



Fundraising Operations and Impact Manager

Introduction to Leicester Animal Aid

The animal welfare charity was founded in 1956 and accommodates relinquished, unwanted and abandoned cats and dogs within a 4.5 acre purpose built rehoming centre in the village of Huncote, Leicestershire. Animals are cared for by a professional, qualified and experienced animal care team, supported by excellent veterinary services. The charity also has a community outreach scheme, providing support to vulnerable pet owners to help them to keep their cherished animal companion with them in their own homes.

For more information about the charity's work and others services please visit:

Website address: <https://www.leicesteranimalaid.org.uk/>

Facebook address: <https://www.facebook.com/LeicesterAnimalAid/>

Salary range: £19,000 to £23,000 per annum (actual salary based on 20 and 24 hours weekly)

Hours of Work: Between 20 and 24 hours weekly – flexible working and hybrid role. There may be the potential for increased work hours in the future by mutual agreement should the need arise

Location: The rehoming centre for cats and dogs is based in the Leicestershire village of Huncote. This role allows for flexible hybrid working after the initial 3 month induction and training period, which will be based at the Centre

Duration: 12 month fixed term contract with the intention of extending to a permanent position

Terms and Conditions: 6 months probationary period

Annual leave: Dependent on average working days each week: 3 days each week = 19 days and 4 days each week = 24.5 days (including public bank holidays)

Free on-site parking

Free access to the charity's Team Welfare Coordinator (supporting positive mental wellbeing)

Pension in line with auto enrolment

Reports to: The General Manager

About the role:

This is a key role within a driven, talented and successful professional fundraising team; all with a genuine passion and enthusiasm for our mission to provide a second chance for cats and dogs and to rehome pets into loving, responsible homes. You will be joining at an exciting time as we grow our fundraising team and you will be part of the recruitment drive and in helping to shape our future fundraising strategy.

We are looking for an experienced Fundraising Operations and Impact Manager that is able to blend operations, data management, and team leadership to maximise voluntary income and support the financial sustainability of the Charity. This role focuses on working closely and collaboratively with the fundraising team and combines operational expertise with data-driven insights.

This role leads the Charity's impact, insight and fundraising infrastructure, ensuring the charity has the evidence, systems, and strategic clarity needed to secure sustainable income and deliver meaningful supporter experiences. This is an insight driven role, providing evidence, systems and impact narrative to underpin fundraising and supporter experience.

You will act as the central point for collating and organising impact evidence such as stories, statistics, outcomes and need, to ensure colleagues have what they need for appeals, campaigns, individual approaches and grant applications and reporting. This is not a data input role, but you will need to be able to interpret, segment, report and shape how the team uses data.

Key duties and responsibilities:

- Develop and manage data and reporting systems and optimise processes to build and maintain long-term supporter relationships and overall income growth
- Line-manage, guide and support the Supporter Experience Coordinator and the Impact and Insights Coordinator (both new roles to be recruited at a later date) ensuring alignment between strategy, insight and supporter experience The Impacts and Insights Coordinator will be responsible for providing analysis, segmentation and impact insights
- Guide and support strategic stewardship and ensure fundraising initiatives and stewardship plans are insight-driven, informed by evidence and maximum impact
- Develop systems and gather stories, data and need-based evidence to strengthen fundraising and transparency
- Contribute operational insight to the fundraising strategy and maintain a central hub of impact and fundraising information to shape effective fundraising approaches, including the case for support, impact narrative, fundraising rationale, measurement, growth opportunities, research and the inclusion of policies and best practice
- Oversee the operational, data, and compliance aspects of fundraising to maximize income and supporter engagement
- Monitor compliance with internal policies, fundraising regulations, GDPR and Data Protection, ensuring processes are followed
- Implement efficient fundraising systems and maximize the use of technology for fundraising performance reporting
- Provide core content for fundraising, including impact statements, need narratives, case studies, and evidence for appeals, campaigns and grant applications and reporting
- Manage and grow the regular giving programme by monitoring and reporting on supporter journeys and applying clear and inspiring messaging

Who are we looking for?

We are looking for a resourceful, analytical individual who has exceptional written and oral communication skills with the ability to research, analyse and present information clearly, persuasively and accurately. Do you have a genuine passion for the mission and values of our charity? We work to transform the lives of cats and dogs and achieve this with a dedicated, qualified and passionate animal welfare team.

Eligibility criteria and qualifications:

- A minimum of 3 years of experience of developing and implementing fundraising systems
- Excellent Microsoft Office skills
- Strong verbal and written communication skills
- Team leadership

- Have completed an undergraduate degree to a 2.2 or higher level and/or relevant experience
- Ideally hold a professionally-recognised certificate in fundraising or be prepared to undertake additional training

Skills and Experience:

- Knowledge of databases in a fundraising environment (e.g. Harlequin, Raiser's Edge or similar)
- Knowledge of extracting and segmenting data to create personalised communication and campaigns and to grow support and review and monitor and evaluate effectiveness
- Demonstrable experience of successful supporter relationship-building and stewardship, management and research
- Experience of creating and implementing systems and processes for others to use
- Report writing
- Excellent interpersonal skills and proven ability to persuade others and to work collaboratively to achieve shared aims
- Confident self-starter who can initiate projects and bring them to a conclusion
- Knowledge of Institute of Fundraising Codes of Practice and fundraising GDPR legislation
- Line management experience
- Previous experience in a similar role within a charity, education provider or not-for-profit organisation

General information

This is a new post and you will report to the General Manager and will work closely with the Fundraising Manager, Philanthropy Manager and Fundraising & Communications Assistant. We plan to recruit for two additional posts that will be managed by the Fundraising Operations and Impact Manager:

- 1) Impacts and Insights Coordinator (data analyst)
- 2) Supporter Experience Coordinator (stewardship)

How to apply for the role

To apply please send a covering letter detailing your interest in the role and how you meet the requirements, together with a copy of your CV to:

Keely Furborough, General Manager – keely.short@leicesteranimalaid.org.uk

Or post to: Leicester Animal Aid, Elmwood Farm, Forest Road, Huncote, Leicestershire, LE9 3LE

Closing date: 15th October 2026

Interviews: We will offer interviews to those applicants that we would like to meet throughout the recruitment process.

Thank you for your interest in Leicester Animal Aid and we look forward to hearing from you.

Main telephone number: 01455 888257

Website address: <https://www.leicesteranimalaid.org.uk/>

Facebook address: <https://www.facebook.com/LeicesterAnimalAid/>

Registered charity number: 1208254 (formerly 242560)