

**DIRECTOR OF
FUNDRAISING,
MARKETING AND
COMMUNICATIONS**

JOB APPLICANT INFORMATION



SCOTTISH SPCA
Scotland's Animal Welfare Charity

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A NOTE FROM OUR CEO

We're at a critical junction in the Scottish SPCA's long, storied history. We've been rescuing animals since 1839, and I would imagine there has never been a more challenging time for our brilliant charity or the wider sector.

As essential workers throughout the pandemic, and entirely reliant on public generosity, we focused on being as efficient as possible while innovating our services and diversifying our income. We're really proud of the way in which we were able to keep delivering for animals and people in every community in Scotland in the face of rising demand and pressure on our income. While at the same time influencing, and welcoming, positive changes for animal welfare in legislation that make life better.



Entering a cost-of-living crisis straight off the back of a global pandemic, alongside the growing concern of climate change, has led to unprecedented changes for people and animals alike. Prevention is in our name and we're committed to keeping people and pets together and caring for pets, wild and farmed animals. Demand on our services has been higher than ever since 2020.

As this demand has grown, so has the challenge of generating income and maintaining high brand awareness. I'm under no illusion that the fundraising sphere is incredibly tough at the moment due to wider economic circumstances. However, at the Scottish SPCA we believe if we don't move forward we'll stand still. That's why, we have risen to these challenges and in May, launched an ambitious 10- year strategy For All Animals. Our vision is to turn Scotland into the best place in the world for an animal to be, and to deliver it, we need to grow our net income by 20% in the next decade.

Animal welfare is a cause the vast majority of people in Scotland can get behind. Our unique position in being an emergency service for all animals, with enforcement powers to prevent cruelty, means we have a compelling story to tell and a fantastic cause to unite animal lovers behind.

We're here for all animals, always. If you want to be there for animals too, apply now to lead our fantastic Fundraising and Marketing and Communications teams.

Kirsteen Campbell
Chief Executive Officer



Since 1839, we have proudly fought to improve the lives of animals in Scotland. Over almost two centuries, we've grown to become a national charity which celebrates the strength of the human-animal bond and enriches the lives of animals and people.

As the only animal charity in the UK recognised as a reporting agency to the Crown Office, our inspectors enforce the Animal Health and Welfare (Scotland) Act 2006. We are proud to

- save animals that are injured, neglected and abused and enforce the law to make sure people who cause suffering face justice
- provide veterinary services, behavioural training and expert animal care before rehoming pets or releasing wild animals.
- improve knowledge of animal welfare and increase awareness of the positive impact animals have on our lives.
- highlight the need for change, set standards and champion improvements that make life better for animals and people.

The breadth and scope of work we do, plus the fact we have legal powers, gives us a special position in animal welfare. It is a position we do not treat lightly and it gives us an incomparable view of the issues affecting all animals in Scotland. We are here for all animals, always.



OUR TEN YEAR STRATEGY

It's important, now more than ever, that we take action and strive for change. Following the Global pandemic, the effects of ongoing climate change on the environment, and now a cost of living crisis, animals and people are facing unprecedented challenges, never seen before. Pressure is being put on not only animals, but people who care for or interact with them too. These include:



Increasing
demand for
pets



More people
who need
mental health
support



Rising
veterinary
costs



Rising costs
of living



Catastrophic
habitat loss



Acceleration
of climate
change

To view our 10 year strategy, please click [here](#):



What We Want: Our Vision

Every animal has a good life. Every person embraces the joy and value animals add to our lives, and recognises they have feelings and needs which should be met.

Why We Exist: Our Purpose

To champion animal welfare in Scotland and ensure animals are treated with respect and kindness. To provide the support and knowledge people need to protect the welfare of the companion, wild and farmed animals in their lives.

What We Do: Our Services

We will continue to proudly deliver and improve our services, and we will amplify our work in proactively making life better for animals and people. Responding to animals in need while being proactive in preventing animals from requiring help.

Reactive



Rescue and Enforce

We save animals which are injured, neglected or abused and we enforce the law to make sure people who cause suffering face justice.



Rehabilitate, Rehome & Release

We provide veterinary care, behavioural training and other expert support before rehoming pets or releasing wild animals.



Inspire and Educate

We improve knowledge of animal welfare and increase awareness of the positive impact animals have on our lives



Advocate and Campaign

We highlight the need for change, set standards and champion improvements to the animal welfare sector

Proactive

The Way We Do Things: Our Values

Committed



Professional



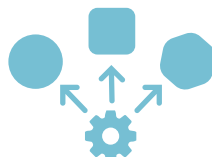
Compassionate



Collaborative



Adaptable



Expert





SCOTTISH SPCA
Scotland's Animal Welfare Charity

Our Ambitions For Animal Welfare by 2032

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1. Reduce instances of intentional abuse and unintentional neglect by 50%.



2. Inspire and support communities, engage with 25% of the population and create a network of over 250,000 Youth Ambassadors



3. Eliminate the low welfare puppy and kitten trade.



4. Ensure all farmed animals in Scotland are reared to our own high welfare standards.



5. Create a network of partners to support the recovery of natural habitats and biodiversity which is critical to the welfare of animals.



6. Grow our net income by 20%, achieve Net Zero, and achieve colleague and volunteer satisfaction levels in excess of 90%

OUR GOVERNANCE

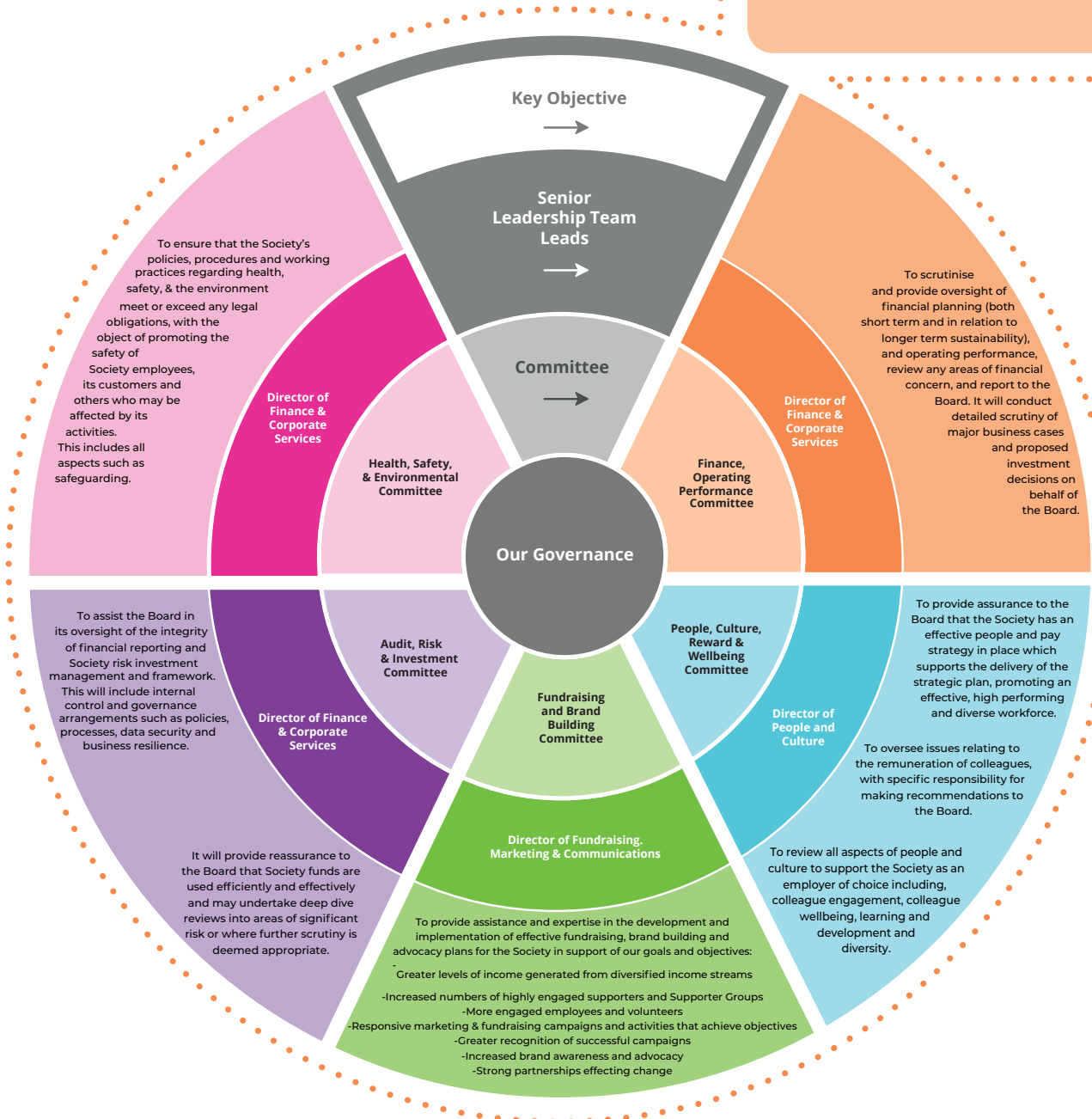
Strong governance is vitally important in any organisation. The Society has six Board committees whose remits are outlined here. Very often committees will work together on joint areas of interest. Given the importance of ethics to the Society, the Ethics & Policy Committee informs every other committee. The frequency upon which committees meet is dependent on the purpose of each committee. Often committees meet quarterly. Committee membership is comprised of both Board members and Society colleagues. Each committee is chaired by a Board member with support from a member of the Senior Leadership Team. Updates are provided by committee chairs to all Board members. The full Board meets a minimum of four times per year.

Ethics & Policy Committee

To consider the ethical implications of current and future policies and procedures and provide advice, guidance and recommendations.

Approve guidelines for the care of animals in the Society and throughout Scotland.

Ethics and Policy underpin other committees.





Post:	Director of Fundraising, Marketing and Communications
Location:	Dunfermline HQ/Remote/Field-based as required
Salary:	This is a senior role in the Society and remuneration will be agreed and reviewed by the CEO and Board to ensure appropriate internal parity and relevant market alignment
Reports to:	Chief Executive
Direct reports:	Head of Fundraising, Head of Marketing and Communications and their respective teams indirectly
Contacts:	Internally: Trustees, Board Members, Senior Leadership Team, Senior managers, key stakeholders across the Society Externally: Major donors, corporate partners, philanthropic advisors, media agencies
Hours:	35 hours, Monday to Friday and as required to deliver strategic priority outcomes

The Director of Fundraising, Marketing and Communications will be responsible for developing and leading the Scottish SPCA's income generation, marketing and communications activity in line with our new ten-year organisational strategy. This strategy places our supporters and stakeholders at its heart and as such will be underpinned by the work led by the Fundraising and Marketing and Communications teams.

As a member of the Senior Leadership Team, you will contribute constructively to the development, implementation and monitoring of the Society's organisational strategy, direction and decision-making. You'll play a proactive role as we work towards the achievement of our shared organisational vision, culture, values and goals.

As Director of Fundraising, Marketing and Communications, you will;

Senior Leadership Team

Model the Society's values; Committed, Compassionate, Professional, Expert, Collaborative and Adaptable – in your leadership style to foster a high performing culture and engagement

- Lead and inspire your team, our supporters and volunteers ensuring high employee engagement and wellbeing, good practice in recruitment and selection, and promote individuals' learning and development plans
- Be a visible leadership presence to all our people, staying connected to our vision and purpose and the work conducted by our front line (our animal rescue and rehoming centres and inspectors who work all across Scotland)
- Report to the CEO, represent Fundraising, Marketing & Communications in Board Committee meetings and Board meetings
- Lead, direct and manage the Fundraising and Marketing & Communications Teams

Fundraising

- Develop and implement the Scottish SPCA's fundraising strategy to deliver sustainable income and supporter growth
 - Develop and implement innovative and fundraising initiatives to secure new income streams and new supporters
 - Cultivate high value partnerships with both individual and organisational donors
 - Foster and develop relations with other charities, statutory providers, and other organisations and individuals to contribute to the Scottish SPCA's growth and influence
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- Lead the development and implementation of a multi annual fundraising strategy that underpins the Society's strategic goals – embracing innovation, accelerating income growth across a diverse range of income streams and inspiring and embedding a culture of fundraising across the organisation
- Lead the development and implementation of in year fundraising plans to deliver the fundraising strategy effectively. This will include a comprehensive
- range of fundraising activities, strict budget management, setting of and reporting against KPIs and milestones. Fundraising activities would include, but not be limited to, community, trust, corporate, member acquisition, events, merchandise, e-commerce and other commercial opportunities, legacy, micro giving and digital fundraising
- Establish a range of new income streams, with a particular emphasis on the application of digital technologies

Marketing & Communications

- Responsible for leading, developing and implementing Scottish SPCA multi annual brand building strategies, marketing strategies, marketing communications, and public relations activities that underpin the organisation's strategic goals
- Ensure all marketing and communications reflect, articulate, and promote the goals, objectives and identity of the Scottish SPCA to all audiences, both internal and external
- Responsible for editorial direction, design, production and distribution of all Scottish SPCA publications
- Coordinate media interest in the Scottish SPCA and ensure regular contact with target media and appropriate responses to media requests

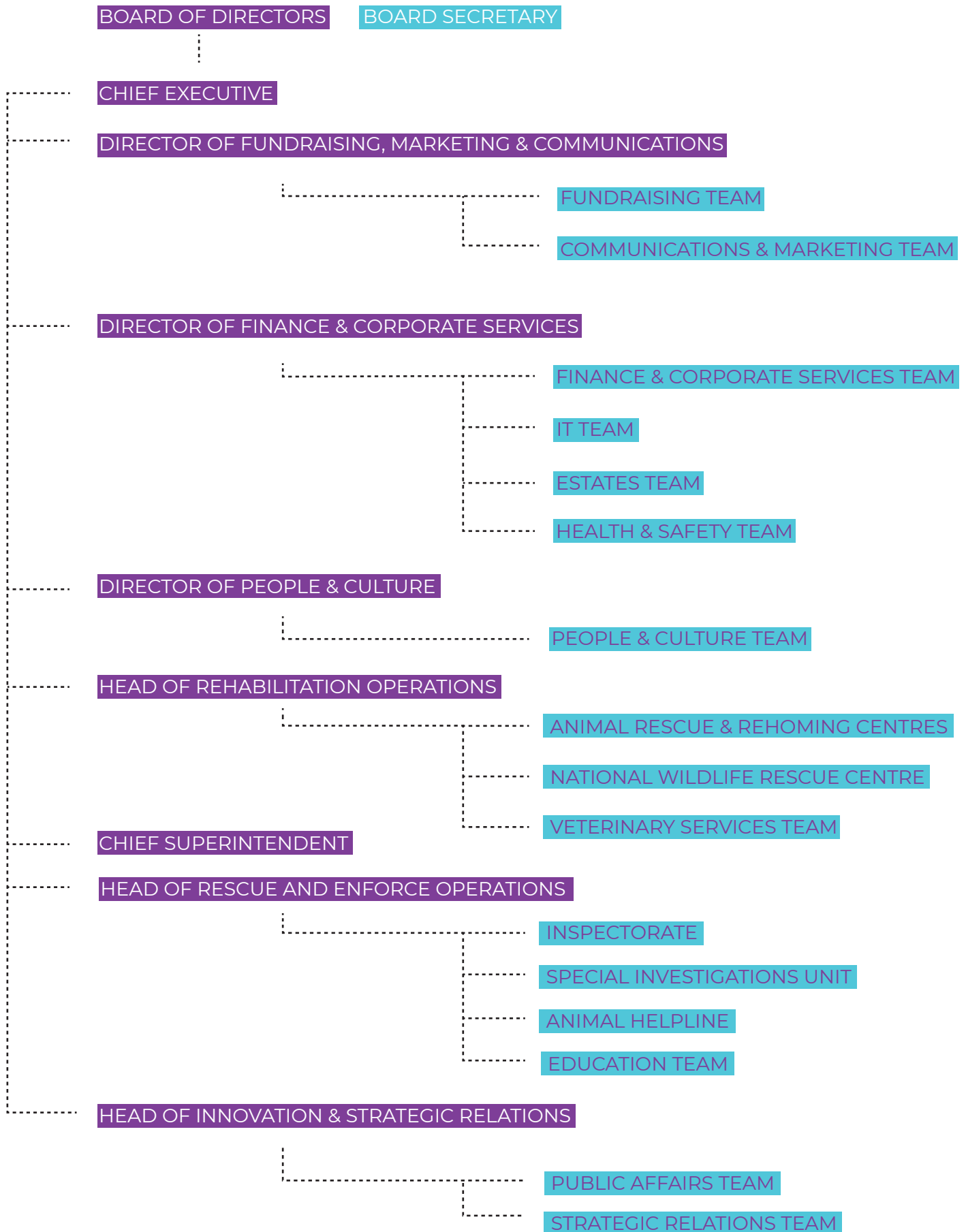


Key Competencies:

- Develop and oversee annual budget planning process and ongoing management of budget spending
- Demonstrates a holistic view of issues, events and activities, with a perception of their longer-term impact or wider implications
- Strong strategic and analytical skills, including a talent for crystallising key strategic options for discussion and decision
- Demonstrates and encourages exceptionally high standards in all areas of performance in complex and diverse situations; consistently monitors output standards
- Proven ability to lead and deliver outcomes in a diverse environment without having direct oversight or control
- Proficient leadership capability, including building a team of highly motivated and well qualified staff, fostering the integration of diverse, multi-disciplinary teams into focused initiatives to meet clear targets. Diplomacy and the ability to resolve conflicting opinions and interests are important core skills for this role
- Exceptional oral and written communication skills, including the ability to present in public and in the media. The ability to work and communicate effectively with a broad audience (individual donors, business leaders, public figures, Scottish SPCA colleagues). Persuasive written and spoken skills as well as capable of delivering arguments in a compelling manner to influence both individuals and groups.
- Adaptable to changing demands and conditions. Maintains effective conduct in the face of setbacks or pressure. Comfortable with change and leading change within an organisational framework
- Commitment to work hard towards goals. Shows enthusiasm and career commitment with personal energy, enthusiasm and willingness to learn

	Essential	Desirable
Education & qualifications		- Membership of relevant professional body - Educated to degree level or equivalent professional standard
Experience & job knowledge	- Significant and in depth experience of fundraising, marketing and communications, including; - Developing income generation strategies aligned with strategic plans - Achieving significant income - ROI and engagement targets - Delivering integrated campaigns and/ or securing significant grants from trusts and foundations - Evaluation and optimism of key metrics to ensure continuous improvement - Demonstrable understanding of how to represent the charity appropriately to engage diverse audiences - Experience in; developing and managing teams responsible for supporting recruitment and development, philanthropy, marketing, public relations and/ or communications, - Advising colleagues at a senior level, - Managing and coaching staff - Experience in strategic branding and marketing processes and techniques, and knowledge of current developments and trends	Knowledge of fundraising law, standards and best practice
Job related skills / competencies	- Collaborative leader with high emotional intelligence - Proven ability to form partnerships, motivate, enthuse and drive individuals and the ability to apply them to operational and strategic levels - High level of commercial awareness and intellectual rigour - An advocate of collaboration and continuous improvement - Tenacious and proactive with credibility and gravitas - Ethical professional who operates with integrity - Ability to create a sense of community First class senior level leadership skills, and the ability to motivate and develop a diverse, dispersed team of colleagues, supporters, partners and volunteers - Effective influencing skills with an ability to establish trust and credibility with people from a range of backgrounds - Well networked and connected	
Personal attributes	- Excellent verbal and written communication skills - A strong interest in and commitment to animal welfare - Inspirational leader - Resilient and agile - The ability to handle challenging	
Additional relevant criteria	- Full driving licence - Flexibility – willingness to work outside core hours where required	

ORG CHART



HOW TO APPLY



For further information or a confidential discussion,
please contact Alan Surgeon on:

alan@awscharityjobs.com

or call: 07795954029



SCOTTISH SPCA

Scotland's Animal Welfare Charity

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