



Job Title: Fundraising Manager
Hours of Work: 40 per week
Location: Carlisle (potential for hybrid working)
Salary: Up to £32,000 (depending upon experience)

Oak Tree Animals' Charity (OTAC) believes that every animal matters. We rehabilitate, nurture and support as needed. As Cumbria's largest independent animal welfare charity, we help cats, dogs and horses, pro-actively working with animals and their owners in the community to prevent unnecessary suffering and improve welfare. We are innovative in our approach, trying to solve issues before there is a welfare need. With a firm foundation since 1909 progressing animal welfare at a national level, we offer a voice to local animals and their owners within our region.

Our Charity provides homing services, practical animal welfare solutions through our community team, support for those in need and education and advice to all. We are proud to be non-judgmental and compassionate in our approach.

Job Purpose

As the Fundraising Manager, you will be responsible for leading our dynamic and enthusiastic Fundraising Team; creating and implementing our fundraising strategy in order to achieve income targets and maximise ROI. This role is key to the sustainability of the Charity and the successful candidate will be required to track and review performance on an ongoing basis, adapting to the changing landscape of fundraising, whilst ensuring regulatory compliance and remaining within expenditure budget.

Responsibilities

1. Accountable for the day-to-day management of the Fundraising team and the operational delivery.
2. Carrying out line management duties and coaching team members to support their personal and professional development, whilst maximising both individual and team performance.
3. Be actively involved in fundraising activities, leading by example and creating a direct link with corporate partners and individual supporters.
4. To ensure that the Charity remains compliant with all fundraising regulations, charity law, data protection and any other requirements, at all times.
5. Work closely with the Head of Income Generation and CEO to further develop our connections and opportunities with influencers and donors across both corporate, grant making trusts and individual supporters.
6. Maintain and develop all stewardship programmes covering both fulfilment and cultivation activities. This will include reviewing and maximising the potential for automation within the existing administrative process and planning for improving the management and segmentation of data for marketing and stewardship purposes.

7. Work collaboratively with all Senior Managers to ensure 'joined up' thinking to maintain consistency of themes/educational messaging and participate effectively as a member of the Management Team.
8. Work closely with the Communications Manager to create inspiring and engaging communications that underpin the fundraising strategy and maximise marketing opportunities for income generation, including the development of digital marketing.
9. Continually review activity and identify trends that will develop the Fundraising strategy to maintain a diverse and effective fundraising portfolio. Monitor the efficacy of programmes and make recommendations to improve and increase ROI.
10. Actively participate in sector resources, including attendance of meetings and other appropriate webinars/seminars to represent the Charity, maintain awareness of the wider fundraising environment and share best practice.
11. Work closely with all staff and volunteers to maximise opportunities for fundraising across all locations including Charity Shops and Oak Tree Farm.
12. Prepare and maintain the fundraising budget.
13. Provide appropriate and timely reporting to the Head of Income Generation, CEO and Trustee Board and raise any potential issues, (either from within or outside of the Charity), that could affect income generation and/or the Charity's reputation.
14. Promote and comply with all of our policies and practices.
15. Undertake any other reasonable duties, commensurate with the level of the post.

Person Specification

Essential

1. Three years fundraising experience and a proven track record in raising significant income from voluntary income streams, including involvement in strategy development and implementation.
2. Specialist knowledge in at least two of the following income streams: Trusts; Corporate; Legacy; Individual Giving; Events; Major Donors and Community.
3. Knowledge of fundraising best practice in line with the Institute of Fundraising Code of Fundraising Practice, charity law, OSCR guidelines and other legal requirements.
4. Experience in social media communications.
5. Excellent relationship management skills.
6. Good networking and negotiation skills.
7. Excellent verbal and written communication skills, including public speaking across a diverse audience.
8. Excellent working knowledge of MS Office suite (Word, Excel, Powerpoint) and working knowledge of databases.
9. The ability to work to tight deadlines prioritising between conflicting demands.

10. Strong leadership and the ability to work effectively as part of a team.
11. Willing and able to work occasional evenings and weekends as and when required. No overtime will be paid for any extra hours worked, however, time off in lieu for the extra hours will be available.
12. UK Driving licence.
13. A positive attitude and flexible approach.
14. A commitment to the vision, mission and ethos of the charity.

Desirable

1. Understanding of budgeting and financial reporting.
2. Creative and innovative in approach.
3. Member of Institute of Fundraising.
4. Easy access to Oak Tree Farm.

In return you will receive 28 days annual leave (inc public holidays), the opportunity for flexible working and working in a fantastic location on the edge of the Lake District National Park.

