,000 depending on experience</b>

## Benefits

- **12-month interest free season ticket / staff loan**
- **31 working days' paid holiday, in addition to Public Holidays'**
- **Employer's Ethical Investor's Stakeholder Pension Scheme**
- **Generous training and professional development allowance**
- **Flexible working hours**
- **Childcare Voucher Scheme**
- **Ride-to-Work & Cycle2Work Bicycle Schemes**
- **Staff retention policy**
- **Employee Assistance Programme (EAP)**

## Terms and conditions

Three-month probationary period

## Objective

Working closely with the Director of Engagement & Communications, you will contribute to and deliver the fundraising strategy for Cruelty Free International and its affiliated group of companies'. You will use your knowledge and expertise to diversify and increase the organisation's income streams and seek out new funding opportunities.

With a hands-on tactical focus, you will use your skills and experience to develop and deliver sustainable income streams for the organisation. You will work with colleagues across the engagement and communications team to acquire and retain new audiences, helping us understand and attract new, committed supporters who are inspired by our work.

As a proactive, self-starter, you will work with colleagues to deliver compelling campaigns that our supporters want to engage with, using your excellent copywriting skills to craft engaging content across a variety of mediums and ensuring clear KPIs and objectives are set and measured that align with the organisation's income targets.

As an insight-led individual, you will use your expertise to make recommendations and implement changes that increase income, reporting your findings to key stakeholders across the organisation to improve campaign conversion and improve donor stewardship.

Within this role you will need to have the ability to grasp a wide variety of complex subjects quickly and distil this into concise, compelling, and inspiring propositions that supporters want to engage with across our channels.

You will also work with our data and administration teams to ensure effective response handling and supporter care. Ensuring our donors are receiving the best customer service and our systems and processes are efficiently maintained and delivered.

With a proven track record in a similar role, you will have strong organisational skills, excellent project management skills, keen attention to detail, and be a confident communicator. Your knowledge and experience in fundraising will underpin the work of the organisation and help advance animal protection on the international stage.

### **Key responsibilities**

1. Work at the tactical level to implement new sustainable income streams covering Individuals, Companies, Legacies, Grants, Trusts, and Major Donors to grow income for the organisation.
2. Collaborate with individuals in marketing, PR, and other senior colleagues to develop new fundraising products and maintain existing income driving activities.
3. Work within the team to identify target audiences for growth, with a particular focus on digital and paid social channels to recruit new donors.
4. Develop and manage a stewardship programme that provides excellent engagement opportunities for our supporters using insight to develop new supporter journeys including welcome, regular giving, conversion, upgrade, and reactivation, which aim to increase engagement, income and drive long-term relationships.

5. Write and create content for donors based on a solid understanding of donor acquisition and stewardship, ensuring communications with donors are personal, relevant, compelling, and impactful.
6. Research and identify potential grant opportunities from trusts, foundations, and other funding sources. Using your copywriting skills to prepare grant proposals and applications to secure funding.
7. Set and monitor key performance indicators (KPIs) for fundraising activity, working closely with the data team to monitor and evaluate the success of activity and use this learning to shape the future of our activity.
8. Plan, co-ordinate, and execute fundraising events to engage a wide variety of donors including Major Donors and high-net worth individuals.
9. Work with the Director of Engagement & Communications to recruit and manage further roles to be created within the fundraising team.
10. Work closely with the Director of Engagement & Communications, and within the guidance of the organisation's financial regulations, to forecast, track and report on income and expenditure related to fundraising activity.
11. Provide support and direct line management to the staffing resources within the Fundraising team, following best practice management guidelines within the organisation.
12. Work with the Director of Engagement & Communications to ensure that all Fundraising policies and procedures remain up-to-date and compliant with best practice methodologies and with data protection and Fundraising Regulator guidance.
13. Maintain best practice surrounding fundraising and supporter care, ensuring compliance with the organisation's policies and GDPR, the fundraising regulator, PECR and other areas of relevant legislation.
14. Manage the administration of fundraising platforms such as Just Giving, Give as You Live, CAFOD etc.
15. Undertake any other duties consistent with the post and assist with other areas of work as required.

### Person specification

<b>Essential</b>	
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1. The ability to operate at the tactical level in the planning and delivery of a broad range of fundraising income streams.
2. Proven experience of implementing and evaluating effective integrated fundraising campaigns that have created shifts in the income generating capacity of an organisation.
3. Creative approach, with the ability to develop engaging and compelling propositions using your copywriting skills to create engaging and compelling content.
4. Proven experience in Major Donor fundraising with the ability to drive growth and acquire new HNW individuals and high value donations in the charity space.
5. Demonstrable success in project management and knowledge of how to effectively monitor and evaluate the success of campaigns and communications.
6. The ability to work independently as well as collaboratively, using initiative and sound judgement.
7. Demonstrable experience in analysing and segmenting data to produce target audiences and insights to inform and improve campaigns and communications.
8. Proven track record of delivering new affordable products and generating sustainable growth across a broad range of fundraising channels.
9. Excellent communication skills, both verbal and written and the ability to build strong relationships with both internal and external stakeholders.

	<p>10. Excellent organisational and time-management skills with the ability to prioritise conflicting demands while maintaining accuracy and attention to detail.</p>
<p><b>Qualifications (IT/academic/vocational)</b></p>	<p>11. Educated to degree standard or equivalent work experience.</p> <p>12. Fundraising or marketing qualification/ membership.</p>
<p><b>Experience</b></p>	<p>13. Excellent Microsoft Office IT skills, including expertise in, Photoshop, Word, Excel, and PowerPoint.</p> <p>14. Experience of working to campaign performance metrics, monitoring activity to enhance performance and feeding back results into accountable insights.</p> <p>15. Proven experience of managing and delivering fundraising and stewardship events.</p> <p>16. Proven track record of developing and stewarding relationships with mid-value and high-value donors.</p> <p>17. A proven self-starter with the ability to prioritise and deliver high quality work, excellent team working, and collaboration across the wider organisation.</p> <p>18. Positive and can-do attitude. Willingness to undertake a range of activities and a flexible approach to working in a small not for profit organisation.</p> <p>19. Experience of line managing staff and ensuring support is provided appropriately across the team.</p> <p>20. Financially astute with excellent budget management skills.</p>

	<p>21. Ensure compliance with data protection, information security and confidentiality principles.</p>
<p><b>Specific qualities (e.g. attitudes)</b></p>	<p>22. Commitment to animal welfare and sympathetic to the vision, mission, and values of Cruelty Free International.</p> <p>23. Eager to learn and continually improve to keep up to date in the fast-paced digital space.</p> <p>24. A positive and flexible approach to the work.</p> <p>25. Willingness to work occasional unsociable hours in order to achieve the organisation’s marketing outputs.</p>
<p><b>Desirable</b></p>	<p>26. Experience of working with platforms such as Mailchimp (email marketing), Google Analytics (Reporting), Salesforce or equivalent (CRM).</p> <p>27. Knowledge of the issues affecting Cruelty Free International as a small, not-for-profit organisation working to create a world where nobody wants or believes we need to experiment on animals.</p>

**Applicant Privacy Notice**

**What is the purpose of this document?**

Cruelty Free International is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor).

It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).

## **Data protection principles**

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

## **The kind of information we hold about you**

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your curriculum vitae and covering letter.
- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, employment history, qualifications.
- Any information you provide to us during an interview.

We may also collect, store and use the following types of more sensitive personal information:

- Information about your health, including any medical condition, health and sickness records.

## **How is your personal information collected?**

We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, from which we collect the following categories of data.
- Your named referees, from whom we collect the following categories of data.

### **How we will use information about you**

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.
- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract with you.

Having received your CV and covering letter **OR** your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references before confirming your appointment.

### **If you fail to provide personal information**

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application successfully. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

## **How we use particularly sensitive personal information**

We will use your particularly sensitive personal information in the following ways:

- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during an interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.

## **Information about criminal convictions**

We do not envisage that we will process information about criminal convictions.

## **Automated decision-making**

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

## **Data sharing**

### **Data security**

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained on request.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

### **Data retention**

### **How long will you use my information for?**

We will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to the role. We retain your personal information

for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with applicable laws and regulations.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately, seeking your explicit consent to retain your personal information for a fixed period on that basis.

## **Rights of access, correction, erasure, and restriction**

### **Your rights in connection with personal information**

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Deputy Chief Executive in writing.

- **Responsibility for data protection compliance**

The Deputy Chief Executive is responsible for overseeing compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Deputy Chief Executive. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.