



**PETS AS
THERAPY**

**Head of Fundraising
Candidate Pack**

England & Wales Charity Registration Number: 1112194,
Scotland Charity Registration Number: SC038910





Dear Candidate,

Thank you for your interest in joining Pets As Therapy as our new Head of Fundraising.

Every day over 4,000 people in hospitals, care homes or schools get to meet a PAT Dog or Cat. That brief visit brings the comfort and joy that only a pet can give.

Our 5,000 volunteers visit hospitals, schools and care homes with their pet dog or cat. We bring happiness, comfort and companionship to people of all ages, helping to improve their wellbeing and mental health. We also help children to enjoy reading – our PAT Dogs are great listeners.

It's been a busy 12 months since I started a PAT. We have a new strategy focused on doubling the number of PAT visits in the next five years. This is supported by a new fundraising strategy – which will raise our income to £1.7 million. In the coming year we're refreshing our brand and launching a new website.

This new role, reporting directly to me, will lead our fundraising and marketing work and will deliver our new fundraising strategy. You will also sit on our SMT and so will be involved in everything we do.

We are looking for someone with a strong track record in individual giving – and who has good all round fundraising knowledge. It's a small team so you'll have to roll your sleeves up to make things happen. Of course being a pet lover helps as well!

I look forward to seeing your application and welcoming you to the team

Steven Wibberley
Chief Executive



Background and Ambitions

As an organisation, our vision is that everyone in the UK, regardless of their circumstances, has access to the companionship of a friendly pet.

To support us in achieving this, we need to diversify the ways audiences can support Pets As Therapy - growing awareness, income and engagement, so more people get to experience the benefits of our volunteers and their pets.

Pets As Therapy has seen its income grow over the past couple of years from circa £600k to circa £1.15m. Legacy and Grants has been fundamental to this, but we are now at a stage of looking for future growth to be rooted in strategic plans, enabling us to expand and diversify our funding portfolio to reach new audiences and ensure long-term, sustainable income.

As our new Head of Fundraising, you will enable us to:

- Grow our income through implementing our new fundraising strategy
- Diversify income streams to give sustainable growth
- Build the capability and capacity of the fundraising team
- Develop a program of individual giving
- Increase the profile and awareness of PAT



Job description

Job title: Head of Fundraising

Reports to: Chief Executive (CEO)

Line Reports: Partnerships Lead, Communications Consultant, Digital Marketing Officer

Location: Homebased with occasional travel

Salary: c.£45,000, dependent on experience

Contract: Full time (35 hours), permanent

Pets As Therapy (PAT) is a UK-wide charity that inspires and enables volunteers to share the joy of their pets.

Our 4,000 volunteers visit places such as hospitals, schools and care homes with their pet dog or cat. We bring joy, comfort and companionship to people of all ages, helping to improve their wellbeing and mental health. We also help children to enjoy reading – our PAT Dogs are great listeners.

We are recruiting to a role of Head of Fundraising. This new role, reporting to the CEO, will lead PAT's fundraising and marketing work. Alongside implementing our fundraising strategy for PAT, you will personally lead our individual giving program.

The post holder will also be a member of the PAT SMT (Senior Management Team)

Key Responsibilities

Strategic Leadership

- Implement the new fundraising strategy with a target income increasing to £1.7 million by 2030
- Monitor and report on delivery of the strategy to senior leadership and board of trustees
- Revise and update the strategy based on evaluation and learning
- Develop a marketing and communications strategy to support fundraising, volunteer recruitment and to raise awareness and engagement with the charity
- Actively contribute to the senior management team, shaping organisational policies and strategic direction, ensuring the integration of fundraising, marketing and operational activities.

Team Leadership

- Support and inspire the fundraising and marketing team to deliver the strategy
- Ensure all team members have the support, objectives and training they need to deliver the strategy
- Embed a culture of test and learn across fundraising and marketing initiatives

Individual Giving

- Develop and implement an Individual Giving program that both acquires new supporters and build strong and productive relationships with existing supporters
- Run a series of appeals, campaigns and events to engage our supporters and increase the number of donors
- Develop effective supporter journeys to strengthen supporter engagement

Partnerships

Working with the partnership fundraising team, ensure we have:

- A strong pipeline of corporate partners, trust and foundations
- Effective stewardship of all partners, including plans for increasing staff engagement and donations
- Clear plans to engage our corporate partners with our supporters and volunteers

Marketing & Communications

- Manage all digital platforms including website, social media, email and printed materials, to maximise the reach and impact of PAT
- Develop a social media and wider marketing strategy to clearly communicate and promote the benefits of PAT
- Implement our refreshed brand, ensuring our messaging is consistent, clear and aligned across PAT

Fundraising Operations

- Ensure all systems and processes are effective and compliant with GDPR and other polices and regulations
- Ensure our CRM (Salesforce) is used effectively and efficiently to support fundraising operations
- Develop and monitor income and expenditure budgets
- Produce reports for SMT / Board of Trustees on fundraising activities and budget

Pets As Therapy is a small, developing charity. As such, we expect this job description will develop over time in consultation with the postholder.

As a growing team, we instil a culture of collaboration, with all staff supporting key activities and events as necessary.

Person specification

Essential Criteria

- Managing small, high performing teams
- Expertise of developing an individual giving program
- Developing and implementing campaigns, appeals and events
- Relevant experience of supporter journeys and data capture in CRM, ideally Salesforce
- Budget setting and budget management
- Excellent written and verbal communication skills
- Good understanding of GDPR, fundraising regulations and best practice
- Strong commitment to equality of opportunity

Desirable Criteria

- Experienced all-round public fundraiser
- Experience managing websites / social media
- Experience in planning wider marketing activities
- Knowledge of corporate and/or trusts fundraising
- Understand the challenges of charities of the scale of PAT
- Experience of working with volunteers

How to apply

Closing date: Tuesday 28th January

First stage interviews will be held virtually w/c 3rd February, with final in person interviews taking place in London on 12th February.

We are committed to diverse and inclusive recruitment practices that ensure equal opportunity for everyone, regardless of race, sexual orientation, mental or physical disability, age or gender. We encourage applications from all backgrounds and will happily make reasonable adjustments to always ensure a fair process.

If you wish to have an informal discussion about the role please contact Janice Hardy at The Talent Set on the contact details below.

✉ janice@thetalentset.co.uk

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