



**WorldHorseWelfare**

**JOB DESCRIPTION  
for  
FUNDRAISING OFFICER**

**RESPONSIBLE TO**

Head of Individual Giving

**MAIN PURPOSE OF THE JOB**

You will work as part of the Individual Giving team to help realise World Horse Welfare's fundraising potential. Operating across multiple, dynamic income streams and both offline and online channels, this role is part of a high performing team acting as a key player to help fuel our revenue generating efforts.

**KEY TASKS & RESPONSIBILITIES**

- Support the delivery of multi-channel fundraising campaigns from idea to evaluation in line with existing fundraising KPIs.
- Build relationships with our team of Centre Managers, Grooms and Field Officers so you can confidently collect content for use across a variety of marketing applications.
- Craft and produce engaging, emotive supporter communications for use in print as well as across digital platforms.
- Use data-driven insight to track campaign performance and learn from results to inform and improve future campaigns.
- Work with our Data Analyst to monitor donor recruitment and retention, producing regular reports for senior stakeholders.
- Manage our online shop, including stock control, to support fundraising objectives as well as optimise user experience.
- Help prepare for and attend events as an engaged and informed representative of the charity.
- Collaborate closely with teams across Communications, Supporter Services, Data Analysis, our Visitor Centre teams and the wider Fundraising team.
- Work with external suppliers to ensure timely and cost-effective delivery of projects.
- Take a supporter-centred approach in all your work, building strong, respectful relationships with the amazing donors who enable us to put horses at the heart of everything we do.

**Health & Safety**

- To comply with the policies of World Horse Welfare to ensure that risks within the working environment are reduced as low as reasonably practicable.
- To raise any health and safety concerns with your Line Manager or the Health & Safety Officer based at Head Office.

## **PERSON SPECIFICATION**

### **Experience & Knowledge**

- A commitment to ethical fundraising practices.
- Proven experience supporting or delivering multi-channel fundraising campaigns, from concept through to evaluation.
- Up-to-date training and hands-on experience of SEO, with the ability to apply best practice to optimise digital content and campaign performance.
- Experience using SEMrush or similar tools to analyse SEO performance and improve reach and engagement.
- Working knowledge of GA4, with experience using data and insights to track, evaluate, and improve campaign performance.
- Experience collecting, coordinating, and managing creative content for online and offline fundraising campaigns.
- Experience of using Meta Ads Manager.
- Familiarity with Engaging Networks (Campaigns, Events and Fundraising modules) would be desirable.

### **Skills & Abilities**

- Creative, curious and comfortable working in a fast-paced, varied role.
- Highly organised, with strong project management skills and the ability to juggle multiple priorities and deadlines.
- Confident collaborator, able to work effectively with internal teams and external suppliers to deliver projects on time and within budget.
- Excellent and accurate written and oral communication skills, with the ability to adapt tone and messaging for different audiences and channels.
- Supporter-centred mindset, with a genuine commitment to building positive, respectful relationships with donors and supporters.
- Interest and empathy with World Horse Welfare aims and activities.
- Knowledge of equines would be desirable but is not essential.