



Job title: Fundraising and Communications Manager
Hours of Work: 37.5 hrs per week including some weekend and evening working
Salary: £28,152

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

Our Charity has grown significantly in the past 6 years and is now able to support over 2500 animals every year through our rehoming and community programmes. Our dynamic and enthusiastic Fundraising and Communications Team have a diverse portfolio of fundraising activities and provide essential communications about our work to our supporters and wider community.

Our Fundraising and Communications Manager provides essential leadership and direction for this team as well as being actively involved in fundraising and communication activities.

Responsibilities

1. Lead the development of our fundraising programme to include:
 - developing a fundraising strategy with clear KPI, targets and milestones
 - maintaining a diverse and effective fundraising portfolio, monitoring the efficacy of programme streams, the wider fundraising environment and responding appropriately
 - working with General Manager and other Senior Managers to further develop our list of potential connections, influencers and donors and steward our supporters.
2. Work with our Communications Officer to create an inspiring and engaging communications plan
3. Develop a clear understanding about Oak Tree and be able to articulate our vision and work in a clear, passionate and confident way to potential and existing donors and the wider community
4. Manage our dedicated Fundraising and Communications Team

5. Represent Oak Tree at networking events and meetings and within wider communications.
6. Be actively involved in fundraising activities, leading by example and creating a direct link with supporters.
7. Be responsible for communications and branding of Oak Tree Animals' Charity
8. Participate effectively as a member of the Management Team.
9. Advise the General Manager and Board of possible and on-going issues affecting fundraising, both within and outside of the organisation.
10. Ensure best practice for cultivation and stewardship of donors and potential donors is implemented in all activity, in line with the Institute of Fundraising Code of Fundraising Practice, charity law, OSCR guidelines and other legal requirements.
11. Promote and comply with all our policies and practices. Undertake any other reasonable duties, commensurate with the level of the post.

Person Specification

This is a senior role within our organisation and we are flexible in terms of your career background.

Demonstrable passion, experience and enthusiasm for working in this sector are more important than qualifications but what we do need is someone who can complement our existing skills and join us ready to immediately add value to our team.

We are looking, ideally, for someone who brings:

- A minimum of two years of fundraising experience and an understanding of the diverse nature of fundraising
- Strong communication skills both oral and written to be able to present, influence and represent our organisation
- A people-centric approach; The ability to build effective and engaging relationships with donors and funders as well as team members and clients who need help
- Proven leadership and people management skills, able to develop team members for high performance and build a positive culture
- The ability to think strategically and creatively about fundraising potential and contribute to the development of strategic planning for the organisation as a whole
- A collaborative approach, understanding how to work with colleagues to build effective relationships
- The ability to remain calm when faced with competing demands on time, adjusting to changing schedules and delivering results
- An understanding of budget management with the ability to set ambitious but realistic targets and work alongside our Finance Team to monitor success
- A clear understanding of Fundraising and Data Protection legislation
- A passion for animals and an understanding of the importance of pet ownership.
- A clean driving licence with access to a vehicle.