



Fundraising Acquisition Officer

Information Pack

Introduction

Dear Candidate

We are seeking a Fundraising Acquisition 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 direct marketing experience (in digital, face-to-face, telemarketing or direct mail) are particularly welcome.

This is one of the most exciting roles imaginable, with a remit covering direct recruitment, digital fundraising and legacy marketing.

Working with the Individual Giving Manager, you'll strategise, plan and execute high performing campaigns, driving significant growth in income to support our vital services.

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

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

The charity is coming to the end of its current three-year strategic plan in 2023. Our new three-year Strategic Plan will enable us to move forward to realise our ten-year vision.



Job Description

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| Job Title | Fundraising Acquisition 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

Driving organisational income with intense focus on acquisition activity, you will work to ambitious targets for individual donor recruitment at this exciting juncture for the USPCA.

A passionate direct marketer, you will work across acquisition channels to deliver inspiring, high performing individual giving campaigns using digital, direct mail, face-to-face and telemarketing techniques.

With a focus on regular giving and legacies, you'll be a skilled, data-driven fundraiser, possessing a passion for animal welfare and a sincere eagerness to speak directly to donors at events and fundraising pitches. A hands-on marketer that thrives in a target focused environment, you'll represent the USPCA with passion and enthusiasm and confidently articulate our case for support.

Supporting the Individual Giving Manager in prospect research you'll be a key member of the income generation team and play a key role in the future success of the USPCA.

Principal Duties

Fundraising Campaign Coordination

- Assist in the strategic planning and implementation of digital fundraising campaigns through effective audience research, content marketing, use of analytics and proposition testing.
- Support and engage in the direct recruitment of new members and regular givers at every opportunity, whether this is in the form of training and support to partner agencies, or in the direct delivery of the ask at events.

- Assist in the creation of an effective legacy marketing strategy and manage the delivery of legacy campaigns according to the agreed approach.
- Ensuring deadlines are met and learning from test activity applied. This includes submitting data selection requests, copy writing and supervising design, briefing fundraising agencies and on-going monitoring of live campaigns, results reporting and campaign analysis.
- Liaise with suppliers at all stages to deliver campaigns (including creative, media and fundraising agencies, design, print & production teams) by communicating and managing campaign requirements.
- Liaise with and brief, as appropriate, key internal stakeholders to ensure the effective implementation of campaigns at an operational level.
- Work closely with the wider Individual Giving team in the development of future fundraising strategies.
- To assist in the development and design fundraising materials, fundraising leaflets, sponsorship packages and correspondence to donors and potential donors.
- Monitor and provide cost and income information on individual campaigns.
- To ensure that all fundraising activity on behalf of the USPCA is compliant with the Fundraising Regulator and GDPR requirements.
- Meet and ideally exceed monthly, quarterly and annual income targets as agreed with the Individual Giving Manager.

Prospecting and Pitching

- Conduct thorough research to identify market opportunities in relation to potential corporate partnerships and mid-to-high value donor prospects.
- Contact prospects by agreement and secure new business meetings.
- Assist the Individual Giving Manager in creating pitch decks and in delivery of pitches to corporate and higher value donor prospects.
- Organise and attend agreed events and pitch to members of the public, soliciting membership or regular gifts.
- Work to identify as yet unutilised fundraising opportunities and prepare appropriate proposals for the consideration of the Individual Giving Manager.

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 manage all data relating to clients in accordance with GDPR legislation and confidentiality.
- 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

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| Qualifications | 3rd level qualification (or four years relevant experience in a similar role). |
| Essential Experience | Direct marketing experience in either digital, face-to-face, telemarketing, direct mail or direct sales. Evidence of working as a member of a team. 2 years' relevant experience in either fundraising, marketing or sales. Project management experience and a willingness to work to deadlines. Experience of working in a target focused environment. |
| Desirable | 3 years' experience in a fundraising, direct marketing or sales role. Face-to-face fundraising experience. A track record of delivering significant income growth. Digital marketing skills. Experience of using a CRM system. |
| Knowledge and Skills | Ability to work effectively as a member of a team. Ability to work well under pressure. Good administrative skills. Sound marketing knowledge and a willingness to ask for money. 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 23rd 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.

23rd December 2024

Interviews

Interviews will take place during week commencing 6th January 2025.





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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