



HorseWorld

Head of Fundraising and Communications

Detailed Role Specification

HorseWorld Trust

Reporting to CEO

Job Purpose

The Head of Fundraising and Communications is a senior strategic leadership role responsible for securing **sustainable, cost-effective income** for HorseWorld Trust.

Reporting to the Chief Executive and sitting on the Senior Management Team (SMT), the successful candidate will lead all fundraising and marketing communications activity, with a clear mandate to **grow voluntary income while significantly improving return on investment (ROI)**.

This role exists to ensure fundraising makes a **net positive contribution** to HorseWorld's mission (rescuing and rehabilitating horses and transforming the lives of vulnerable children through our Discovery programme) and to help the organisation move away from over-reliance on volatile income streams such as legacies.

Context

HorseWorld currently raises c.£1.5m per year against operating costs of c.£2.5m. While fundraising income must grow, this role is **not expected to close the full funding gap alone**. Instead, the Head of Fundraising will focus on:

- Growing controllable, relationship-led income
- Improving the cost-effectiveness of fundraising
- Prioritising activity that delivers sustainable net income
- Stopping or reshaping activity that does not

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Key Responsibilities

Strategic Leadership & Financial Sustainability

- Develop and deliver a multi-year fundraising, brand and communications strategy that prioritises **income growth alongside improved ROI**.
- Take overall accountability for the performance and cost-effectiveness of fundraising activity across:
 - Individual Giving
 - Major Donors & Philanthropy
 - Corporate Partnerships
 - Trusts & Grants
 - Community Fundraising (if appropriate)
 - And building a pipeline for future legacies
- Lead a strategic review of current fundraising approaches, making evidence-based recommendations on:
 - where to invest
 - where to scale back
 - where to stop activity altogether
- Set clear income, cost and net contribution targets by income stream.
- Provide clear reporting and insight to the CEO, rest of SMT and Trustees on performance, trends and return on investment.

Fundraising for Discovery

- Work in close partnership with the Head of Discovery to secure restricted and unrestricted fundraising income for the Discovery programme.
- Translate Discovery's outcomes and impact into compelling cases for support for trusts, statutory funders, corporates and major donors.
- Ensure robust evaluation, reporting and learning are embedded to strengthen funding success over time.

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Fundraising for Equine Welfare

- Work closely with the Head of Equine Welfare to secure restricted and unrestricted fundraising income to support our equine welfare work.
- Helping to find partners to fund research and help to evidence the impact of our equine work.
- Telling the stories of our horses to engage new & existing donors.
- Run appeal campaigns & events as needed.

Marketing, Brand & Communications

- Ensure all our activity is clearly aligned to fundraising objectives, and our brand values and image.
- Oversee digital content, campaigns, PR and communications to support:
 - donor acquisition
 - donor retention
 - major donor and corporate cultivation
- Ensure clarity, consistency and impact across all external communications, avoiding activity that does not support organisational priorities.

Major Relationships & External Leadership

- Each member of SMT should be leading a portfolio of priority major donors, senior partners and high-value funders, your team will help them to build a portfolio for each, providing them with marketing materials as needed whilst also stewarding your own portfolio.
- Support the CEO and Trustees in high-level fundraising conversations and relationship management.
- Represent HorseWorld externally with credibility and authenticity, strengthening reputation and trust.

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Team Leadership & Culture

- Lead and develop a multidisciplinary team spanning fundraising, digital content, data and compliance.
- Create a culture of **focus, accountability and learning**, where teams understand:
 - what success looks like
 - how it is measured
 - how their work contributes to net income
- Ensure resources are deployed effectively and staff time is aligned to the organisation's highest priorities.

Insight, Systems & Governance

- Ensure effective use of CRM, data and insight to inform decisions, improve supporter journeys and maximise lifetime value.
- Oversee compliance with fundraising regulation, GDPR, Gift Aid and best practice.
- Manage the fundraising, brand and communications budget with a strong focus on value for money.

Organisational Leadership

- Contribute fully as a member of the SMT to organisational strategy, planning and financial decision-making.
- Work collaboratively across Welfare, Discovery and Core Services.
- Support Trustee engagement and provide clear, insightful reporting to the Board.

Person Specification

Essential

- Senior-level experience in charity fundraising with a proven track record of income growth.
- Experience improving the **effectiveness and efficiency** of fundraising activity.
- Strong understanding of fundraising ROI and net contribution.
- Experience leading and developing multidisciplinary teams.
- Ability to make difficult, evidence-based decisions and communicate them well.

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- Excellent relationship-building and influencing skills.
- Strategic, commercially minded and outcome-focused.
- Strong alignment with HorseWorld's mission and values.

Desirable

- Experience fundraising across animal welfare, education, social care or therapeutic services.
- Experience working with CRM systems.
- Understanding of legacy fundraising strategy.
- Experience of organisational change or turnaround contexts.

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