

Fundraising Officer

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

Job Title:	Fundraising Officer
Role:	This is a full time and permanent position
Location:	Cruelty Free International Hub, London, with some remote working
Reporting to:	Fundraising Manager
Salary:	Negotiable

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 Bicycle Scheme**
- **Staff retention policy**
- **Work life support scheme**

Terms and conditions

Three-month probationary period

Objective

Working within the Engagement & Communications team, you will contribute to the success of fundraising at Cruelty Free International and its affiliated group of companies'. Using your knowledge and expertise, you will work to increase our individual giving income by being responsible for in-house fulfilment and response handling for our direct mail appeals.

This is an exciting new role, contributing to the development and implementation of our new income generation strategy. Reporting to the Fundraising Manager, this role will work closely with colleagues across the organisation including those in PR, marketing, data, and finance to deliver engaging communications to our offline audience.

Working alongside the Fundraising Manager you will use your excellent copywriting and creative skills to develop fundraising appeals for the organisation that inspire our donors to contribute financially to our organisation.

Working closely with our data and administration teams you will maintain effective response handling, ensuring donations are processed in line with best practice guidelines, donors are thanked promptly and supporter records on our CRM are maintained and updated.

Between mass mailings you will work closely with the wider engagement and communications team to deliver outward-bound communications tasks, such as ongoing targeted telephone fundraising campaigns, calling potential and existing supporters to acquire new donors and reactivate lapsed donors. Using your excellent communication skills to increase engagement, income and drive long-term relationships.

You will have excellent time management skills and be an enthusiastic self-starter with a hands-on approach, capable of working independently or as part of a multi-disciplined team. Your fundraising knowledge and experience will help advance animal protection on the international stage.

Key responsibilities

1. Oversee in-house fulfilment of our direct mail campaigns, including but not limited to printing and sending out communications to our offline base of supporters.
2. Be responsible for handling responses to our direct mail campaigns, working with colleagues across the data, finance and engagement and communications team to process and reconcile a range of payments, including cash, cheques, credit/debit cards and Direct Debits. Ensuring that acknowledgements are mailed and emailed in a timely manner.
3. Work closely with the wider team to develop and write engaging direct mail appeals for individuals including mid and high value supporters, ensuring they are engaging, and supporters feel valued.
4. Support with the organisation's email, telephone, offline and digital acquisition, and retention programmes to reactivate lapsed donors, upgrade existing donors maintain existing relationships and acquire new donors.

5. Ensure that supporter records on the Cruelty Free International group of companies' CRM database are kept up to date and the creation of new records are completed within a timely manner.
6. Maintain best practice surrounding supporter data to ensure compliance with relevant legislation such as GDPR, the Data Protection Act, Gift Aid legislation and Fundraising Regulator guidelines as well as internal policies and procedures, as appropriate.
7. Monitor trends and developments within the sector, to inform and implement changes where necessary, to drive forward performance.
8. Assist in the planning and coordination of fundraising events, ensuring they run smoothly and effectively contribute to fundraising goals.
9. Collaborate with the team to develop and test new fundraising products and maintain existing income driving activities.
10. At the request of senior colleagues, undertake any other duties consistent with the post and assist with other areas of work as required.
11. Analyse campaign performance and provide reports to the Fundraising Manager and any other relevant stakeholders.
12. At the request of senior colleagues, undertake any other duties consistent with the post and assist with other areas of work as required.

Person specification

<p>Essential</p>	<ol style="list-style-type: none"> 1. Excellent interpersonal skills including the ability to build and maintain strong relationships with colleagues, supporters, customers, visitors, and suppliers. 2. Creative approach, with the ability to develop and produce engaging written communications across a broad range of media and styles, and channels. Ideally experience of writing fundraising copy for supporters. 3. Good working knowledge of Microsoft Office packages including Outlook, Excel, Word, and PowerPoint, and CRM Database systems. 4. Excellent organisational skills including an ability to prioritise and manage multiple tasks and meet SLAs.
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	<ul style="list-style-type: none"> 5. Ability to maintain high levels of accuracy with clear attention to detail at all times. 6. Strong commitment to team working, and an ability to build strong, mutually beneficial relationships with colleagues across the whole organisation, including at a senior level. 7. The ability to work independently as well as collaboratively, using initiative and sound judgement. 8. Demonstrable experience in analysing and segmenting data to produce target audiences and insights to inform and improve campaigns and communications. 9. Excellent organisational and time-management skills with the ability to prioritise conflicting demands while maintaining accuracy and attention to detail.
<p>Qualifications (IT/academic/vocational)</p>	<ul style="list-style-type: none"> 10. Educated to degree standard or equivalent work experience.
<p>Experience</p>	<ul style="list-style-type: none"> 11. Excellent IT skills, including expertise in CRM databases (Preferably Salesforce) and email marketing systems (Preferably Dot Digital) and processes. 12. Excellent Microsoft Office IT skills, including expertise in, Photoshop, Word, Excel, and PowerPoint. 13. Experience of working with third-party fulfilment and response handling agencies or a good working knowledge of in-house fulfilment protocols and experience of developing and maintaining administrative systems, including paper and electronic filing. 14. A proven self-starter with the ability to prioritise and deliver high quality work, excellent team working and collaboration across the wider organisation. 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. Ensure compliance with data

	protection, information security and confidentiality principles.
Specific qualities (e.g. attitudes)	<p>15. Commitment to animal welfare and sympathetic to the vision, mission and values of Cruelty Free International.</p> <p>16. Eager to learn and continually improve to keep up to date in the fast-paced charity sector.</p> <p>17. A positive and flexible approach to the work.</p> <p>18. Willingness to work occasional unsociable hours in order to achieve the organisation's fundraising outputs.</p>
Desirable	<p>19. Experience of delivering telephone fundraising campaigns to acquire new donors, reactivate lapsed donors and upgrade existing donors.</p> <p>20. 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> <p>21. Marketing or fundraising qualification.</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.

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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.