

POSITION DESCRIPTION



DATE: March 2024

POSITION TITLE: Content Specialist – Fundraising

LOCATION: SPCA National Office, Henderson

REPORTS TO: National Communications Manager

PURPOSE: This role will sit within SPCA’s Communication Team as a dedicated fundraising writer with a focus on generating written content to gain donations made to SPCA, and acquire new donors. The Content Specialist – Fundraising will identify key fundraising storytelling opportunities, and plan, develop and implement fundraisers through a number of communications channels. The role will sit within the Communications team.

As a member of the Communications Team, this role will help ensure fundraising messages are consistent with the vision, values and aspirations of the SPCA.

KEY ACCOUNTABILITIES:	KEY RESPONSIBILITIES:
Source and write compelling fundraising appeals – both digital and hard copy	<ul style="list-style-type: none">▪ Builds key relationships with internal stakeholders to source stories for fundraising appeals▪ Responds to briefs from Campaign Development Specialist▪ Researches and interviews as necessary to build fundraising case studies▪ Works alongside both fundraising and communication team to be informed on strategy and targets for appeals▪ Creates and develops content for SPCA fundraising appeals, writing to fit the relevant audience▪ Implements actions and tasks as set out by the fundraising strategy whilst meeting deadlines▪ Contributes as an effective member of the Communications team to the achieve strategic outcomes▪ Carries out tasks and activities as outlined by the National Communications Manager in a timely, effective and supportive manner▪ Develops materials and interacts with internal and external clients to deliver SPCA messages in an appropriate, timely and professional way

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<p>Create and implement newsletters for key donor audiences</p>	<ul style="list-style-type: none"> ▪ Responds to briefs from Campaign Development Specialist ▪ Work with colleagues in various teams to generate compelling newsletters for key audiences i.e. legacy donors, major/high-value donors ▪ Proactive story sourcing and banking for these audiences throughout the year ▪ Provide reports to internal stakeholder on campaign delivery, engagement and success rate
<p>Help plan and implement fundraising campaigns and projects as required</p>	<ul style="list-style-type: none"> ▪ Generate effective communications materials that are in line with the SPCA brand and values ▪ Fundraising campaigns and projects are planned and implemented professionally, with deadlines met ▪ Contribute towards the needs of SPCA at a regional and national level, according to unique fundraising briefs and needs ▪ Maximise impact of spontaneous fundraising opportunities
<p>Maintains a consistent brand message and strategy through all PR and communications</p>	<ul style="list-style-type: none"> ▪ Implements communications in aid of the fundraising strategy in line with brand guidelines. ▪ Raises the profile of the SPCA through effective fundraising writing as part of the communications team
<p>Actively contributes to Health & Safety</p>	<ul style="list-style-type: none"> ▪ Ensures that a safe and healthy working environment is maintained at all times. ▪ Complies with Health and Safety legislation and regulations. ▪ Takes responsibility for your own health and safety and ensures no action or inaction on your own part harms others in the workplace. ▪ Contributes towards the development and implementation of policies and procedures that ensure compliance with the Health and Safety at Work Act (2015). ▪ Is aware of and can identify hazards and risks to which the organisation may be exposed and takes appropriate action accordingly. ▪ Has knowledge of and is able to apply emergency procedures

INTERNAL FUNCTIONAL RELATIONSHIPS:

- **All SPCA staff and management with a particular focus on:**
 - Communications Team
 - Fundraising Team
 - Data Team
 - Graphic Designer

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- Operational teams – both in Centres and Inspectorate

EXTERNAL FUNCTIONAL RELATIONSHIPS:

- SPCA donors
- SPCA supporters

PERSON SPECIFICATION:

Qualifications, Skills, Knowledge and Experience

- At least 2 years' experience in the fundraising field
- At least 2 years' experience in a communications role, with writing experience
- A tertiary qualification in communications, journalism or public relations
- Excellent written communication ability, including writing for print and web publications
- Proven experience in relationship management; including liaising with internal stakeholders, being briefed and giving briefs, and reporting back internally
- An understanding of the changing fundraising landscape
- Adherence to writing and style guides
- Strong communication and collaboration skills
- Full, clean driver's licence

Personal Attributes

- Confident communication skills with the ability to build relationships and liaise with a range of different stakeholders
- Takes initiative and can work autonomously
- A commitment to high quality work and professionalism
- Enthused and passionate about doing work that makes a difference
- Highly organised with the ability to prioritise, multi task and meet expected deadlines
- Ability to manage confidential information with responsibility and integrity
- Is professional and works collaboratively with all members of staff, including Volunteers.
- Commitment to the values of the SPCA

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