

ROLE PROFILE

Head of Fundraising



Job Profile: Head of Fundraising

Reports to: Director of Marketing, Communications & Fundraising

We are looking for an experienced and dynamic individual to drive our fundraising strategy and growth. If you have a passion for making a difference and the skills to help us achieve our fundraising goals, we encourage you to apply.

Context

British Horse Society (BHS) is the largest equine charity and voice in the UK with more than 148,000 BHS and British Riding Club Affiliated members, 3000 Accredited Professional Coaches and 650 Approved Riding Centres across the UK. BHS is committed to help horses and everyone who cares for them enjoy the best possible life together.

We are on a journey to transform BHS, building awareness of our work as a charity to attract funds more broadly from all those that care for horses. This involves a combination of cultural change, brand development, product diversification and a digital transformation programme. Our Fundraising strategy is central to this transformation.

Our core charitable objectives focus around five areas:

1. **Increasing participation** in equestrianism so that more people can enjoy horses
2. **Providing education** through training all levels of equestrians from recreational riders to professional equestrians through qualifications.
3. **Supporting welfare and well-being** of equines through education and support
4. Enabling access to **safe off-road riding routes** and bridleways
5. Promoting **horse & rider safety** through education of both equestrians and the general public

Job Purpose

The Head of Fundraising will be responsible for leading BHS in growing our fundraising offer and income. This will involve the development of both existing and new income-generating products and activities to engage new audiences and develop existing supporters. The Head of Fundraising will play a key role in enhancing the financial sustainability and public perceptions of BHS by identifying new opportunities, diversifying income streams, and leading a high-performing fundraising team.

Key Responsibilities and Accountabilities

- **Strategic Fundraising Leadership and Income Generation:**
Develop and execute a fundraising strategy that ensures that BHS meets and exceeds its financial and charitable impact goals. Oversee the development, implementation, and evaluation of innovative fundraising programs across multiple audiences and channels, including individual giving, trusts & foundations, major donors, corporates, community fundraising, and events.
- **Product Development:**
Develop and implement a diverse portfolio of income-generating activities, including new fundraising products, campaigns, and initiatives aimed at increasing both one-off donations and long-term income streams. Maximise income from existing supporters and attract new donors to the cause.
- **Donor Engagement and Retention:**
Cultivate and maintain strong relationships with existing donors, ensuring they are engaged, appreciated, and inspired to give more. Implement strategies for supporter retention and engagement, creating a sense of community around BHS's mission.
- **Team Leadership:**
Lead and manage a high-performing fundraising team, ensuring they have the skills, resources, and motivation to achieve their objectives. Provide guidance, mentorship, and development opportunities for team members.
- **Relationship Building:**
Foster relationships with key stakeholders, including major donors, trusts and foundations, corporate partners, and other fundraising networks. Represent BHS at fundraising events and in meetings with potential partners and supporters.
- **Culture of Fundraising:**
Build an understanding and culture of fundraising across the organisation, ensuring that all teams are aligned and equipped to deliver BHS's fundraising goals. This includes sharing best practice, fundraising training and inspiration.
- **Compliance and Standards:**
Ensure fundraising activities comply with legal and ethical standards, including GDPR, the Fundraising Regulator's Code of Practice, and other relevant regulations. Uphold the highest standards of transparency and accountability in all fundraising efforts.

Person Specification

Essential Criteria

- *Experience:*
 - Proven track record of successful fundraising, with experience across a variety of fundraising streams including individual giving.

- Experience in developing and scaling new fundraising products and initiatives to drive revenue growth and supporter engagement.
- Strong knowledge of fundraising regulations, best practices, and donor stewardship.
- *Skills and Abilities:*
 - Excellent leadership and management skills, with the ability to motivate and inspire own team and wider stakeholders.
 - Strategic thinking and the ability to develop and implement effective fundraising strategies.
 - Exceptional communication skills, both written and verbal, with the ability to build relationships with a wide range of stakeholders.
 - Analytical skills to track fundraising performance and identify areas for growth and improvement.
- *Personal Qualities:*
 - Passionate about Fundraising and the ability to inspire others.
 - An understanding of, or desire to learn and be part of, the equestrian sector is critical.
 - Strong interpersonal skills and a collaborative approach to leadership.
 - Highly organized with an attention to detail and commitment to high-quality delivery.
 - Proactive, self-motivated, and able to work independently as well as part of a team.

Desirable Criteria

- Experience of membership-based organisations and marketing
 - Experience of animal and equine charities or sector would be beneficial
 - Knowledge of fundraising technology and CRM systems (e.g Microsoft Dynamics 365)
 - A relevant qualification in fundraising, marketing, or business (e.g., CFRE, CIM, or similar).
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