



Canterbury Oast Trust Job Description

Job Title	Head of Supporter Engagement
Location	Woodchurch with opportunity for hybrid working
Reports to	CEO
Responsible for	Supporter engagement through fundraising, marketing and communications across Canterbury Oast Trust.

Role Context

Canterbury Oast Trust (COT) supports people with a learning disability in achieving their aspirations for how they wish to live, learn and work.

Our charity empowers people through our accommodation, personal development and work experience programmes. We work closely with individuals, their families, professionals, our volunteers, and supporters to ensure people have choice and control over their lives and enjoy their right to active and meaningful participation in society.

We support in excess of 80 people in accommodation across Kent and East Sussex and in excess of 150 people in our Life Skills opportunities. We recognise that everyone is different and at the heart is a person-centred approach. We aim to follow a holistic approach where people's mental, emotional, and physical health is respected across all of our services.

The Rare Breeds Centre (RBC) is part of Canterbury Oast Trust providing a training academy for adults with learning disabilities. RBC is a supporter-facing aspect of the charity welcoming 130,000 visitors a year to the 100-acre farm attraction, shop and restaurant.

Job Purpose

This is a new and exciting role in COT, bringing together the marketing, communications and fundraising for all of the charity. COT has various supporters from members, donors, volunteers, and visitors to our public facing activities. We aspire for all our supporters to understand the core objectives and values of COT whilst being engaged in the charity and our activities.

The Head of Supporter Engagement will be responsible for building and strengthening relationships with supporters, donors, volunteers, and the wider community. This will be achieved through leading and managing the charity's marketing, communications and fundraising. Ensuring that COT continues to enhance services and opportunities for people with learning disabilities.

Impact reporting is an essential component of a successful fundraising and supporter engagement strategy. By effectively communicating the positive impact of COT's work, the Head of Supporter Engagement can inspire supporters and donors to help the charity achieve its goals.

This is both a strategic and operational role. We are looking for someone who can inspire our teams and supporters to achieve great things for the charity.

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Role Responsibilities

- Support the charity to have a positive external and internal image which embeds the work of the RBC in COT's charitable activities.
- Lead the development and implementation of fundraising, marketing and communications strategies to generate income and promote the work of COT, ensuring the sustainability of COT's work.
- Work closely with the CEO, senior management and operational teams to identify opportunities for growth and enhancement of COT's services through fundraising opportunities.
- Collaborate with internal teams to gather data and insights on COT's impact on people with learning disabilities.
- Use data and insights to create inspirational impact reports, case studies, and other materials that effectively communicate the organisation's outcomes to supporters and donors.
- Stay up to date with best practices in impact reporting and incorporate new ideas and strategies into COT's impact reporting approach.
- Oversee the production of all marketing and communications materials, including website content, social media, newsletters, and annual reports.
- Build and maintain relationships with key stakeholders, including supporters, donors, volunteers, and the wider community.
- Stay up to date with changes in the Charity Commission (and others) regulations and guidelines and ensure that COT's policies, fundraising and marketing activities remain compliant.
- Develop and deliver an excellent supporter care programme, engagement activities, events, and initiatives to increase engagement, awareness and support for COT's work.
- Actively grow the number of new and returning supporters.
- Lead, manage and motivate staff to deliver on objectives and targets.
- Provide regular reports to the CEO and Board of Trustees on progress towards objectives and key performance indicators.
- Manage budgets and resources effectively to ensure efficient use.
- The post holder may be required to hold the role of Company Secretary.

Other Duties

- You are expected to perform various tasks as necessitated by your developing role within COT and the charity's overall business objectives as reasonably requested by the CEO.
- You must read and ensure you understand the current versions of COT's policies and procedures and undertake to act in accordance with them at all times.
- You may be required to work at other locations in accordance with the responsibilities and duties of your role.
- The above is not an exhaustive list of duties and may be subject to change.



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Head of Supporter Engagement Person Specification

Qualifications Knowledge and Training
Extensive experience in a senior fundraising, marketing, or communications role within a charity or non-profit organisation.
Knowledge of Charity Commission and other best practice for fundraising and marketing activities.
Working knowledge of MS Office.
Willing to undertake training as appropriate
Understanding and experience of using a CRM system.
Experience of using design software.
A strong understanding of the principles of fundraising and donor stewardship.
Ability to understand and analyse financial reports.
An understanding of the needs of people with learning disabilities.

Work Related Experience
Experience of developing and implementing successful fundraising and marketing strategies, including digital marketing and social media.
Excellent track record of achievement in setting and meeting ambitious income targets.
Demonstrable experience of delivering successful supporter engagement activities, events, and initiatives.
Experience of managing a team.
Excellent communication, interpersonal, and relationship-building skills.
Ability to work collaboratively with colleagues and stakeholders.

Other essential requirements
You must have use of your own vehicle and a clean driving licence.
You must provide evidence of your right to work in the UK.
You may be required to undertake a DBS check.