

# Executive Director of Income and Engagement

Candidate Brochure

Redwings Horse Sanctuary

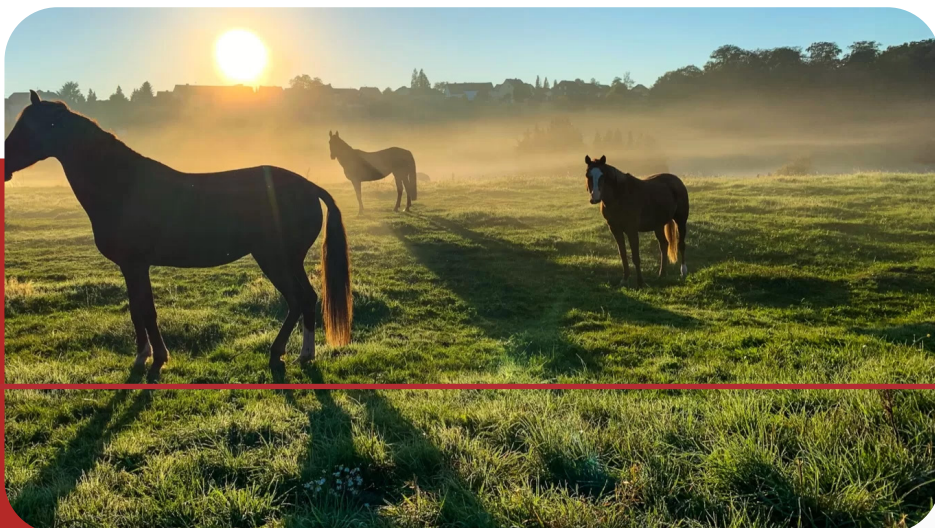


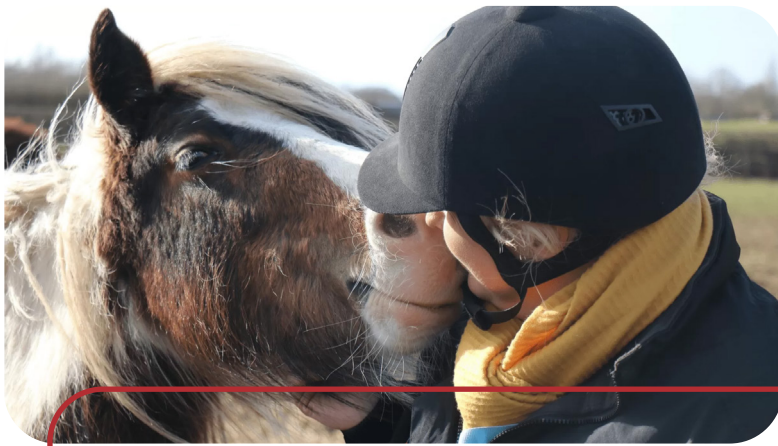
# Dear Candidate...

**Thank you for your interest in the role of Executive Director of Income and Engagement for Redwings.**

We are one of the largest horse welfare charities in the UK, responsible for over 2000 rescued horses, ponies, donkeys and mules at our sanctuary sites and out in guardian homes across the country. We have five visitor centres in England and Scotland, and recently took on guardianship of the Anna Sewell House in Great Yarmouth, the birthplace of the author of *Black Beauty*, where we were delighted to have the opportunity to welcome Her Majesty Queen Camilla in 2023.

Having just celebrated our 40th anniversary in 2024, this is an exciting time of strategic development for Redwings. To help us in the next steps on our mission for horse welfare, we are now seeking a strategic team player with significant experience of donor acquisition, supporter engagement and accounting for spend in charitable income generation funded by the public purse. You will support the success of our leading equine welfare charity, where the welfare of horses and the need for sanctuary are at the heart of everything we do. Reporting to the Chief Executive, you will lead and develop a dedicated team and value their contribution to our work either behind the scenes generating income or at our visitor centres. You'll work with our super communications and campaigns professional team to inspire others through your vision and passion for horses (in sanctuary, ridden, and companion horses out in loan homes), and value all matters equine.





The successful applicant will have well-developed management and leadership skills and be a proven strategic thinker. They will have a significant track record in charitable income generation across a wide variety of fundraising, in particular digital.

They will have experience of how trading can support income generation and the value of brand development. They will be committed to a donor-focused approach to ensure we continue to look after existing supporters whilst introducing new supporters to our vital work.

If the role is of interest to you and you believe you have the skills we need to fulfil this exciting key position at the Sanctuary, then I very much look forward to hearing from you.

With best wishes

**Lynn Cutress**  
**Chief Executive**



# (Executive) Director of Income & Engagement / Job Description

<b>Reports to</b>	Chief Executive
<b>Direct Reports</b>	Head of Fundraising and Head of Communications & Campaigns
<b>Hours</b>	To be agreed (minimum of 80% full time hours)
<b>Location</b>	Hapton HQ – hybrid to an agreed working pattern
<b>Contract type</b>	Permanent (subject to six-month's probation)
<b>Salary</b>	£77,200 FTE

## About the role

To be accountable for leading strategically on all aspects of income generation across Redwings' income streams which include individual giving, trust fundraising, trading, and corporates.

To work to an agreed Income Generation & Engagement strategy that is jointly owned by the fundraising and the communications & campaigns departments, ensuring that we nurture existing supporters, acquire new supporters, and share the need for support with potential new donors.

To work with key colleagues reviewing and compiling business cases, reports, and forecasts regarding income generation to support the Chief Executive and the Board of Trustees' decision-making.

As a member of the senior management team, to work together to support colleagues through values-driven leadership that enables the charity to achieve its strategic aims and objectives.

To line manage lead colleagues and ad hoc project lead management as needed, supporting the development of staff and their teams.





## Key Responsibilities

### Directorate:

- To review and prepare business cases, reports, and forecasts regarding all aspects of income generation for the Chief Executive and the Board.
- To attend meetings in support of the Chief Executive, where appropriate presenting to the Redwings' Board in ensuring that we have innovative, relevant and realistic donor recruitment, fundraising, and trading plans, that are measured and evaluated.
- To support the CEO Office with ongoing development of impact measurement and finding ways of communicating our impact to a variety of audiences.
- To prepare and work to an integrated income generation and engagement strategy, which makes the most of communications, advocacy (including ambassadors) and campaigning.
- To seek to reduce our reliance on legacy income through a variety of other income streams, whilst respecting that legacies are an appropriate and valued source of income for a sanctuary.
- To lead on a major donor programme, supported by the Chief Executive.
- To appraise yourself and keep up to date with fundraising developments; ensuring best practice is not only maintained but embraced.



## Line Management:

- To be responsible for the recruitment and management of direct reports including their appraisals and supporting their development.
- To lead the directorate's teams promoting a culture of success achieved through shared vision, collaborative team working and open communication.
- Quarterly reviewing and reforecasting any budgets held by your directorate budget holders.
- In conjunction with the quarterly and monthly reporting by SMT, to meet and share trends and plans that will make a strategic difference to our work.

## Executive Management and Reporting:

- To lead on KPI reporting and development of relevant and timely reporting on progress, with strategies to address opportunities and challenges.
- To be accountable for the reporting, monitoring, and reviewing of directorate risk management.
- To prepare plans for professional compliance delivery for any new projects, new approaches to working or delivery, new directorate policies, and strategies including data protection and regulatory compliance.
- To lead on selected projects and initiative on behalf of the Chief Executive and to represent the Charity as required by the Chief Executive.
- To participate in Redwings internal engagement programmes.
- To support the Head of People and Human Resources team as needed for hearings and appeal personnel cases (within and outside the directorate teams).



# Expectations

## *Role expectations:*



- To carry out any other varied duties that may be required as appropriate to the banding and nature of the post.
- This role will entail some UK travel to engage with our work and supporters.
- The post also carries governance and statutory responsibilities:
  - (i) Health and Safety aspects of the team's work, within the Visitor Centres
  - (ii) Data protection and appropriate confidentiality
  - (iii) Statutory checks for the Gambling Commission and other such registrations.

All Redwings staff members are expected to embody our mission, values and purpose and are encouraged to be part of its day-to-day life. This includes an expectation that they will:

- Participate in opportunities to contribute to its development.
- Maintain confidentiality regarding staff, volunteer, and client records, as well as all privileged information related to the Charity, its equines, staff, and supporters. Redwings is committed to data protection legislation and works to ensure that all employees adhere to the law when managing personal data.
- Promote and enhance the Sanctuary's reputation within the community and nationally, and with private, statutory, and voluntary sector agencies and organisations.
- Demonstrate an understanding of and commitment to the philosophy and principles of equine welfare, the mission of working for a charity, and Redwings' Values. All staff are expected to adhere to the policies and procedures outlined in the Staff Handbook.



# Person specification

## Essential criteria

- A high level of literacy and numeracy
- Fundraising Qualification
- CPD accredited for relevant professional qualification
- Management/leadership experience at a senior level
- Significant income generation experience
- Experience in individual giving – acquisition and retention
- Experience of setting KPIs and achieving targets
- Evidence of strategic thinking and planning
- Experience of evaluation and communication of budgets
- Experience of data protection and embrace the need for robust professional compliance
- Experience of identifying and delivering new ideas using business cases
- Excellent interpersonal and relationship development skills
- Excellent written and verbal communications skills – preparing and analysing
- Motivational skills (self and others)
- Ability to work under pressure and to agreed deadlines
- Strong planning, organisational and time management skills
- Strong influencing and negotiating skills
- Audit and evaluation skills
- Knowledge of appropriate legislation and trends regarding fundraising
- Enthusiasm and passion for our cause
- Creative, innovative and lateral thinker
- Financial acumen
- Flexibility
- A team player
- Tact and diplomacy
- Consideration of confidential and sensitive information
- Able to see and grasp new opportunities
- Attention to detail
- Commitment to digital working
- Current driving licence
- Travel within the UK





## Desirable criteria

- Degree level or equivalent
- Diploma level MCiOFR or equivalent
- Minimum eight years leadership experience in a charity/not-for-profit
- Experience of working with professional leaders to deliver results
- Experience of partnerships
- Equine knowledge
- Demonstrating making the most of CRM





**Closing date and time: 12 Noon, Monday 24th March 2025.**

Applications in the form of a CV and cover letter to  
Michelle Donald, HR, [mdonald@redwings.co.uk](mailto:mdonald@redwings.co.uk)

For an informal discussion or information about our benefits  
package please contact [lhalford@redwings.co.uk](mailto:lhalford@redwings.co.uk)

**First Interviews to be held on Thursday 3rd April 2025.**

*The successful applicant will be required to have a DBS check in  
place before employment is confirmed.*

*No agencies – thankyou.*

Facebook: [/RedwingsHorseSanctuary](https://www.facebook.com/RedwingsHorseSanctuary)  
TikTok: [@redwingshorsesanctuary](https://www.tiktok.com/@redwingshorsesanctuary)  
Instagram: [@redwingsuk](https://www.instagram.com/redwingsuk)  
X: [@RedwingsHS](https://twitter.com/RedwingsHS)

Registered in the UK No. 03524502  
Registered Charity: 1068911  
Registered Charity (Scotland): SC045070  
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