



Donor Care and Retention Officer Information Pack

Introduction

Dear Candidate

We are seeking a Donor Care and Retention Officer to join the USPCA during this exciting period of growth.

This role would suit an enthusiastic and compassionate individual who has a passion for animal welfare and wants to build their fundraising experience.

Applications from individuals with previous relationship marketing and data analysis experience are particularly welcome.

This is a donor centric role, with a remit covering digital and print content production, donor communications and donor development. You will build commitment and engagement among the USPCA donor base.

Working with the Individual Giving Manager, you'll strategise, plan and execute segmented donor journeys, effectively communicating the complex nature of the USPCA's work in NI.

This is an exciting time to work at the USPCA - we have ambitious plans to grow and develop our donor base.

If you feel you have the passion, experience and skills please complete the application pack.

Yours sincerely

**Nora Smith
Chief Executive Officer**



Who we are

The Ulster Society for the Prevention Cruelty to Animals (USPCA) is the second oldest Animal Welfare Charity in the world. It was founded in 1836 by Commander Francis Anderson Calder, a retired navy officer, as the Belfast SPCA. The eventual name change from Belfast to Ulster SPCA acknowledged the scale, scope and success of the Charity's expanded operations across the province.



The Charity's first initiative was to erect water troughs across the city for the sustenance of the heavily burdened working horses in industrial Belfast. Just over a year after its inception the charity had successfully lobbied for the Act of Parliament 'relating to the cruel and improper treatment of animals' to be extended to Ireland.



The purpose of our founders to 'Prevent Cruelty and Relieve Suffering' remains as the driving force for our charitable activities today. Whilst there are heartless individuals willing to inflict unnecessary suffering on animals the need for a USPCA remains.

What we do

Veterinary Clinic

Located on the outskirts of Newry, County Down, the USPCA Veterinary Practice is dedicated to the Relief of Animal Suffering. The Clinic is open six days a week and provides a full range of veterinary services to companion animals. For those owners who find it difficult to afford essential veterinary treatment, discount of up to 50% is available.

Wildlife Rescues

Through our Animal Rescue Service, the USPCA relieves the suffering of injured



native wildlife.

Our Welfare Officers respond to hundreds of calls, bringing the injured animal for



examination by a USPCA vet in Newry. Badgers, birds of prey, hedgehogs, swans, foxes ... are just some of the animals rescued and treated at the

USPCA and released back into their native habitat.

Where it is not possible for one of our Welfare Officers to attend, we operate a Veterinary Voucher Scheme to ensure pain relief is available through a local veterinary practice.

Animal Re-homing

Where an individual is no-longer able to look after their companion animal because of their changed circumstances or where a companion animal has been abandoned, the USPCA will ensure the animal finds a new caring owner. All animals are health checked by our vets



before being rehomed and a home check is carried out to ensure a successful match.

Animal Cruelty Investigations

Investigations into serious welfare abuses that often take place well away from the public view are a very important aspect of our work.

In recent times Badger persecution, Cock Fighting, Dog Fighting, Puppy Farms and the illegal trafficking of pups have all been subjected to USPCA scrutiny. Information gleaned through our investigative expertise has been passed to enforcement agencies and successful prosecutions have resulted.

Companion Animal Food Parcels

When the USPCA became aware of a marked growth in the numbers of pet owning families resorting to foodbanks the charity decided to offer the food banks pet food packs.



Companion animals receive first rate nutrition and pest control products donated to the Charity by manufacturers and the public. Assistance that ensures much loved pets can remain healthy and homed despite financial adversity.

Campaigns

The advancement of animal welfare is one of the primary precepts in the USPCA mission. Working against a backdrop where Northern Ireland has fallen further behind the rest of the UK in legislating to enhance animal welfare; the USPCA continues to engage with the NI Assembly to inform and influence the

debate on a range of priority animal welfare issues.



Schools Programme

By applying the old saying “prevention is better than a cure”; through our schools outreach education programme we give sound advice and guidance to future generations, promoting responsible pet ownership and an appreciation of our native wildlife. Presentations are given at schools and colleges and we also host visits at our animal shelter and rescue centre in Newry.



Pet Pledge

Pet Pledge gives owners peace of mind knowing that, should the worst happen to a pet owner, the USPCA will be on hand to care for their pet and will find them a loving home with a considerate keeper.

How we're organised



INCOME GENERATION AND COMMUNICATIONS TEAM STRUCTURE



Our impact in 2023



Strategy

Vision

Our vision is:

“A society where all animals are respected and free of unnecessary suffering.”

Mission

Our mission continues to reflect the originating objectives of our founders:

“The prevention of cruelty to animals, the relief of suffering in animals and the advancement of animal welfare.”

Values

- The USPCA is **independent** and **objective** in the pursuit of its founding principle – the relief of suffering in animals.
- The USPCA delivers its services with **integrity** and **openness**, building **trust** with service users and stakeholders.
- The USPCA staff and volunteers are **passionate** and **committed** in their support of animal welfare and the relief of animal suffering; and strive for **excellence** in the delivery of our services.

Strategic Objectives

Our current three-year Strategic Plan will enable us to move forward to realise our ten-year vision.



Job Description

Job Title	Donor Care and Retention Officer
Reporting to	Individual Giving Fundraising Manager
Location	Unit 6 Carnbane Industrial Estate, Newry BT35 6PQ / Hybrid working option / Some travel across NI will be involved
Hours	35 hours per week
Salary Package	£24,000 - £26,000 per annum (depending on experience)
Leave	23 days annual leave plus 9 public holidays.
Duration	Permanent (six-month probationary period)

Principal Function

Acting as the first point of contact and ongoing steward of the USPCA's supporter base, you'll maintain high quality data and use this to conduct excellent relationship marketing.

Delivering the highest quality service to our supporters and donor base, you'll use the organisation's CRM to provide timely communications based on donor preferences. A creative individual, you will be responsible for collating, packaging and delivering inspiring and engaging content that increases donor loyalty and subsequent retention.

Driven by the organisation's values, you will offer a warm welcome to each new donor and be comfortable in effectively dealing with any 'pain points' in the donor journey, rebuilding loyalty to retain donors where necessary.

A detail focused individual with a marketing background, you will harness the power of data within the individual giving team, offering audience-based insights and contributing to each aspect of the fundraising strategy.

Principal Duties

Data and Database Coordination

- Maintaining and updating donor records in the database to ensure accuracy and completeness.
- Conducting regular data cleaning and auditing to support data accuracy. Ensuring compliance with GDPR and other data protection regulations and organisational policy relating to handling donor data.

- Generating reports and assisting to analyse donor data to identify trends and opportunities for engagement.
- Resolving any data-related issues and implementing agreed improvements to database systems.
- Contributing to a culture of data-driven decision making within the organisations Individual Giving team.

Donor Development and Retention

- Promote a culture of quality service to donors by maintaining a high quality and standard of donor care for new and existing members and donors.
- Respond to donor correspondence and queries across a range of media including phone, email and social media.
- Deliver a warm and enthusiastic welcome to each new member or regular giver recruited by USPCA, effectively handling any concerns, if necessary.
- Assist in the development and coordinate the distribution of printed welcome materials (welcome packs and newsletters) where appropriate.
- Build and maintain strong internal relationships with the aim of collating inspiring stories and creative content designed to inspire and engage USPCA's donor base.
- Effective use of the organisations CRM to construct and deliver segmented monthly donor journeys based on communications preferences.
- Analyse collections (BACS) reporting, updating payments records and identifying lapsed donors, contacting them to reactivate or resolve payments issues according to agreed organisational processes.
- Take appropriate opportunities to increase gift values by inspiring donors to give when and where they are capable.

Administration and General Duties

- Maintain accurate records relating to active campaigns and contribute positively to campaign review meetings.
- To deal with members of the general public in a professional manner.
- To be willing to undertake additional training.
- To promote the good image of the USPCA both internally and externally by communicating in a positive manner.

- Be true to our values.
- Work collaboratively with colleagues developing joint solutions and positive actions.
- Represent USPCA at meetings and public events.
- Such other duties as allocated from time to time.

Person Specification

Qualifications	3rd level qualification (or four years relevant experience in a similar role).
Essential Experience	Relationship marketing experience, ideally as part of a fundraising team. Customer experience and customer service background. Evidence of working as a member of a team. One year's relevant experience in either fundraising, marketing or sales. Experience in managing large, segmented data sets and CRM. Data analytics/business intelligence skills.
Desirable	Two years' experience in a donor or customer focused role. Content production and copywriting experience. Previous direct marketing experience. Digital marketing skills. Experience working in an individual giving team environment.
Knowledge and Skills	Ability to work effectively as a member of a team. Ability to work well under pressure. Outstanding administrative skills. Sound understanding of strategic relationship marketing principles. Competence in IT systems including Microsoft Office. A positive and proactive attitude. Self-motivated to work independently. Attention to detail. A 'growth mindset'. Good communication skills written & oral. Ability to manage own time effectively.
Attributes	Commitment to animal welfare and sympathetic to the aims and policies of the USPCA. Good standard of personal presentation. Flexible with ability to work a variety of hours and shifts. Full Clean Driving Licence and access to a car for work purposes.

How to apply

Please complete the application pack and return it by email to: recruitment@uspca.co.uk

Or send by post to the following address:

USPCA
Personnel – Confidential
Units 5-6 Carnbane Industrial Estate
Newry
BT35 6PQ

You will also be asked to submit a separate **equality monitoring form**.

The deadline is **Noon on Monday 2 December 2024**

Equality Monitoring

Along with your application form, you will be asked to complete and return the Equal Opportunities Monitoring Form in a separate document. This will not be disclosed to anyone involved in shortlisting your application.

Disability

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, “a physical or mental impairment which has, or has had, a substantial and long-term adverse effect on your ability to carry out normal day to day activities”.

If you consider yourself to have a disability relevant to the position for which you are applying, please contact recruitment@uspca.co.uk so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

Equal Opportunities

The USPCA is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

Timeline

Application form, Equality Monitoring and Criminal Convictions forms to be submitted.

Applications will be shortlisted by Friday 6th December.

Interviews

Interviews will take place during week commencing 9th December.





Please submit your completed application pack to

USPCA
Personnel – Confidential
Units 5-6 Carnbane Industrial Estate
Newry BT35 6PQ

Or email it to

recruitment@uspca.co.uk

Tel: 028 3025 1000

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