



Fundraiser Manager Recruitment Pack

Job Title Fundraising Manager

Reporting to CEO

Duration Permanent

Hours Full-time Monday - Friday (35 hours per week)

Salary £35,000 - £40,000 dependent on experience

Location Remote working within the UK

Application The closing date for this position is 23:59 on 6th March 2023. Interviews will take place online over Microsoft Teams TBC March 11th 2023. Please submit a **cover letter and CV** detailing your suitability for the post to hr@crustaceancompassion.org, also stating when you may be able to take up the position if offered.

Job description and person specification

It is an exciting time to join Crustacean Compassion. Our campaign was responsible for the ground-breaking inclusion of decapod crustaceans in the recent Animal Sentience Act of 2022, a move which has opened more opportunities to influence change. We are a not-for-profit animal welfare organisation which campaigns for the humane treatment of decapod crustaceans such as lobsters, crabs, prawns, and langoustines, based on the scientific evidence of their sentience.

Decapod crustaceans are not adequately covered under UK animal welfare legislation. This means that many shocking methods of slaughter, handling and storage which would be illegal in other animals, such as boiling alive, are currently permitted. In order to change this, we engage with policymakers to strengthen and enforce animal welfare law; we work to persuade and enable companies to sell higher welfare shellfish products; and we educate the public on the science of decapod crustacean sentience and on their humane treatment and care.

Despite our small size we are well-respected for our reasoned, determined, and creative approach. We have received significant public and political attention which has prompted widespread media coverage, and we are the leading organisation focused on this issue. This role offers an opportunity to join a friendly, supportive, and committed team in an award-winning organisation that is making a significant difference to the lives of millions of animals.

Purpose

Reporting to the CEO, the Fundraising Manager is responsible for leading the fundraising efforts of Crustacean Compassion. This will be a standalone role that will build on the work already undertaken by a fundraising consultant, creating a fundraising strategy that will then need to be implemented, managed, monitored, and updated as required. They will have expertise across a variety of revenue streams and will have the support of our Campaigns team to develop engaging funding bids.

This role will require a substantial amount of proactive independent working, along with close teamwork.

Responsibilities

General Duties

- Develop and implement the execution of a fundraising strategy to diversify income streams and deliver growth in restricted and unrestricted income.
- Set and achieve income targets, developing ways to maximise unrestricted income.
- Work effectively with our CEO to identify, map, and develop a network of potential donors, and unlock opportunities which can help secure the future of Crustacean Compassion and aid it to deliver its mission.
- Ensure all fundraising initiatives are planned, delivered, monitored, and evaluated effectively as part of an annual activity plan recognising external funding cycles.
- Represent the organisation with key supporters, funders, and other key stakeholders, helping them understand the relevance and importance of our work.
- Deliver excellent donor care through an effective stewardship strategy, working with the wider team to ensure alignment with supporter journeys developed for campaigns.
- Joint responsibility for managing organisation's CRM database, ensuring efficient and appropriate data capture and data analysis for the purposes of effective stewardship, fundraising and donor communications.
- Co-ordinate effective systems for identifying, cultivating, and maintaining potential donors and relationships.
- Assist in the development, monitoring and management of Fundraising budgets and forecasts.
- Monitor restricted expenditure to ensure that it is in line with forecast, taking appropriate action where delays are occurring, including agreeing a plan to get spend back on track or updating donors in a timely manner regarding delays.
- Develop and update organisational Fundraising policies and procedures in line with any changes in data protection legislation and recommendations from the Fundraising Regulator

- Ensure that all fundraising activity is conducted in adherence with best practice, Crustacean Compassion's policies and company law.
- Undertake due diligence as outlined in Crustacean Compassion's Gift Acceptance Policy

Trusts and Foundations Fundraising

- Building on the work of the Fundraising consultant, develop, lead, and implement a strategy to diversify and maximise income from Trusts and Foundations
- Support engagement and strengthening of relationships with existing partners and donors as part of a fundraising strategy.
- Write and submit timely, high-quality applications to appropriate funders, ensuring engaging presentation of the organisation's work.
- Support the negotiation of funding packages with existing and new funders to maximise the benefit for Crustacean Compassion
- Assist with finalising grant agreement terms, providing required due diligence information for partners where necessary, in consultation with the CEO and the Business Support Manager
- With support from the team, ensure that funders are appropriately engaged throughout the funding period, and that interim and final reports are submitted by the required deadlines.

Major Donor Fundraising

- Building on the work of the Fundraising consultant, develop, lead and implement a strategy to maximise income from major donors.
- Working closely with the CEO, oversee the development of individual major donor relationships, and personally manage a portfolio of prospects and donors, as well as advising and supporting the CEO to do so.
- Monitor and support the ongoing recruitment, engagement and development of high-profile supporter / celebrity relationships.
- Develop and manage a rolling stewardship and engagement programme, including the use of online and in-person events where budget allows.
- Ensure that the organisational CRM database usage is optimised to facilitate major donor fundraising.

Individual Giving and Community Fundraising

- Develop and implement a regular giving strategy, maximising unrestricted income and supporting donor uplift.
- Develop and implement a stewardship programme through the CRM database.
- With input from the wider team, develop and manage engaging appeals to be run alongside key campaign actions, monitoring their success, and updating activities where necessary, and evaluating performance to inform future appeal plans.
- Ensure that the organisational CRM database usage is optimised to facilitate individual giving and community fundraising.

Person specification

Essential

- At least five years of experience working in fundraising, with a proven track record of securing five to six figure gifts.
- Experience in developing non-profit fundraising strategies, particularly for Trusts and Foundations and Major Donors.
- Evident track record of successfully meeting and exceeding fundraising targets.
- Knowledge and understanding of Trust and Foundation fundraising, including research sources and funding criteria.
- Evidence of developing successful fundraising applications to Trusts, Foundations, or other institutional grant funders, especially within the Effective Altruism community.
- Demonstrably skilled and experienced in networking to build relationships, as well as able to build strong and lasting relationships with key stakeholders.
- Advanced prospect researching skills.
- Outstanding written communication skills, including the ability to write engaging copy which presents Crustacean Compassion as an appealing partner for donors.
- Excellent negotiating, diplomacy, and people skills.
- Able to demonstrate a commitment and sensitivity to the aims and objectives of Crustacean Compassion.
- Comfortable working in a small team, liaising effectively with colleagues to drive income alongside campaign objectives.
- Strong financial management and budgeting skills.
- Knowledge of Fundraising Regulator guidelines.
- Strong understanding of UK GDPR and data protection.
- Experience in the effective use of a CRM database.
- Able to work effectively remotely, both independently and as part of a team.

Desirable

Experience in working for animal welfare organisations.

An interest in marine animal welfare

A Fundraising Diploma or professional qualification is advantageous but will not outweigh experience.

How to apply

Interested and qualified candidates should **submit a CV and covering letter** to hr@crustaceancompassion.org, detailing your suitability for the post and stating when you may be able to take up the position if offered.

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