



East Norfolk Branch  
Charity No 206296

**Job Title:** Branch Manager  
**Location:** East Norfolk Branch area/ Office Based  
**Hours:** 37.5 hours per week  
**Reporting to:** Trustees of the East Norfolk Branch  
**Salary:** £25,000 - £30,000 depending on experience

### **Overall Job Purpose:**

The main responsibilities of the role are to realise the aims, goals and strategy of the Trustees of the Branch, by executing the instructions of the Trustees, and delegating other tasks as appropriate. To work collaboratively with the Branch Trustees, Branch, Regional and HQ staff, volunteers and other organisations to advance the cause of animal welfare.

The Branch Manager will be responsible for developing, maintaining and ensuring the smooth running of all day-to-day activities of the Branch, with overall responsibility for the management and administration of Branch operations and the delivery of animal welfare services. To lead the development of branch plans and take responsibility for their implementation. To be a guardian of the Branch's integrity and 'brand' and to increase both local awareness and membership of the National Society.

### **Main Duties**

#### Administration

- Ensure the correct and efficient administration of the affairs of the Branch in accordance with the Policies as determined by the Trustees, following RSPCA guidelines.
- Ensure that all changes or amendments to Society Policies, Branch Rules or other information received that may affect Branch operations, are actioned as appropriate and brought to the attention of the Branch Trustees if necessary.
- Maintain good working relationships with the appropriate Headquarters and Regional staff, including the Inspectorate, Vets, Council, other RSPCA branches and animal welfare organisations.
- Assist with arrangements and servicing of the Branch Annual General Meeting and any Extraordinary General Meetings as required, in accordance with Branch Rules and in liaison with the Trustees and Branch Partnership Manager.
- Monitor, develop and maintain all necessary operational and administrative systems, including the computer network. Ensure that the Branch is at all times operating within current legislation, Society Policy and best practice.
- Manage Branch phone calls and emails from members of the public.
- Develop and maintain the Branch website, Facebook and other social media presence.
- Attend RSPCA and other functions as considered appropriate by the Trustees.
- Develop Branch membership and volunteers in accordance with Trustees' requirements and within Society Policy.

#### Branch Finances

- In close liaison with the Branch Treasurer and Finance Committee, ensure that Branch Accounts and other routine financial records are maintained as necessary for the proper administration of the Branch. Complete and submit VAT returns in a timely fashion.

- Prepare the annual budget and monitor progress; produce monthly financial reports; ensure expenditure is within agreed limits and that income generation targets are achieved.
- In conjunction with the Branch Trustees, Finance Committee and the designated Auditor, ensure the production of Annual Branch Accounts for the end of each financial year.
- In conjunction with the Trustees and other relevant staff, ensure the preparation of the Branch Annual Report, including a properly audited Statement of Accounts and Balance sheet.
- Manage budgets related to all veterinary costs for branch animals in conjunction with the Animal Welfare Manager.
- In accordance with Branch Policies, control financial assistance given to members of the public for veterinary needs and in conjunction with the Animal Welfare Manager, verify all veterinary contractual arrangements prior to payment.
- In conjunction with the Branch Treasurer, verify and facilitate payment of all invoices and ensure the administration and payment of all Branch salaries.
- In conjunction with the Clinic Manager and Animal Welfare Manager, supervise the control and ordering of all materials, supplies and equipment required for the effective operation of the Branch, ensuring budgetary controls are maintained at all times.
- Have overall responsibility for all fundraising; look for sponsors; apply for grants.
- Have overall responsibility for PR and campaigning activities undertaken by the Branch.
- Maximise profitability of existing Branch shops and clinical facilities.

#### Animal Welfare

- Support the Animal Welfare Manager and Clinic Manager in all aspects of Branch animal welfare work, including animal collections, vet trips, adoptions, transfers to Fosterers and operation of the Clinic when occasionally required.
- Work with private boarding establishments to encourage the highest level of care, record keeping and rehoming of animals in branch care.
- Forge close working relationships with local authorities, dog wardens and the police.
- Oversee the Clinic, ensuring compliance with all current legislation/licensing conditions. Ensure monthly controlled drugs checks are actioned.

#### Staffing

- Ensure that the Branch has adequate policies and procedures which are in accordance with current employment legislation and best practice. Ensure these are reviewed regularly and approved by the Trustees.
- Ensure that the Branch has a professional, motivated workforce and a culture of shared beliefs, open communication and a commitment to staff development.
- Provide clear direction for the teams and deal with any performance, appraisal and grievance/disciplinary matters.
- Encourage managers to recognise individual skills and encourage all employees' development.
- Arrange appropriate induction training for all staff and volunteers and identify all other training needs.
- Regularly review staff working patterns to ensure compliance with the Working Time Regulations, taking corrective action where necessary.
- Ensure all staff have regular 1:1 meetings as part of an overall performance appraisal system.
- In accordance with data protection procedures, ensure personal records are maintained and secure.
- Initiate and implement any necessary grievance and/or disciplinary procedure as per Branch policies, in liaison with Trustees and HQ/Regional Staff as appropriate, ensuring they are fully aware of the situation.
- In liaison with the appropriate line management and Trustees, lead the recruitment of volunteers to assist with Animal Welfare, Charity shops, fundraising and home visiting.
- Maintain and manage the Branch staff holiday rota.

### Retail

- Provide guidance and direction as appropriate to shop managers, particularly regarding regulations and policy, legislation, Health and Safety matters and maintenance.
- Ensure that regular meetings are held with the shop managers to discuss all matters relating to the effective operation of the Branch charity shops, including agreeing trading targets and minimising costs to produce the highest possible surplus.
- Ensure regular training is given to maintain up-to-date knowledge of government guidelines.

### Health and Safety

- In close conjunction with the Trustees and other staff, ensure the maintenance and repair of all buildings, grounds and equipment owned or leased by the Branch, making sure that regular inspections take place and that all necessary work is completed.
- Ensure that all current Health and Safety procedures are in place ensuring the safety of staff, volunteers, members of the public and any animals on Branch property, including safety procedures for any equipment used.
- In conjunction with line management, ensure the health and safety of all employees and visitors whilst on Branch property, and ensure compliance with the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations and all Health and Safety at Work legislation.
- Ensure that all maintenance work carried out on Branch facilities is compliant and at the best price possible.
- Ensure the safe, efficient and proper use of Branch owned vehicles, making sure that proper checks are carried out at the appropriate intervals to ensure compliance of those vehicles with servicing and legal requirements.

### Public Relations

- In conjunction with the Trustees, initiate, organise and participate in fundraising events; provide assistance to volunteers organising or helping with such events, and ensure compliance with all relevant legislation and Branch Rules.
- Promote and encourage Branch volunteers and employees to generate income through fundraising events and the sale of goods through Branch outlets.
- Promote and encourage public interest in the work of the Branch and, wherever possible, solicit donations for its support.
- Facilitate good media coverage about matters relating to the work of the Branch.
- Give presentations to interested outside bodies.
- Promote goodwill amongst the general public by ensuring that the Branch offers an accessible and friendly advisory service at all times.

### General

- Act as Project Manager in any future refurbishment or development of existing buildings or new sites.
- Liaise with the Branch solicitor as and when required.
- Record and deal with complaints through the appropriate procedures, reporting or referring such matters to the Trustees.
- Attend any training courses required by the Trustees.
- Any other appropriate duties required by the Trustees.

NB. This job description is a statement of the job content agreed on 18<sup>th</sup> January 2021. It should not be seen as precluding future changes.

**Job holder's signature:** ..... **Date:** .....

**Line manager's signature:** ..... **Date:** .....

## Person Specification for Branch Manager

Criteria	Essential	Desirable
<b>EDUCATION &amp; TRAINING</b>	<ul style="list-style-type: none"> <li>• Good general level of education, at least to A-level standard or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree level education</li> <li>• Recognised management qualification</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Proven leadership role within a diverse team</li> <li>• Proven ability to identify, develop and deliver strategic objectives</li> <li>• Comprehensive management background</li> <li>• Proven line management experience</li> <li>• Experience of managing budgets and accounts</li> <li>• Experience of handling difficult people management issues</li> <li>• Proven experience in the performance management of staff</li> <li>• Experience of supporting a Management or Trustee Board including production of agenda papers and presentation of reports</li> </ul>	<ul style="list-style-type: none"> <li>• Animal Welfare Experience</li> <li>• Previous charity employment</li> <li>• Experience of working with Trustees and groups of volunteers</li> <li>• Experience of reporting to a Management or Trustee Board</li> <li>• Experience of project management</li> <li>• Involvement in major building &amp; development projects</li> <li>• Training, coaching and mentoring skills</li> <li>• Experience of managing a changing organisational environment</li> <li>• Charity retail experience</li> </ul>
<b>SPECIAL SKILLS &amp; KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills both written &amp; oral</li> <li>• Proven experience of writing management reports</li> <li>• Competent in analysis and use of statistics</li> <li>• Ability to prioritise workload, balancing competing demands</li> <li>• Computer literate</li> <li>• Ability to motivate and influence others</li> <li>• Understanding of employment law</li> <li>• Ability to lead and develop strategies, whilst maintaining operational levels; anticipates opportunities and obstacles.</li> <li>• Entrepreneurial: generates and/or champions breakthrough concepts fosters creativity.</li> <li>• Understanding of Data Protection Act/GDPR</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of charity law</li> <li>• Ability to meet tight deadlines</li> <li>• Knowledge of health and safety legislation</li> <li>• Experience in liaising and negotiating with public officials and politicians</li> </ul>

<b>PERSONALITY &amp; DISPOSITION</b>	<ul style="list-style-type: none"> <li>• Sympathy with the RSPCA's aims and policies</li> <li>• A proven leader with the drive and enthusiasm to motivate and energise staff</li> <li>• Calm under pressure</li> <li>• Resilient in the face of setbacks</li> <li>• Ability to relate well to people from all backgrounds</li> <li>• Highly developed interpersonal skills, ability to cultivate relationships with a range of stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to be flexible when working with trustees, willing to seek compromise rather than the "perfect solution".</li> </ul>
<b>SPECIAL CIRCUMSTANCES</b>	<ul style="list-style-type: none"> <li>• Willing and able to work longer than the contracted hours when the job demands.</li> <li>• Willing and able to travel around the country and to stay away from home if required</li> <li>• Full valid UK Driving licence</li> </ul>	<p>To reside within the Branch area.</p>