# BSAVA ROLE DESCRIPTION

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| **Department** | Membership & Marketing Department |
| **Job title** | Fundraising Co-ordinator |
| **Manager’s role** | This role reports to the Fundraising and Grant Awards Manager |
| **Hours** | 22.5 hours per week |

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| **BSAVA’s Purpose**  To drive excellence in veterinary practice to improve the health and welfare of small animals.  **BSAVA’s Mission**  To enable the community of small animal veterinary professionals to develop their knowledge and skills through leading-edge education, scientific research and collaboration. |

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| **Job Purpose (including how the role relates to BSAVA’s organisational purpose):**  To assist in the delivery and administration of fundraising and grant awarding activities to sustain an established programme of research grants in veterinary science and medicine.   * Implementing and delivering the fundraising strategy * Stewarding donors * Creating relevant content and resources for target audiences * Supporting the administration of research grants |

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| **As BSAVA staff, we all have a responsibility to uphold the Association’s values. We expect all staff to always maintain and promote our values, which are to:**   * Nurture and support our communities * Aim for excellence in all that we do * Strive to be bold and innovative * Be accountable and trustworthy * Be rigorous and evidence led |

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| **Staff management responsibility:**  None. |

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| **Special conditions:**  Your work location will be outlined in your employment contract. You will be required to attend the office or any other location(s) as necessary for meetings, to receive training and for the Association’s Annual Congress. |

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| **Main duties and responsibilities:** Administration *•* Administration and delivery of BSAVA PetSavers fundraising campaigns, including creating fundraising materials, overseeing their distribution, monitoring income and ensuring targets are met, and maintaining income records and reports as required;   * Support the administration of BSAVA PetSavers grant awarding activities, including the peer review process; * Fulfil the role of minutes secretary for volunteer committees.  Marketing, PR & communications *•* Support the development and delivery of resources, marketing materials and PR to engage the veterinary community, their clients and the pet-owning public in BSAVA PetSavers activities;  • Work with the communications and marketing team to develop and deliver communications plans and outputs to ensure BSAVA PetSavers activities are appropriately promoted to target audiences;  • Oversee the day-to-day management and development of BSAVA PetSavers social media channels and website, along with all other communications such as but not limited to copywriting content for member emails and magazines;  • Work with colleagues to help increase awareness of PetSavers within the BSAVA membership and wider profession through marketing activities, attendance at events, working with volunteers, other BSAVA departments and veterinary practices. General • Track, maintain and report against KPIs, providing regular and accurate updates and progress reports to the BSAVA PetSavers Fundraising and Grant Awarding Manager and Head of Membership and Marketing and as requested;  • Liaise and manage relationships with a range of internal and external stakeholders, including members, BSAVA PetSavers volunteers and third-party suppliers;  • Answer general enquiries from the public/veterinary community about BSAVA PetSavers activities;  • Work closely with colleagues across the Association to meet the business objectives of BSAVA and PetSavers;  • Undertake appropriate training to support personal and professional development as identified through the appraisal process;   * Perform other such duties as reasonably required and that are within the scope of your role. |

**Person Specification**

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|  | **Essential requirements** | **Desirable requirements** |
| **Qualifications** | * Educated to degree level, or equivalent. |  |
| **Experience** | * Experience of working in a marketing role or similar. * Experience of delivering fundraising campaigns in a range of areas including individual giving and legacies. * Experience of maintaining and using a CRM system and reporting data. | * Experience of working in a membership organisation. * Experience of liaising with third party suppliers and agencies. |
| **Knowledge and skills** | * Ability to work proactively, using own initiative to accomplish a variety of tasks. * Practical knowledge and understanding of fundraising campaigns. * Knowledge and experience of digital marketing tools. * Awareness of GDPR and implications for communications and data handling. * Ability to analyse data and develop information into reports for wider dissemination or presentation. * Exceptional interpersonal and communications skills. * Excellent copywriting and editing skills. * Excellent IT skills and confidence in the use of MS Office. | * Minute taking. * Knowledge of UK Gift Aid, VAT and other legislation and governance concerning UK not-for-profit fundraising. |
| **Personal qualities** | * Self-motivated and enthusiastic with the ability to work under pressure and manage competing priorities. * Willingness to learn new skills. * Excellent attention to detail. * Ability to develop, manage and maintain relationships with a range of stakeholders and suppliers. * Ability to work collaboratively as part of a team. * Results-driven and highly numerate. | * Personal knowledge / experience of the veterinary sector. |