



GLOUCESTERSHIRE ANIMAL WELFARE ASSOCIATION & CHELTENHAM ANIMAL SHELTER

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Registered Charity: 1081019

CHELTENHAM ANIMAL SHELTER JOB DESCRIPTION

Job title	Head of Fundraising
Responsible to	General Manager
Management responsibility	Community Engagement Officer Individual Giving Officer Website & Digital Officer Supporter Services Officer
Seniority	Member of the Senior Management Team
Location	Cheltenham Animal Shelter, with some external travel as required. Hybrid working considered.
Hours	Ideally full-time, 38.75 hours per week, but part-time will be considered.
Salary	Range between £40,000-51,000 per annum pro-rata, depending on experience

The Head of Fundraising will provide strategic leadership for fundraising, supporter engagement and communications, ensuring the delivery of sustainable income growth and strong supporter relationships. As a member of the Senior Management Team, the postholder will contribute to the overall leadership and future development of the Shelter.

Strategic leadership and fundraising

Lead the development and delivery of a fundraising strategy that achieves income targets, diversifies revenue streams, identifies new opportunities, and ensures all fundraising activity reflects the Shelter's values and objectives.

Senior management and team leadership

Provide effective leadership as part of the Senior Management Team, managing and developing the fundraising team, setting priorities, fostering a high-performing culture and ensuring appropriate volunteer support where required.

Trusts, grants and corporate fundraising

Develop and maintain strong relationships with trusts, foundations and corporate partners, securing funding opportunities, overseeing funding applications and representing the Shelter within the business and community sectors.

Individual giving, appeals and legacy giving

Oversee supporter acquisition, retention and stewardship programmes, while growing individual, legacy and in-memory giving to create long-term sustainable income.

Digital, communications and campaigns

Lead fundraising communications and campaigns across digital and traditional channels, ensuring clear supporter engagement, strong storytelling and effective use of data to improve performance. Supporter Services & CRM.

Ensure excellent supporter care and effective use of CRM systems to enhance supporter relationships, data management, fundraising insight and organisational effectiveness.

Events and community engagement

Support the delivery of fundraising events, community engagement initiatives and partnerships that raise income, strengthen local awareness and increase supporter participation.

Governance and reporting

Provide accurate reporting, budgeting, forecasting and performance analysis to the General Manager, Trustees and relevant committees, ensuring compliance with fundraising regulations and best practice.

General responsibilities

Act as an ambassador for Cheltenham Animal Shelter, building positive relationships with stakeholders and supporting the wider objectives of the organisation.

Person Specification

Essential

An experienced fundraising leader with a proven track record of achieving income growth, developing successful fundraising strategies, managing teams, building stakeholder relationships and using data, budgets and CRM systems to drive performance. Excellent communication, leadership, planning and relationship-building skills are required.

Desirable

Experience within the charity or animal welfare sector, along with knowledge of legacy giving, corporate partnerships, digital fundraising and volunteer engagement.

Personal Attributes

A strategic, proactive and collaborative leader who is passionate about the mission of Cheltenham Animal Shelter, highly organised, results-focused, commercially aware and committed to continuous improvement.

Expectations for first 6–12 months

First 3 months

Build strong internal relationships, review fundraising operations and performance, identify opportunities for improvement and establish a clear fundraising and communications plan aligned to organisational priorities.

First 6 months

Implement agreed improvements, strengthen supporter stewardship and CRM processes, develop growth plans across key income streams and establish effective fundraising reporting and pipelines.

First 12 months

Deliver agreed income targets, demonstrate growth across priority fundraising areas, improve supporter retention and engagement, develop a sustainable pipeline of future opportunities and provide strategic recommendations for future fundraising investment and development.

Safeguarding and Equality

Cheltenham Animal Shelter is committed to safeguarding, equality, diversity and inclusion, and expects all employees and volunteers to contribute to a safe, respectful and inclusive environment.