



# Community Fundraising and Events Manager

Candidate pack



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Thank you for your interest in the position of Community Fundraising and Events Manager at Veterans With Dogs. We're thrilled that you're considering joining our team to help transform the lives of veterans through the power of assistance dogs.

At Veterans With Dogs, we're on a mission to improve the lives of those who have served our country by pairing them with life-changing assistance dogs, helping them regain independence and mental wellbeing. Our vision is a world where every veteran has access to the support they need to overcome the challenges of post-service life.

As Community Fundraising and Events Manager, you'll have a unique opportunity to shape this pivotal role and drive our fundraising success. You'll lead our community and events fundraising efforts, establish lasting partnerships, and make a real difference to veterans' lives.

We're looking for a passionate, proactive, and innovative individual who thrives on making an impact. You'll bring creativity, strategic thinking, and a track record of successful fundraising to this role. Your expertise and ideas will be valued and listened to, and you'll have the full support of our CEO, staff team, and Board of Trustees.

If you're ready to take on a rewarding challenge and be part of a passionate team transforming lives, one wet nose at a time, we encourage you to apply. We look forward to receiving your application and potentially welcoming you to our team.

Best regards,

The Veterans With Dogs Team

# About Us





# About Us

Veterans With Dogs is a pioneering charity dedicated to transforming the lives of veterans experiencing complex mental health challenges through the powerful bond between humans and assistance dogs. Founded in 2012 by Craig MacLellan, our organisation has been at the forefront of supporting veterans' mental health and wellbeing through our innovative Partner Animal Life Skills (PALS) Programme.

## Our Impact

Since our inception, we have:

- Transformed countless veterans' lives through our structured PALS Programme
- Introduced innovative initiatives like training for veterans with their own dogs
- Supported children of military parents through targeted outreach
- Continuously expanded our services to meet growing demand for veteran support

## Our Commitment

We are committed to scaling our impact by training and pairing more Hero Dogs with veterans in need, creating sustainable pathways to mental health recovery and personal empowerment.

# Our Vision and Mission 04

## Vision:

A world where every veteran has access to the support they need to overcome post-service life challenges.

## Mission:

To improve veterans' lives by pairing them with life-changing assistance dogs, helping them regain independence and mental wellbeing.

## Our Core Values

Our work is guided by three fundamental principles:

### Respect:

Recognising the unique journey of each individual

### Care:

Providing exemplary support to our assistance dogs

### Compassion:

Approaching our work with genuine empathy and understanding



# Job Description

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## Job Overview

Job Title: Community Fundraising and Events Manager

Reports to: CEO

Salary: £34,000 to £39,000 FTE

Location: Hybrid / flexible for discussion (Head office in Exeter, Devon)

Hours: Full-time (35 hours/week), part-time options available for the right candidate

Contract: Permanent

## Key Responsibilities

### Community and Events Fundraising

- Develop and deliver creative community fundraising initiatives
- Promote challenge events and ensure positive fundraising experiences
- Collaborate on the delivery of an annual flagship fundraising event
- Showcase fundraising successes through various communication channels

### Corporate and Community Partnerships

- Identify and nurture long-term relationships with local businesses
- Establish collaborative initiatives with schools, universities, and community organisations

### Volunteer Management

- Build and retain a network of volunteers and ambassadors
- Organise volunteer resources for event delivery

### Strategic Planning and Reporting

- Develop and execute a robust annual fundraising plan
- Report on income and evaluate partnership outcomes

### Compliance and Administration

- Ensure adherence to all policies, procedures, and legal requirements
  - Conduct due diligence on speakers, suppliers, and prospect partners
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# Person Specification



# Person Specification

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## Essential Experience

- Experience of community and events fundraising
- Experience managing volunteers and fostering stakeholder relationships
- Planning and delivering innovative fundraising events
- Proficiency in digital fundraising and marketing

## Desirable Experience

- Working with veterans, mental health organisations, or assistance dog charities
- Launching new community fundraising initiatives
- Existing network of business contacts in the local area

## Skills

- Highly IT literate (including CRM systems, preferably Salesforce)
- Excellent written and verbal communication
- Strong relationship-building abilities
- Self-motivated, organised, and results-driven
- Team player with a positive, ambitious, and proactive attitude

## Knowledge

- Principles of effective fundraising from multiple income streams
- Effective marketing, communications, and engagement strategies
- Gold-standard cultivation and stewardship plans for relationship fundraising
- UK charity law and fundraising regulations

## Other Requirements

- Commitment to our mission, values, and cause
- Enhanced DBS check and commitment to safeguarding vulnerable people

## Benefits

- Flexible and hybrid working arrangements
  - Comprehensive training and professional development opportunities
  - Generous pension scheme
  - 28 days' annual leave (pro-rata for part-time) plus Bank Holidays
  - Dog-friendly office environment and supportive team culture
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# What we offer



# What we offer & How to apply



## What We Offer

At Veterans With Dogs, we pride ourselves on being a collaborative, supportive, and flexible small team. Whether you're brainstorming new fundraising ideas or meeting a new Hero Dog in the office, every day brings the opportunity to transform our fundraising and make a meaningful difference to the veteran community.

Oh, and cake. There is always cake!

## How to Apply

Ready to take on a rewarding challenge? Apply today and be part of a passionate team transforming lives, one wet nose at a time!

Please send your CV and covering letter to [careers@veteranswithdogs.org.uk](mailto:careers@veteranswithdogs.org.uk)

First Interview Date: 3/4/25 and 4/4/25 (via Teams call)

Second Interview Date: 17/4/25 (in person in our office in Exeter)