

Head of Fundraising

Location: United Kingdom (Remote based role, with occasional travel into Animal Aid's office in Tonbridge, Kent)

Reports to: CEO

Direct Reports: Senior Fundraising Officer, Legacy Officer, Interim Database and Fundraising Manager (and any future fundraising team positions)

Contract: Full-time

About the Role

Reporting to the CEO and working closely with the Senior Leadership Team, the Head of Fundraising will provide strategic and operational leadership for all fundraising activities across Animal Aid.

This senior leadership role is responsible for developing and delivering a sustainable and ambitious fundraising programme that enables Animal Aid to achieve its mission and long-term objectives. The postholder will lead the organisation's fundraising strategy, oversee income generation across multiple fundraising streams, and identify opportunities for growth and innovation.

A key priority for this role will be the development of a comprehensive three-year fundraising strategy and, in partnership with the Head of Campaigns and Communications, the creation and delivery of an organisational mobilisation strategy that brings together fundraising, campaigning, communications and supporter engagement to maximise Animal Aid's impact. Within this framework, the postholder will lead the development and implementation of a fundraising programme designed to deepen supporter engagement, increase participation and drive sustainable income growth. The postholder will also establish Animal Aid's major donor programme, building long-term relationships with supporters capable of making transformational gifts.

Key Responsibilities

Strategic Fundraising Leadership (25%)

- Contribute to organisational strategy, planning and decision-making as a member of our senior leadership team
- Lead the development, implementation and evaluation of a comprehensive three-year fundraising strategy aligned with Animal Aid's organisational goals.

- Identify opportunities to diversify and grow income streams to strengthen the organisation's financial sustainability.
- Develop annual fundraising plans, budgets, targets, reporting and performance indicators.
- Ensure all fundraising activities comply with relevant legislation, regulatory requirements, fundraising codes of practice and organisational policies.
- Identify, assess and mitigate financial, operational and reputational risks associated with fundraising activity.
- Monitor fundraising performance, analysing trends, risks and opportunities, and provide regular reporting to the CEO, Senior Leadership Team and Council.
- Keep abreast of developments within the fundraising sector, identifying emerging opportunities, innovations and best practice.
- Foster a positive, collaborative and high-performing fundraising culture across Animal Aid.
- Ensure fundraising activity supports and reflects Animal Aid's mission, values and ethical position.
- Work closely with the Campaigns and Communications Team to ensure consistent messaging and integrated supporter journeys across all channels.
- Lead, support and develop our fundraising team to achieve individual and team objectives while ensuring team members receive appropriate training, supervision and development opportunities.

Direct Mail Fundraising (25%)

- Oversee the use of Animal Aid's membership magazine, *Outrage*, as a key fundraising, membership recruitment and supporter engagement tool, ensuring income generation opportunities are effectively integrated throughout the publication.
- Identify opportunities to modernise and enhance Animal Aid's direct mail marketing programme whilst maintaining strong supporter relationships and income performance.
- Develop and oversee annual direct marketing plans, including fundraising appeals, supporter retention initiatives, membership renewals and donor reactivation activity.
- Write, edit and oversee the production of compelling, mission-driven fundraising copy for appeal letters, newsletters, supporter updates, welcome packs, membership communications, renewal notices and stewardship materials.
- Develop audience segmentation and supporter targeting strategies to improve response rates, donor retention and lifetime supporter value.

- Oversee relationships with external suppliers, agencies, printers, fulfilment providers and consultants as required.
- Monitor campaign performance, analyse results and use testing, learning and optimisation to improve future fundraising activity.

Digital Fundraising and Supporter Growth (25%)

- Working closely with the Head of Campaigns and Communications, develop and implement Animal Aid's digital mobilisation programme to grow supporter acquisition, retention and income, integrating digital marketing channels and emerging platforms alongside our established direct mail fundraising programme. Work closely with the Campaigns and Communications Team to develop integrated campaigns that maximise both engagement and income generation.
- Utilise supporter data, analytics and insights to improve fundraising performance and supporter journeys.
- Ensure digital fundraising activity reflects best practice in supporter experience and stewardship.
- Ensure the effective and compliant use of supporter databases, CRM systems and fundraising technology platforms.
- Ensure compliance with GDPR and data protection legislation in relation to supporter information and fundraising communications.

Legacy Fundraising (15%)

- Oversee Animal Aid's established legacy fundraising programme.
- Working with the Legacy Fundraising Officer, develop strategies to increase legacy pledges and strengthen relationships with legacy supporters.
- Ensure effective stewardship and retention of supporters engaged through legacy fundraising activity.

Major Donor Fundraising and Philanthropy (10%)

- Establish and lead a major donor programme, including prospect identification, cultivation, solicitation and stewardship processes.
- Develop and maintain relationships with major donors and high-value supporters.
- Create opportunities for meaningful supporter engagement through events, briefings and personalised communications. Oversee the annual in-person supporter event.

- Build a pipeline of prospective major donors and develop strategies to increase philanthropic giving.
- Develop tailored cultivation, stewardship and recognition plans for major donors and prospective philanthropists.

Person Specification

Essential Skills and Knowledge

- Significant senior-level fundraising experience within a charity, NGO or not-for-profit organisation.
- Demonstrable experience developing and delivering successful fundraising strategies.
- Proven track record of achieving income growth across multiple fundraising streams.
- Experience developing and delivering digital fundraising campaigns and programmes.
- Experience managing CRM systems and using data analytics to improve fundraising performance.
- Experience of supporter acquisition, retention and donor stewardship.
- Experience of developing and managing fundraising budgets, forecasts and performance reporting.
- Strong understanding of fundraising regulation, data protection requirements and charity sector best practice.
- Excellent written communication skills, including the ability to produce compelling fundraising appeals, cases for support and funding applications.
- Excellent interpersonal and relationship-building skills.
- Strong leadership and people management experience.
- Excellent organisational, project management and problem-solving abilities.
- Ability to balance strategic thinking with hands-on delivery.
- High levels of integrity, professional judgement and accountability.
- Strong commitment to Animal Aid's mission and sensitivity to our ethical vegan stance and outlook.

Desirable

- Experience developing and managing direct mail fundraising programmes, including appeals, supporter retention, membership renewals and donor stewardship.
- Experience establishing or significantly growing a major donor programme.

- Experience of trust and foundation fundraising.
- Experience working closely with trustees, boards or governing bodies.
- Experience within an animal protection, environmental, campaigning or social justice organisation.
- Institute of Fundraising, Chartered Institute of Fundraising or equivalent professional qualification.

Additional Information

Whilst this position is primarily home-based, travel for meetings, events, donor engagement and team activities will be required.

Occasional evening and weekend work may be required, particularly in relation to fundraising events, supporter engagement activities and organisational events. Time off in lieu will be provided where appropriate.