

Role profile

Job title: Fundraising Assistant

Reports to: Senior Fundraising Officer – Individual Giving

Date prepared: July 2025

Purpose

To provide excellent supporter care to the people who donate and fundraise for the Royal Zoological Society of Scotland (RZSS). The Fundraising Assistant will be the first point of contact for RZSS Fundraising team, handling donor enquiries by email, over the phone and in person; processing donations; thanking appropriately and recording details on the database (Access Charity CRM). The Fundraising Assistant will have the opportunity to get involved and learn about all areas of fundraising including individual donors, patrons, corporate supporters and grant funding.

Scope

- Support the generation of sustainable income for Edinburgh Zoo and Highland Wildlife Park as well as national and international conservation and education programmes.
- Play a key role in providing support for the Fundraising team to achieve annual targets
- Assist in the stewardship of RZSS supporters including sourcing content for newsletters, attending donor meetings and events, and coming up with creative ways to thank and engage supporters.
- Promptly respond to donor enquiries received through e-mail, telephone, post and in-person
- Process donations received online, by telephone, post and in-person
- Thank donors appropriately and steward them in-line with the donor journey
- Enter donor information and correspondence on the database (Access Charity CRM)
- Assist the Senior Fundraising Officer, Individual Giving, with donor communications

Responsibilities

Supporter Administration

- Provide 5-star supporter care by responding to email, postal, in-person and telephone enquiries in a timely manner.
- Process donations received online, over the phone, in-person and via post; liaising with relevant teams and accessing donation reports as and when required.
- Find creative ways to thank donors, sending prompt thank you emails and letters, tailoring them when appropriate to steward donors along the agreed donor journey.
- Assist with the preparation of fundraising communications and newsletters, including sourcing content
- Administer the Sponsor a Wildcat individual giving programme, including responding to enquiries, sending out supporter packs, sending renewal reminders and communicating with gift sponsorships.

- Record donations on Access Charity CRM database, including communication preferences, Gift Aid and donor contact details.
- Support data cleaning and data importing

Supporter liaison:

- Meet community fundraisers and supporters at Edinburgh Zoo and Highland Wildlife Park, and assist at our regular donor events
- Support the promotion and coordination of on-site donations including text donations, contactless donations and donation boxes.

General and Compliance

- Ensure compliance with RZSS' policies, procedures and guidelines, together with all relevant regulatory and statutory requirements.
- Engage with the RZSS appraisal system, and demonstrate commitment to our Values, Behaviours and your continuous personal development.
- Perform other reasonable duties and/or projects as directed by your Manager.

Knowledge, skills and experience

Knowledge	Essential	Desirable
Educated to degree-level or relevant experience.	√	
Demonstrable understanding of what makes excellent customer / donor care, for example relevant qualification in this area	√	
Membership of Chartered Institute of Fundraising		√
Understanding of GDPR and fundraising ethics		√

Skills	Essential	Desirable
Competent in Microsoft Office (Word, Excel, Outlook, PowerPoint)	√	
Good standard of written and spoken English	√	
Ability to use a range of influencing skills to communicate effectively with a wide range of internal and external people on the phone, email and face to face.	√	
Able to prioritise your busy workload and accommodate changing priorities, demonstrating good organisational and planning skills.	√	

Experience of using CRM database such as Access Charity.		√
Good numeracy skills and familiarity with the practice of basic book-keeping.		√

Experience	Essential	Desirable
Proven track record in providing first-class service delivery, including responding to internal and external queries.	√	
Experience of working in a similar type of department would be an advantage.		√

Behavioural competencies

Competency	Level	Essential	Desirable
Planning and Organising	Plan ahead, organise your work, take into account the potential for change.	√	
Finding Solutions	Use your initiative to resolve problems and find solutions within your work.	√	
Working Together	Listen to and understand the needs of colleagues and stakeholders.	√	
Inspiring Others	Comfortable initiating dialogue with people; communicate with care to ensure your message is understood and constructively building good relationships within the team and across RZSS	√	
Delivering Services and Experience	Perform your role to the best of your ability with enthusiasm and a positive attitude	√	
Gathering Information	Gather and analyse information relevant to the tasks in your role	√	
Embracing Change	Take the initiative to make improvements to the way you do your role and inspire others to build team spirit	√	

Role dimensions

Planning and Organising

- Able to plan, schedule and monitor own work within agreed deadlines and proceed alone by demonstrating a rational and organised approach to work.
- Operates within a defined role, meaning the nature of the work is pre-determined by existing procedures (routine) and the post holder understands and uses appropriate methods (systems, processes, for example.).

Communication and relationships

- Communicate regularly with staff at all levels, and donors
- Nature of communication can include providing information, processing donations and thanking donors
- As main point of contact, is able to effectively communicate with colleagues and donors, which must be courteous demonstrating 5-star supporter care and service

Problem-solving and decision making

- Operates within a defined role with autonomy in how tasks are delivered based on learning new skills/technical information and applying them.
- Produces routine letters, reports and other documents from standard templates.
- Routine decision making - changes required to documents, for example.
- Can easily determine when work should be escalated to a higher level

Other information

I have discussed and agreed this updated role profile with my manager

Name:

Signature:

Date: