

# Fundraising Manager

## Universities Federation for Animal Welfare & Humane Slaughter Association.



**Salary: £40,521 - £46,974 (full time or pro-rata part time), depending on experience and qualifications, plus £2434 London Weighting if appropriate.**

**Location: office-based or home-working (with occasional travel to meetings at our office in Hertfordshire or to attend fundraising events). Applicants must be legally entitled to live and work in the UK.**

Are you a fundraiser with outstanding relationship-building skills? Or have you previously worked in marketing, customer care or sales and are interested in switching over to the highly rewarding charity sector?

UFAW (the Universities Federation for Animal Welfare) and the Humane Slaughter Association (HSA) are two sister charities focussed on the promotion of scientific, evidence-based approaches to animal welfare. We fund research, support the animal welfare science community and advocate for evidence-based improvements to animal welfare worldwide.

Both charities rely upon fundraising to support their activities and currently enjoy support from committed supporters in the form of legacies, membership income and ad hoc donations. However, with a renewed strategy and Fundraising Review, the charity is now seeking to grow its voluntary income to help achieve our ambitious plans over the long term. The Fundraising Review led by external consultants, identified significant potential for both charities to increase their incomes through a comprehensive fundraising programme, through which both charities aim to substantially grow their income from legacies, major donors, corporate support and memberships/regular giving. The Trustees have agreed to make a substantial investment from the charities' reserves to support this development.

As a result, we are looking for an ambitious Fundraising Manager with the skills and enthusiasm to revitalise our fundraising efforts. The candidate will lead the establishment of fundraising activities, including the development of fundraising programmes, implementation of fundraising systems, donor relationships and stewardship as well as the recruitment of junior fundraising staff.

As a small charity team, the postholder will need to be a self-starter who can work alongside the Senior Management Team and Trustees to rebuild our fundraising

capacity. The role offers an outstanding opportunity for the right person to establish themselves as an innovative and successful fundraiser.

The ideal candidate will enjoy working as part of a multi-disciplinary team but also be confident to take the lead and work unsupervised when necessary.

This position can be office-based, or predominantly home-based: however, the postholder will be expected to attend some meetings at our offices in Hertfordshire as well as undertake travel within the UK and possibly overseas for conferences/ meetings and other relevant events- some of which may occur at weekends or in the evening. Because we're based in the UK, the appointee will need to be UK-based and legally entitled to work in the UK.

To learn more or to apply please visit [ufaw.org.uk/careers](http://ufaw.org.uk/careers)

**Universities Federation for Animal Welfare**

Registered Charity No 207996 (Registered in England) and Company Limited by Guarantee No 00579991

**Humane Slaughter Association**

Registered Charity in England No 1159690: Charitable Incorporated Organisation.

The Old School, Brewhouse Hill, Wheathampstead, Herts, AL4 8AN, UK

## Welcome from the Chief Executive

Welcome, and thank you for your interest in the role of Fundraising Manager at the Universities Federation for Animal Welfare (UFAW) and the Humane Slaughter Association (HSA). Both charities make a real difference to animal welfare through their evidence-based, scientific approaches to understanding and improving the lives of animals. To keep achieving real change for animals we need to ensure that we raise enough funds to maintain and grow our activities in a sustainable way.

I am committed to working alongside the person appointed to this role to transform our fundraising and will ensure that they have the resources, support, and training to achieve real growth in our income and support. There is a lot of work to do, but the charities have the commitment, resources and strategy in place to allow the right person to succeed in this challenging role. The position offers a great opportunity for the right person to have a lasting impact on both charities as well as to establish themselves as an innovative and successful fundraiser capable of turning around the fortunes of the two charities.

I hope you will decide to apply for this exciting role. Please contact [careers@ufaw.org.uk](mailto:careers@ufaw.org.uk) if you require any further information or wish to arrange an informal discussion with me.



Huw Golledge

Chief Executive Officer and Scientific Director

## About the organisations:

Since 1987 Council Members of the Universities Federation for Animal Welfare (UFAW) have also been the Trustees of the Humane Slaughter Association (HSA) which is a Charitable Incorporated Organisation. Some staff members (including the Senior Management Team) are shared between the two organisations, and they also share office space. However, UFAW and the HSA are financially independent.

The Fundraising Manager will divide their time between the two charities.

## The Universities Federation for Animal Welfare

### *Science in the service of animal welfare*



Registered Charity No 207996 (Registered in England) and Company Limited by Guarantee No 579991

The Universities Federation for Animal Welfare (UFAW) is an international scientific and educational animal welfare charity and membership society based in Hertfordshire, UK.

Our vision is of a world where the welfare of every animal affected by humans is maximised through a scientific understanding of their needs and how to meet them.

We aim to achieve this by **discovering** what matters to animals, **developing** scientific solutions to animal-welfare problems and **disseminating** evidence-based animal welfare information.

We work to develop and promote improvements in the welfare of all animals through scientific and educational activity worldwide, through promoting and supporting developments in the science and technology that underpin advances in animal welfare, promoting education in animal care, providing expert advice to governments and other organisations, and helping to draft and amend laws and guidelines. In promoting a scientific approach to addressing animal welfare concerns, UFAW has played a key role in advancing the subject in theory and in practice. A major part of our effort is capacity-building for animal welfare, including funding for providing opportunities for young animal welfare scientists worldwide.

You can learn more about our work here: [www.ufaw.org.uk/our-work/ufaws-work](http://www.ufaw.org.uk/our-work/ufaws-work)

and our staff here: [www.ufaw.org.uk/about-ufaw/our-staff](http://www.ufaw.org.uk/about-ufaw/our-staff)

## The Humane Slaughter Association

### *'Caring Beyond the Farm Gate'*

Registered Charity No 1159690 (Charitable Incorporated Organization)



The Humane Slaughter Association is a unique charity which promotes the welfare of farmed animals 'Beyond the Farm Gate'; at markets, during transport, at slaughter, and when animals must be killed in emergencies.

Our vision is of a world where all farmed animals are transported and killed humanely and our mission is to research, advance and promote the use of humane methods for the transport and killing of farmed animals.

We do this by offering practical advice, training, and education to all those involved in transport, slaughter, or emergency killing of livestock animals, as well as by funding scientific research to develop more humane approaches. Although we are based in the UK, the charity works worldwide to maximise animal welfare.

Learn more about our work here: [www.hsa.org.uk/about/about](http://www.hsa.org.uk/about/about)

Our staff: [www.hsa.org.uk/about/hsa-staff](http://www.hsa.org.uk/about/hsa-staff)

## **Fundraising Manager – Job Description**

**Reports to:** Chief Executive Officer.

### Planning and Strategy

- Using the charities' 2022 Fundraising Review as a basis, develop a plan to implement the primary recommendations of the review.
- Take the lead on the selection and implementation of the systems necessary to support efficient fundraising – CRM, online donation systems etc.
- Use giving data to identify trends and respond to donor needs as well as plan proactive fundraising activity.
- Develop annual fundraising plans and budgets for both charities.
- In collaboration with the CEO develop and monitor ambitious, achievable fundraising targets and KPIs.
- Report on fundraising performance to the Senior Management Team and Council (board of trustees)
- Ensure the charities' fundraising complies with relevant regulations and guidance.

### **Fundraising and Stewardship**

- Responsible for identifying, cultivating and managing donor relationships including developing and delivering a donor stewardship plan across multiple fundraising activities (legacies; in memory; individual giving and appeals; fundraisers and corporate supporters)
- In collaboration with the CEO and Scientific Communications and Outreach Officer develop a case for support for the charities and adapt these for different fundraising audiences.
- In collaboration with the Scientific Communications and Outreach Officer engage with social media and digital support where required to promote fundraising opportunities, engage current supporters and provide optimum donor-care.
- Represent the Charities in meetings with key stakeholders including potential supporters and donors.

### Internal Relationships

- Manage junior fundraising staff and/or external fundraising contractors.
- Engage with colleagues to ensure that all staff and Trustees are aware of and maximise any opportunities to raise funds through their activities and networks.

## **Fundraising Manager – Person Specification**

### Essential.

- Excellent relationship skills, with the ability to confidently communicate with a range of individuals from different backgrounds.
- An interest in animal welfare, and a willingness to learn about and help promote animal welfare science.
- Excellent written skills with ability to tailor communications style and tone to suit different audiences.
- Excellent organisational skills with the ability to manage several different projects and activities in parallel.
- Strong presentation skills with an engaging and passionate style.
- A growth mindset with the desire to innovate and learn.
- Enthusiasm and temperament to work in a small but highly effective and ambitious team.
- Ability and willingness to promote the Charities including at events both locally and internationally.

### Desirable.

- A proven track record in fundraising, ideally in individual giving and/or corporate fundraising
- Experience of working for an animal-welfare related cause.
- Knowledge and understanding of CRM systems.
- An understanding of charity finance and budget setting.
- Experience of managing a small team

### Personal Qualities

The candidate must be comfortable with the charities' approach to animal welfare which includes co-operation with the livestock and slaughter industry, as well as laboratory animal researchers. Whilst both charities promote the highest standards of animal welfare, they do not oppose the use of animals by humans for research or food.

The ideal candidate will enjoy working as part of a small team, but also be confident to take the lead and work unsupervised when necessary.

## **Job Benefits**

Payscale: £40,521 - £46,974 (Full time or pro-rata if part time), depending on experience and qualifications, plus £2434 London Weighting if appropriate.

Contributory pension scheme (inc. Employer's pension contribution of 8% of gross salary).

25 days paid holiday per year, plus statutory holidays.

Excellent training opportunities.

We operate a dog-friendly office.

## **To Apply**

Please submit a letter (maximum 2 sides of A4) describing how you meet the person specification and explaining your motivation for wanting to work with us alongside your CV. Please include the names of two referees who we may contact if you are shortlisted and specify your current remuneration details and notice period.

Applications should be submitted to: [careers@ufaw.org.uk](mailto:careers@ufaw.org.uk) .

**Closing Date for receipt of applications: Friday 8<sup>th</sup> September 2023.**

We would be grateful if you would also complete a diversity monitoring form – this will be sent to you once we receive your application and can be returned anonymously.

## **Eligibility**

Because the charities are based in the UK you must be legally entitled to work and reside in the UK. The successful candidate will be expected to reside in the UK whilst employed by the charities.

We envisage this role as a full-time one but are willing to consider other working patterns for the right candidate.

Please note, that if you wish to work from home, we require a reliable internet connection with a minimum 10Mb/s broadband.

## **Employment Checks**

All offers of employment are made subject to the following criteria:

**Proof of eligibility to work in the UK, Proof of Residency, two references satisfactory to the Charities.**



## **Selection Process**

Shortlisted candidates will be invited to an initial online interview, unsuccessful candidates will be notified as soon as possible that they have not been shortlisted.

Following the first interview a final shortlist will undergo a second interview in-person which will involve completion of a communications task.

We anticipate that online first interviews will take place in the week commencing 18<sup>th</sup> September.

Second interviews are likely to take place in the week commencing 2<sup>nd</sup> October and will be held in person at our offices in Hertfordshire.

Please let us know if you require any special arrangements should you be invited to interview.

**For any further information please contact [careers@ufaw.org.uk](mailto:careers@ufaw.org.uk),  
or call +44 (0) 1582 831 818**

**UFAW requests no contact from agencies or media sales.**