Job Description and Person Specification
Fundraising and Events Officer

Employer: RSPCA Hull & East Riding Branch CIO (Reg. Charity No: 209420)

Responsible to: Partnership Manager

Responsible for: Fundraising campaigns, event planning, and community supporter engagement

Overall purpose of the role:
The Fundraising and Events Officer will play a pivotal role in increasing the branch's income by planning, coordinating, and executing fundraising initiatives and events. The role will focus on building relationships with donors, sponsors, and the local community while supporting the delivery of the Communications and Engagement Strategy.

Your tasks:

Fundraising Campaigns:
- Develop and execute fundraising campaigns to support the branch's strategic objectives.
- Work with the Partnership Manager to identify opportunities for corporate sponsorships and individual giving, including legacy donations.
- Monitor fundraising performance and provide reports on key metrics to inform future strategies.

Event Planning and Delivery:
- Plan and manage fundraising and community engagement events, such as open days and charity challenges.
- Coordinate all aspects of events, including logistics, volunteer involvement, and post-event evaluation.
- Work with the partnership manager to secure sponsorship and in-kind donations for events.

Supporter Engagement:
- Build and maintain relationships with existing donors and supporters to increase retention and lifetime value.
- Record and capture fundraisers data and to support tailored communication.

Community Outreach:
- Represent the branch at external events and community initiatives to raise awareness of the charity's work.
- Engage with the local community to promote fundraising opportunities and build relationships.

Marketing Support:
- Collaborate with the Digital Media and Content Officer to create promotional materials and digital content for campaigns and events.
- Contribute to storytelling efforts by gathering testimonials and success stories from events and fundraising initiatives.

Person Profile:
Essential Experience:
- Experience in planning and delivering successful fundraising and/or events.
- Demonstrated ability to build relationships with supporters, sponsors, and community stakeholders.

Skills and Abilities:
- Excellent organisational and project management skills.
- Strong written and verbal communication skills, with the ability to inspire and engage diverse audiences.

- Evidence of data recording – to help manage supporter relationships.
- Creative problem-solving and adaptability in dynamic situations.

Additional Requirements:
- Passionate about animal welfare and the mission of the RSPCA.
- Flexible to work occasional evenings, weekends, and bank holidays for events.
- A team player with a positive attitude and high degree of personal motivation.

About us:

Why do we exist? Because of three people who wanted to end animal cruelty and suffering met in a coffee house 200 years ago, one of them being the Hull born William Wilberforce. Today we have the same proud heritage, as a partner to the National Society we are hugely proud of the work we do.

Who are we? Our Branch is over 100 years old; we are a local and independent Branch of the Royal Society for the Prevention of Cruelty to Animals. We operate an Animal Rescue Centre for the community and supported by the community of Hull and East Riding.

Our team: We have an awesome team here at the Hull & East Riding, we are all expected to live up to our organisational values. Working or volunteering for the Branch brings with it an expectation of positive behaviours which demonstrate professionalism, kindness, and friendliness.

Our Culture: Our destination is a culture of inclusivity. We are passionate about our people and their skills that collectively come together to form a multi-dimensional presence. Our culture first approach is our north star and handrail to ensuring we can be the very best version of ourselves.