Fundraising Communications Manager

FULL JOB DESCRIPTION

Fundraising & Communications Manager

HorseWorld Trust

Salary: £35,000–£38,000 FTE, depending on experience
Hours: Full-time
Location: HorseWorld, Whitchurch, Bristol
Reports to: Interim Head of Fundraising
Line management: Digital Content Executive

About HorseWorld

At HorseWorld, we believe horses matter.

That's why we rescue, rehabilitate and rehome horses, ponies and donkeys in need, and help children and young people discover the extraordinary difference horses can make to their lives through our Discovery programme.

We're an established charity with ambitious plans for the future. We're evolving how we tell our story, reach new audiences, inspire supporters and generate the income needed to deliver our work.

We're looking for someone to help us make that happen.

The opportunity

We're looking for a creative, commercially minded and strategically capable Fundraising & Communications Manager to lead our marketing, communications and supporter acquisition activity.

The focus of this role is audience growth, supporter acquisition, engagement and campaign delivery.

It is a role for someone who sees the bigger picture but also loves making things happen.

You'll develop integrated marketing and communications plans that build awareness, attract new supporters, deepen engagement and contribute to fundraising income.

You'll lead our brand and digital communications, develop creative campaigns, oversee our supporter communications and explore new ways to connect with audiences.

You'll also manage and develop our Digital Content Executive and work closely with our fundraising colleagues, external agencies and the wider HorseWorld team.

You'll have the freedom to bring fresh ideas, challenge established approaches and make a visible difference.

What you'll be responsible for

1. Marketing strategy and audience development

- Develop and deliver an integrated marketing and communications strategy aligned with HorseWorld's fundraising and organisational objectives.
- Create quarterly communications and channel plans, with clear priorities, audiences, budgets and measures of success.
- Lead supporter acquisition activity, identifying opportunities to reach and engage new audiences.
- Explore and test new channels, formats, partnerships and approaches, from digital campaigns and influencer collaborations to podcasts, events and other creative opportunities.
- Use audience insight, campaign performance and sector trends to inform decisions and continuously improve results.

2. Fundraising campaigns and supporter communications

- Lead the communications planning and creative delivery of fundraising campaigns, including appeals, regular giving and matched-funding campaigns such as the Big Give.
- Develop compelling propositions, messaging and multi-channel campaign plans.
- Oversee email marketing, newsletters, website communications and social media activity.
- Work with the Data & Impact Officer to develop segmented supporter communications, automated journeys and effective stewardship.

- Ensure communications encourage meaningful action, whether donating, signing up, sharing, volunteering or becoming a long-term supporter.

3. Brand, content and digital

- Lead the refresh and implementation of HorseWorld's brand guidelines, ensuring a consistent, contemporary and compelling identity.
- Manage a focused refresh of the charity's website, improving content, user experience and conversion without unnecessary redevelopment.
- Develop an editorial and content strategy that brings HorseWorld's work, people, horses and impact to life.
- Provide creative direction and oversight to the Digital Content Executive, ensuring content is purposeful, high-quality and aligned with agreed plans.
- Champion strong storytelling, photography, video and other creative formats.

4. PR, partnerships and external agencies

- Work with our PR agency to identify and develop opportunities that increase HorseWorld's profile, reputation and reach.
- Manage our external digital and performance marketing agency, ensuring clear briefs, effective collaboration and measurable value.
- Identify opportunities to collaborate with influencers, businesses, other charities and individuals who share our values.
- Build relationships across HorseWorld to uncover stories, opportunities and insights that strengthen our communications.

5. Leadership and performance

- Manage, coach and develop the Digital Content Executive, setting clear objectives and supporting professional development.
- Work collaboratively with fundraising, welfare, Discovery and operational colleagues.
- Manage agreed communications budgets and monitor effectiveness, including acquisition costs, engagement, conversion and fundraising return.

- Provide clear, regular reporting on communications activity, results and opportunities for improvement.
- Bring curiosity, energy and fresh thinking to the team, encouraging creativity, collaboration and continuous learning.

About you

Essential

- Proven experience in marketing, communications, digital marketing or fundraising communications.
- Experience developing and delivering integrated campaigns across multiple channels.
- Strong strategic and creative thinking, with the ability to turn ideas into practical, achievable plans.
- Excellent writing, storytelling and communication skills.
- Experience managing and developing at least one team member.
- Naturally curious, collaborative and confident building relationships with people from different backgrounds.
- Happy to get your hands dirty outside with the horses. Owner of decent wellies & a waterproof coat

Desirable

- Experience in charity fundraising, supporter acquisition or regular giving.
- Experience developing social content, short form films etc
- Experience with website content management, digital optimisation and paid media.
- Knowledge of PR, media relations or influencer partnerships.
- An interest in horses, SEN education or the positive relationship between people and animals.

What matters most

We're not looking for someone who ticks every box.

You might be an ambitious charity marketer or fundraiser ready for greater autonomy. Or you might be an experienced marketing and communications professional looking to apply your skills to a cause you believe in.

You don't need to be a horse expert (although it really helps if you like them!). But you do need to be curious, creative, energetic and motivated by the difference your work can make.

We want someone who looks beyond their own desk, gets to know the people and horses behind our work, and is always asking: **How could we do this better?**

What we offer

An opportunity to shape the next chapter of an established charity, work with a committed team, bring fresh ideas to life and see the impact of your work first-hand.

You'll have real ownership, the support of an experienced fundraising leader and the chance to make a meaningful contribution to HorseWorld's future.

Application Details

To apply for this role please complete the application form (available to download from our website or contact us to request the form).

This role is subject to a DBS check, and you will be required to provide proof of your right to work in the UK. We are a Safer Recruitment organisation and this is mandatory.

Contact:

jen.dreux@horseworld.org.uk Jen Dreux, HR Officer, HorseWorld, Delmar Hall, Keynes Farm, Staunton Lane, Whitchurch, Bristol BS14 0QL

Deadline for receipt of applications: Monday 23 November.