

RAIN RESCUE



Rescuing Animals In Need

Chief Executive Candidate Brief

December 2023

Welcome



Thank you for your interest in becoming our new Chief Executive.

Over the last few years of dealing with the effects of COVID-19, and now combatting the cost of living crisis, our charity is continually adapting to how we continue to provide a lifeline to the animals in need of our help.

As everyday households and businesses face tighter budgets and greater expenditure, the impact affects pet owners and their ability to care for their animals. The forecast is predicting that household budgets will be worse off over the next 12 months which will affect owners and their pets even further.

In these situations, the continued care of a beloved pet can simply be unaffordable to many, leading to heart-breaking decisions being forced upon owners to relinquish their pets to organisations like Rain Rescue.

Whatever the circumstances, we have worked hard to continue to meet the needs of so many people and pets over these past few years, but this has been accompanied by pressure on our resources. We know we are not alone as a charity in finding an increase in the need for our vital services coming at a time when our income streams are being challenged more than ever. As Chair of Trustees, I am immensely proud of what our team has achieved, under the most trying of circumstances over the past few years.

My trustee colleagues and I are now seeking to appoint a passionate and dedicated individual as our new Chief Executive, to follow the success of our existing CEO, who retires shortly. We are looking for someone with a commercial outlook, underlined by an ethical core that aligns with Rain Rescue, who possesses the passion to help those animals most in need.

This is a hugely exciting position that will enable Rain Rescue to continue to grow and be there for the pets that need us.

Enjoying a 21-year history, started back in 2002, rescuing 1 pet at a time, we have a deserved reputation in the local area, which provides us with a bedrock of loyal support that has been essential to our survival and success to date.

Thank you for your initial interest - I look forward to reading your application if are inspired to apply.

**Andrew Gillon,
Chair of Trustees**

About us

Founded in 2002, our charity has saved the lives of thousands of the cats and dogs most at risk in and around Yorkshire. Our rescue centre provides the space and support needed for these abandoned animals to recover, thrive and find a loving home.

Our objective is the promotion of kindness and the prevention of cruelty to pets. We provide a neutering service to community and street cats, and work tirelessly to improve the health and homeability of pets in our care and ultimately find loving new homes for them.

Yorkshire is the largest county in the UK with a population of over 5.3 million people, (larger than the population of Scotland) Rain Rescue operates from a leased site in Wickersley, Rotherham, and it, along with Sheffield, Barnsley and Doncaster are in South Yorkshire, which has a population of 1.4 million people. Our objects are primarily to help those in and around South Yorkshire.

Our Vision

Our VISION is a future where all pets live in a responsible and caring home and that Rain Rescue are recognised as a high quality provider of animal welfare and community services to achieve that.

Our Mission – the key objectives we set ourselves

Is to:

- Reduce the number of unwanted or homeless pets in the U.K by providing a safe rescue space where they can recover and be treated and then move onto find their new home.
- Reduce the number of animals entering the animal welfare system through neutering, campaigning for change; education and the promotion of responsible ownership and by supporting owners to help them keep their pets
- Promote the benefits of neutering and where necessary financially assist owners to neuter and microchip their cats.
- Reduce the over population of stray and street cats and for cats with no owner or that live on the streets, neuter and return true feral cats but for those abandoned tame cats, provide veterinary care and find new homes.

Our Core Values

Quality of care

We seek to provide our animals with the best quality of care available within our resources. We aim to ensure each animal has their emotional and physical wellbeing met through; a suitable environment; a suitable diet; providing the ability to exhibit normal behaviour patterns; and protecting them from pain, suffering, injury and disease.

Finding the right home for the right animal

Each animal is assessed, and each adopter evaluated on their individual circumstances to ensure we find the right match. We aim to avoid blanket rehoming policies and look at each individual match for suitability and to ensure a flexible approach to achieve a long-term adoption.

Compassion for both animals and people

We show compassion for both the animals in our care and the people we deal with whatever their circumstances for using our services.

Integrity

We do not discriminate against the animals we help based on their breed, age or medical condition. No adoptable animal is unnecessarily euthanised due to space or time constraints.

Respect and Value

We respect and value our staff, volunteers, partners and supporters.

Strategic approach

We do not just deal with the problems caused by poor animal welfare, but actively seek to tackle the root causes and work towards being part of the solution.

Transparency and accountability

We strive to work in a way that is open, honest, and transparent and is accountable to our stakeholders.

Rain Rescue today - what we do

Each year we will rehome around 250 cats and 100 dogs, a figure that has fluctuated over the years from more dogs in proportion to cats, to now more cats than dogs. In addition, we signpost people to others who may be able to help them and are focusing on assisting the local stray and community cat population.

We have 16 dog kennels and 17 cat pens on site and pride ourselves on listening to the requests for help of dogs and cats from the local community and local stray kennels, and prioritise our intake to those in the most area of need. During their stay with us, each animal receives a vet check and whatever vet treatment they need to get them ready for their new home. We are not an open 'drop-in' centre, and adoption meets and matches are initially conducted via the website and phone calls, then when a potential match is identified, people are invited to the site to meet up. Our ultimate goal is that the cat or dog will then go into their new home, making space for the next pet in need.

In 2022 we constructed a purpose built viewing area for our cattery which allows the cats' time out of their pens to roam, play and receive nicer socialisation and assessment. It also functions as a fantastic meet and greet area, providing a safe area to allow potential owners to be introduced to our cats in a relaxed and comfortable environment.

In late 2022, we were successful in receiving a grant from Battersea Dogs and Cats Home. This is a substantial 3-year grant towards staffing to ensure the charity is sustainable and support Rain Rescue through this financially challenging time.

Also in 2022, we were lucky enough to receive a grant from Pets at Home Foundation to build, kit out and operate an onsite veterinary facility. This commenced operation in June 2023 and is now operating 2 days a week for animals in our care and street and community cats for neutering. It is expected that this operation will grow over the coming years.

The charity relies on the generosity of the general public and around 75% of our income is derived from voluntary donations, many of which are generated through social media and our website. We have a few loyal corporate supporters and amazing grant makers. We rely heavily on our active social media audience and our loyal and generous supporters; we have a following of over 50,000 on Facebook.

One of the first projects for our new CEO joining us will be to develop and implement an updated fundraising strategy, including the recruitment and development of a fundraising team.

For more information about the work we do please visit our website [here](#).

You will find our latest annual accounts [here](#)

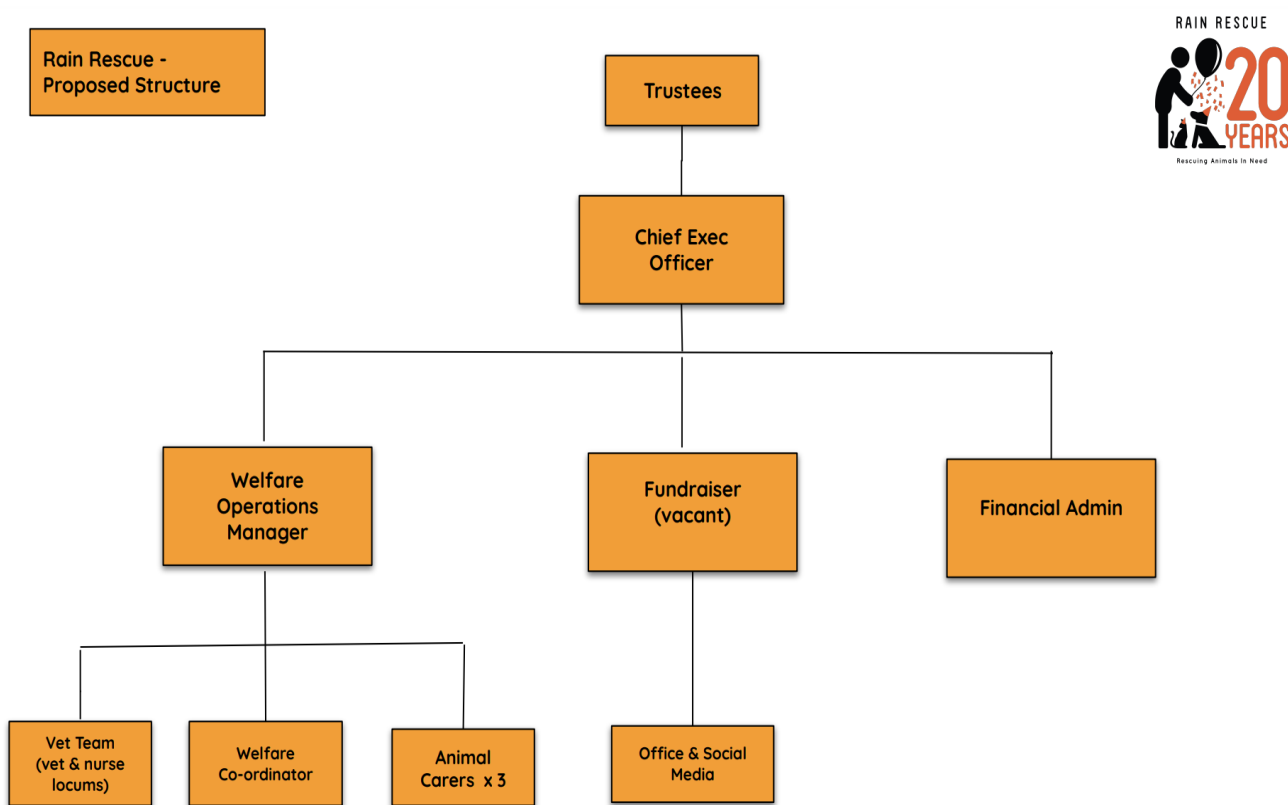
What will the future look like?

Up and down the UK, and indeed abroad, animal rescue and adoption centres are under extreme pressure due to the perfect storm of the post-pandemic reality for pet ownership.

In these circumstances we have had to review and assess the future operation and configuration of the charity. Our conclusion has been that Rain Rescue can continue as an independent organisation by virtue of our history and reputation coupled with the continued local support for our work and national partners. We have reviewed how we utilise our resources to best effect and made changes to achieve the best possible configuration. For now, this means providing care and re-homing for cats, which are less resource hungry in terms of person time and cost. We will partner with other resources to help with the re-homing of dogs.

As our next Chief Executive, with the active support of the trustees, you will lead the charity forward to continue to deliver on our commitments to the animals we care for, the people and communities we support, and our donors and volunteers who support our work. Fundamental to our future success will be our continued fundraising effort, our marketing, and nurturing relationships with individuals, organisations and the communities we serve.

Our Future Organisational Structure



The structure above has been consulted upon and agreed so represents the establishment that the new Chief Executive will inherit.

Job Description

Job Title:	Chief Executive
Salary	£42,000 - £45,000 per annum
Hours:	40 hours per week over a 7-day operational period
Location:	Wickersley, Rotherham, South Yorkshire S66 1DZ/ some hybrid working possible
Contract:	Full-time, permanent
Reports to:	Chair of Trustees
Responsible for:	Welfare Operations Manager, Fundraising Manager, and Finance Administrator

Role purpose

To lead the creation, development and implementation of the charity's organisational strategy, in conjunction with the Trustees. To position the charity as both financially sustainable and recognised as an animal charity that truly helps animals in need. To lead and manage the staff team. To lead on the development of sustainable income sources. To work in collaboration with the local community, donors, supporters and partner organisations.

Key External Contacts

- Service users and the local community
- Donors and supporters
- Strategic partners in the area, e.g. veterinary practices, local authorities, other not-for-profit agencies, national animal welfare organisations, e.g. Association of Dogs and Cats Homes, RSPCA, DEFRA
- Suppliers.

Key Internal Contacts

- Managers and staff
- Board
- Volunteers
- Student placements/apprentices

Financial Dimensions

Responsible for the overall income and expenditure budget.

Key areas of responsibility

Strategy development - Leading and managing the organisation in collaboration with the Board and with the involvement of staff and other relevant stakeholders.

- Work with the Board to ensure that a long-term strategy is in place for Rain Rescue in pursuit of its charitable aims and objectives
- Define and lead the implementation of a new strategy taking into account the recent changes affecting the sector and the cost of living crisis including reviewing progress against the plan and setting appropriate targets;
- Oversee the translation of strategic objectives into achievable operational plans and individual work programmes;
- Define and secure the resources (human, material and financial) needed to operate effectively;
- Keep abreast of changes in relevant charity and animal welfare legislation.

Service Development and Delivery - To oversee the effective operation of the charity's animal welfare services to the local community in close collaboration with staff and consultation with service users, donors, partners, staff and volunteers.

- Ensure services are operated effectively, efficiently and in compliance with legal obligations, ADCH standards, inspection regime requirements and best practice standards;
- Trial and develop new services and delivery models in response to changing needs and opportunities in the market ;
- Ensure the organisation can demonstrate the value of the services provided and the impact of its work;
- Ensuring future planned project activity is supported by the appropriate business case and that it is adequately planned and resourced.

Business Development, fundraising and donor relationship management - To take overall responsibility for developing the forward sustainable funding strategy that enables Rain Rescue to meet its commitments to the animals entrusted to its care and that achieves the sustainable mix of income streams.

- Developing income generation strategies to maintain and enhance the level of funding from an optimum mix of income streams, including voluntary donations and commercial trading;
- Developing and building effective relationships with donors, partners and potential funders to maximise opportunities for income generation;
- Ensuring appropriate internal CRM measures are in place to maintain the highest possible standards of donor relationship care and journey to maximise on both one-off and repeat donations.
- Leading on the production of grant applications and commercial propositions;

Marketing and Promotion - To represent Rain Rescue in relevant local networks and to ensure that all activity is underpinned with appropriate marketing collateral, including the website that is accessible to the local community service users, donors and partner organisations.

- Lead the charity's overall marketing programme to key audiences in the local area with an interest in animal welfare designed to maintain a high profile and support income-generation activity
- Being responsible for the development of the charity's brand and voice and to disseminate key messages to staff and volunteers;
- Maintaining and developing relationships with local and, where appropriate, national organisations operating in the wider animal welfare arena;
- Seek opportunities to expand and promote the role of the charity to increase its profile;
- Represent the charity in local public forums and at relevant regional and national events;
- Take advantage and utilise effective relationships with local media.

Governance - To ensure that the Board of Trustees is enabled to deliver on their responsibilities and that the organisation operates in compliance with relevant legislation and statutory reporting requirements.

- Making decisions within the authority delegated by the Board.
- Attending Board meetings and reporting on agreed objectives and performance;
- Maintaining the risk register and regularly reviewing;
- Putting in place quality assurance frameworks that maintain the highest possible standards of animal welfare care;
- Overseeing the preparation of the Annual Report, statutory accounts and returns to the Charity Commission

Finance and administration management - To maintain and develop the core operation of Rain Rescue to ensure that the organisation is equipped with the systems necessary for effective financial and administration management.

- Monitoring and reviewing performance across all aspects of the operation, e.g. project delivery, financial management and performance management of staff;
- Preparing and managing the charity's annual financial budget, expenditure forecasts and income generation targets;
- Ensure that the charity has the appropriate employment policies, procedures, systems and processes in place and that they are being implemented.

People and performance management - To champion the professional integrity of Rain Rescue, line manage direct reports, provide visible guidance and leadership to all staff and volunteers and oversee the implementation of a performance and workforce development plan that maintains excellence in services.

- Report to the Board on the future workforce development requirements.
- Lead, manage and support the team to maximise their contributions;
- Provide clear vision and direction for staff about their role, objectives and how each individual contributes to vision and mission;
- Co-ordinate the staff appraisal programme and ensure clear and effective staff development plans are in place.

Person Specification

Essential experience

- Senior-level strategic management responsibility for a charity or other not-for-profit organisation, or a service that is open to the public e.g. a visitor centre
- Lead responsibility for, or substantial involvement in, fundraising/business development/income generation and external relationship management in pursuit of business objectives and income targets;
- Responsibility for managing standard financial and operational management practices and processes, e.g. project planning; staff management; performance management; and managing financial information;
- Operating in compliance with legislation and reporting within standard performance management frameworks.

Desirable experience

- Leading an organisation through change
- Experience working within or volunteering in an animal welfare setting that provides rescue and rehoming services;
- Experience working or volunteering within another animal welfare setting;
- Experience in growing and developing SME charities utilising a mix of voluntary and commercial income streams.

Skills and abilities

- Leadership and people-management ability that inspires and motivates others
- Ability to provide strategic vision and translate this to operational objectives
- Planning and organising skills to produce operational plans, manage projects and establish appropriate organisational business processes;
- Empathy and social skills to build effective working relationships with others, e.g. service users, funders, decision-makers, staff and volunteers;
- Effective negotiating, influencing and persuasion skills at the highest level;
- Excellent oral, and written communication and presentation skills including the ability to present in public with gravitas;
- Effective teamwork and collaboration skills;
- Financial and business acumen - assessing opportunities and applying resources effectively;
- Ability to innovate and apply new solutions.

Special conditions

- A personal as well as a professional commitment to the welfare of animals and their rights to protection under the law;
- Willingness to undertake work outside normal office hours and to travel as required within the region and in UK;
- Undertake other duties as may be required from time to time.

How to apply

To view and download the full Candidate Brief please click [here](#)

Application is by way of CV and a Supporting Statement, which should concentrate on the experience and knowledge requirements and be around 1,000 words or two sides of A4.

For an informal discussion about the role, please contact:

Carroll Lloyd, Director, NFP Consulting on 07765 001 033 or email carroll.lloyd@nfpconsulting.co.uk

Closing date: Midnight Sunday 14th January 2024

Selection process and timescales

Stage 1

First round of screening interviews conducted by NFP Consulting via Zoom.

Week commencing 22nd January 2024

Stage 2

Formal panel interviews involving trustees on site. Finalists will have the opportunity to meet with staff and have a tour of the centre.

Thursday 8th February 2024

Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview. Any requests for reasonable adjustments will not influence the decision-making process.

Thank you for your time and consideration