

Job Description – Events Fundraiser (12 Months fixed term)

Job Title: Events Fundraiser

Reports To: Chief Operating Officer

Location: Oak Tree Farm, Wetheral

Salary: £20,800 - £24,000

Job Type: Part Time – 32 hours over 4 Days (evenings and weekends as required)

Role Purpose

To plan, deliver, and grow Oak Tree Animals' Charity's calendar of on-site and off-site fundraising events, generating sustainable income and engaging both new and existing supporters.

Working as part of a small, collaborative fundraising team, the Events Fundraiser will take on events of all scales—from community fairs and open days to third-party challenges and corporate participation events—helping to build a strong, positive profile for the Charity.

This role will also support wider fundraising activities, ensuring events are aligned with campaigns, appeals, and supporter journeys to maximise engagement and income.

Main Responsibilities

- Plan, coordinate, and deliver a varied programme of fundraising events to achieve agreed income and participation targets.
- Manage all aspects of event logistics including planning, budgeting, health and safety, risk assessments, and volunteer coordination.
- Develop innovative and engaging event concepts that reflect Oak Tree's mission, values, and community impact.
- Collaborate with colleagues across teams to ensure events align with wider fundraising and communications objectives.
- Build and maintain strong relationships with event sponsors, suppliers, and partners.
- Support the promotion of events by developing marketing plans and materials with the Communications team.
- Recruit, brief, and motivate volunteers to support event delivery.

- Evaluate each event, gathering supporter feedback and data to inform future improvements.
 - Maintain accurate records on the CRM system and provide timely reports on income, expenditure, and outcomes.
 - Represent Oak Tree at community events, fairs, and presentations, acting as a professional ambassador for the Charity.
 - Ensure all event activity complies with Fundraising Regulator standards, GDPR, and health and safety regulations.
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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, and Experience

E Proven experience in planning and delivering successful fundraising or public events

E Strong communication and relationship-building skills

E Excellent organisational and project management abilities

E Confident working with volunteers, suppliers, and partners

E Competent using Microsoft 365 and CRM databases

E Understanding of GDPR and Fundraising Regulator guidelines

D Experience within the charity or animal welfare sector

D Institute of Fundraising qualification or equivalent

Leadership and Management

- E** Excellent organisational and planning skills
 - E** Confident in managing multiple projects and deadlines
 - E** Works well both independently and as part of a team
 - E** Motivates and supports volunteers and colleagues to achieve shared goals
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Animal Welfare Knowledge/Understanding

- E** Commitment to the Charity's mission and welfare principles
 - E** Understands the importance of fundraising in supporting animal care
 - D** Awareness of ethical considerations in animal welfare fundraising
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Improving & Developing Good Practice

- E** Creative and proactive in developing engaging event concepts
 - E** Evaluates outcomes and applies learning to improve future performance
 - E** Ensures compliance and best practice across all activities
 - E** Contributes to a culture of innovation and learning within the team
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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 competing priorities
- E** Committed to personal development and continuous learning
- E** Empathetic and professional when interacting with supporters and the public