

# Capital Campaign Lead Recruitment Pack



# Capital Campaign Lead

## The RSPCA York Harrogate & District Branch:

The RSPCA in York, Harrogate and District is a separately registered charity although we are supported by and work in partnership with the RSPCA National Society. We are primarily self-funding and the money we spend in York is raised in York and Harrogate and surrounding areas.

The RSPCA has been helping animals and their owners in York since 1864. The York Animal home was built in 1980 following a relocation from a city centre site.

The York Animal Home looks after 30 dogs and 24 cats and rehomes around 300-400 animals each year. Many of our animals are brought to us via national RSPCA inspectors who have rescued them from dangerous and abusive situations.

Maintenance of our buildings, staffing costs, supporting our volunteers, veterinary bills and most importantly caring for, rehabilitating and rehoming our animals' costs around £1m a year. We achieve this through a mix of donations with a heavy reliance on legacies and self-generated income through our retail shops. We have no paid fundraising staff and work with a team of volunteers who coordinate our calendar of fundraising events.

## The Capital Project – Rebuilding the York Animal Home:

The York Animal Home was built in 1980 and no longer meets modern welfare, licensing or operational requirements. Demand for our services is rising sharply, while the complexity and scale of cases continues to grow. We are at the point where our current animal facilities do meet our needs and have been working to redevelop the site and build new modern facilities.

We have received planning permission and are in the process of finalising the designs prior to construction beginning this year.

### The Vision

A modern, sustainable animal home that:

- Dramatically improves animal welfare outcomes
- Increases capacity and flexibility
- Supports rehabilitation and rehoming
- Reduces long-term running and maintenance costs
- Creates welcoming spaces for adopters, staff, volunteers and supporters

### Project Value

- **Total project cost:** £5 million
- **Secured funding:** £1 million (ring-fenced legacy income)

### Phased Delivery

- **Phase 1 (£2.01m):** New cattery and puppy unit (construction anticipated to start mid-late 2026)
- **Phase 2 (£2.27m):** Full redevelopment of dog kennels
- **Phase 3 (£475k):** Veterinary, meet-and-greet and adopter support hub

The Branch is now seeking to increase its fundraising activity in relation to the capital project. We are looking to bring on an experienced individual to design, launch and lead our capital campaign and raise the remaining funds needed to complete the project.

## The Role:

The Capital Campaign Lead will take overall responsibility for planning, leading and delivering the £5m capital appeal. This includes developing the case for support, managing campaign phases, cultivating major donors and funders, and ensuring strong governance, reporting and stewardship throughout the campaign.

We expect Major donors, high-net worth individuals and corporate partnerships to make up the main elements of the fundraising campaign, so are looking for individuals with a proven track record of raising large sums in these areas.

We are a small team with no other paid fundraising resources, so we'll be looking for an individual who can work well independently and hit the ground running. The role will be focussed on generating new income specifically for the capital appeal, there will be some scope to work alongside fundraising volunteers and within our existing fundraising activity, however we already have challenging fundraising targets for our core day-to-day work.

Some development work has already been carried out and we have a number of grant applications in progress or awaiting decisions.

We are looking for an individual who can work strategically but also managed the operational aspects of delivering a high value capital campaign

**Salary:** £35,000 - £45,000 pro rata dependent on experience

**Hours of Work:** 3 days per week with flexibility around working hours

The post may involve evening and weekend work.

**Place of Work:** Time split between Home-Based and the York Animal Home – Landing Lane, York, YO26 4RH. The post will require regular travel around the York, Harrogate and District area.

**Benefits:** 25 Days per year holiday & All Public Holidays (pro rata)

**Duration of Post:** Fixed-term aligned to the life of the capital appeal. Expected to be 18-24 months.

**Reporting to:** Branch Manager

**Application forms:** should be returned, marked Private and Confidential, to Peter Gorbert, via email to [peter@rspca-yorkhome.org.uk](mailto:peter@rspca-yorkhome.org.uk)

**Contact:** For an informal conversation regarding this role, please contact Peter Gorbert, Branch Manager on [peter@rspca-yorkhome.org.uk](mailto:peter@rspca-yorkhome.org.uk).

**Closing Date:** 12 noon - February 22<sup>nd</sup> 2026

**Interview Date:** February 27<sup>th</sup> 2026 – Interviews to be carried out at the York Animal Home

**Commencement Date:** Immediately



## Key Responsibilities:

The following is not an exhaustive list but gives a general overview of the role's responsibilities.

## Campaign Lead and Delivery:

- Develop and deliver a comprehensive capital fundraising strategy with clear milestones and income targets
- Lead both private and public phases of the campaign
- Lead fundraising across:
  - Major donors and high-net-worth individuals
  - Trusts and foundations
  - Corporate partnerships and sponsorship
  - Community and public fundraising phases
- Work with trustees, supporters and volunteers to maximise their networks and advocacy.
- Shape and articulate a compelling case for support aligned to funder priorities
- Monitor progress against targets and adapt strategy as required.

## Communications & Stakeholder Engagement:

- Act as the central point of contact for capital campaign enquiries
- Develop a range of marketing and communications tools including: case-for-support materials, presentations, campaign updates etc.
- Build strong relationships with donors, funders, partners and community stakeholders
- Lead community engagement initiatives to build awareness and support for the campaign.
- Plan and deliver high-impact cultivation and stewardship events
- Support trustees and senior staff in donor meetings and presentations
- Recruit, support and motivate volunteers to assist with fundraising activities across the area. Providing any necessary support and training.

## Project Management & Compliance:

- Maintain accurate records on the fundraising database/CRM
- Coordinate funder reporting and ensure compliance with grant conditions
- Monitor risks and support strong governance throughout the campaign
- Report progress to the Branch Manager, trustees and fundraising committees

## Person Specification

### Fundraising Coordinator

	Essential	Desirable
<b>Skills, Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Experience of leading or contributing significantly to a major capital fundraising campaign (£1m or above)</li> <li>• Demonstrable success securing income from major donors and high net worth individuals</li> <li>• Experience of developing and maintaining corporate partnerships</li> <li>• Experience preparing compelling fundraising proposals and reports</li> <li>• Excellent written communication skills. Including the ability to write motivating fundraising copy</li> <li>• Confidence working with budgets, targets and financial data.</li> <li>• Knowledge of effective capital fundraising techniques</li> <li>• Strong project management skills with the ability to manage multiple workstreams.</li> <li>• Ability to communicate effectively with individuals of varying levels of seniority to gain support, build and maintain relationships</li> <li>• Ability to communicate persuasively and with integrity to win trust and secure commitment from donors, supporters and volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of fundraising for an animal charity</li> <li>• Experience of designing fundraising campaign materials and an understanding of the principles of good graphic design.</li> <li>• Competent in MS Office and G Suite applications</li> <li>• Excellent and current technical understanding and knowledge of a range of digital platforms.</li> <li>• Excellent understanding of GDPR legislation and how this applies to fundraising</li> <li>• Previous experience using email marketing platforms e.g. Mailchimp</li> <li>• Experience of using digital fundraising platforms e.g. JustGiving.</li> <li>• Experience of capital fundraising through grants and trusts.</li> </ul>
<b>Education &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Good standard of education/literacy/numeracy including Maths and English GCSE's of equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising or Marketing Qualification</li> <li>• A relevant Undergraduate Degree</li> <li>• Member of the Institute of Fundraising</li> </ul>

<b>Personal Attributes/Key Skills</b>	<ul style="list-style-type: none"> <li>• Willingness to work flexibly and able to travel across the York, Harrogate &amp; District Branch area.</li> <li>• Commitment to the RSPCA York, Harrogate &amp; District Branch's values and behaviours that underpin these</li> <li>• Ability to work independently</li> <li>• Ability to remain calm and professional during difficult situations</li> <li>• Personal drive and resilience</li> <li>• Enthusiastic and self-motivated to achieve targets</li> <li>• The ability to multi-task and prioritise whilst working to tight deadlines</li> <li>• Excellent communication skills both written and verbal</li> </ul>	<ul style="list-style-type: none"> <li>• Willingness to undertake training and development</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• An understanding of, and passion for the work of the RSPCA York, Harrogate &amp; District branch</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of, and passion for the work of the National RSPCA</li> </ul>