

Person Specification for Head of Fundraising

Job Title:	Fundraising Coordinator
Reports To:	Chief Operating Officer
Location:	Oak Tree Farm, Wetheral
Job Type:	Full Time – 40 hours per week (evenings and weekends as required)
Salary:	£26,000 - £30,000

Role Purpose

We are seeking two Fundraising Coordinators to lead and deliver effective fundraising activities that generate sustainable income for Oak Tree Animals' Charity. Working as part of a small, collaborative team, the Coordinators will each take responsibility for specific income streams while supporting one another to achieve shared goals. They will also work closely with the Individual Giving and Events Fundraiser, who leads on appeals and supporter campaigns.

Together, the fundraising team will focus on corporate partnerships, community fundraising, individual giving, events, and trusts and foundations. The postholders will build positive relationships with supporters, develop innovative campaigns, and help embed a culture of fundraising across the organisation to ensure Oak Tree can continue to make a positive impact for animals and their communities.

Main Responsibilities

- Develop, lead, and deliver fundraising initiatives aligned to the charity's goals.
- Take shared responsibility across income generation streams, including:
 - Corporate Partnerships – creating, developing, and stewarding relationships with businesses.
 - Community Fundraising – supporting and inspiring volunteer-led initiatives and local groups.
 - Individual Giving – working with the Individual Giving and Events Fundraiser to deliver campaigns, appeals, and supporter journeys.
 - Events – planning, coordinating, and delivering charity-led and third-party events alongside the Individual Giving and Events Fundraiser.
 - Grants and Trusts – preparing and submitting applications, monitoring progress, and reporting to funders.
- Work collaboratively with the other Fundraising Coordinator and the Individual Giving and Events Fundraiser to ensure strong coverage across all fundraising areas.
- Build and maintain strong relationships with donors, supporters, schools, community groups, businesses, and funders.
- Provide excellent supporter stewardship to maximise long-term engagement.

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- Ensure all fundraising activities comply with the fundraising regulator, GDPR, and best practice.
- Monitor and report on fundraising income and expenditure, tracking progress against agreed targets.
- Maintain accurate records using the CRM system and finance reports.
- Represent Oak Tree at networking opportunities, community talks, and promotional events.
- Collaborate across departments to ensure fundraising is embedded throughout the organisation.

Values and Behaviours

E	Shows pride and excellence in delivery
E	Demonstrates respect and kindness toward staff, volunteers, and supporters
E	Works collaboratively across teams and departments
E	Acts with integrity, transparency, and compassion in all interactions
E	Proactive, adaptable, and solution-focused
E	Supports and promotes a positive team culture

Education, Training, Qualifications, Experience

E	Proven experience in fundraising, income generation, or a related role.
E	Strong communication and relationship-building skills.
E	Experience of at least one key area of fundraising (e.g. corporate, trusts, community, or individual giving).
D	Experience of working across multiple fundraising income streams.
E	Understanding of GDPR and Fundraising Regulator guidelines
E	Confident using fundraising CRM databases and Microsoft 365
E	Understanding of animal welfare sector fundraising
D	Institute of Fundraising qualification or equivalent.

Leadership and Management

E	Excellent organisational and project management skills.
E	Confident in working independently and taking initiative, while also collaborating effectively.
E	Ability to prioritise and manage multiple deadlines in a dynamic environment.
E	Comfortable working independently while remaining team-oriented

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Animal Welfare Knowledge/Understanding

E	Committed to the Charity's mission and welfare principles
E	Understands the role fundraising plays in supporting animal care
D	Awareness of ethical considerations in animal welfare fundraising

Improving & Developing Good Practice

E	Creative in developing campaigns, stories, and supporter journeys
D	Seeks and uses feedback to improve processes and experiences
E	Able to learn from data and apply insights to improve future performance
E	Ensures compliance and best practice in all fundraising activities
E	Contributes to a culture of innovation and learning within the team

Personal Qualities and Attributes

E	Friendly, confident communicator who enjoys engaging with people
E	Highly organised, with excellent attention to detail
E	Positive, enthusiastic, and motivated to make a difference
E	Comfortable working under pressure and managing multiple priorities
E	Committed to personal development and continuous learning
E	Empathetic and able to handle sensitive supporter interactions