

<b>Job Title:</b>	Deputy Director of Fundraising, Strategy and Brand	<b>Function:</b>	Marketing, Communications & Fundraising
<b>Reports To Manager:</b>	Director of Marketing, Communications & Fundraising	<b>Job Family:</b>	Support & Professional
<b>Date:</b>	January 2025	<b>Band:</b>	Deputy Director

**Purpose:** Lead the strategic direction for PDSA's legacy and fundraising initiatives, philanthropic activity and brand presence, ensuring alignment with our purpose of keeping people and pets together when times are tough. Lead a team to leverage audience insights to guide strategic decision-making across product and proposition development, foster philanthropy and partnership relationships to drive income and enhance the brand positioning of PDSA. As part of the wider senior leadership team, contribute to the delivery of overarching organisational plans.

Responsibilities	Performance Measures	Organisational Skills & Values
<ul style="list-style-type: none"> <li>Lead, manage and develop the team through the whole employee life cycle, fostering a culture that balances data-driven decision-making and strategic alignment with empathy and creativity.</li> <li>Develop and Lead PDSA's strategic vision for legacy and fundraising, resonating with existing and new audiences, including individual giving, legacy, partnership and philanthropic and brand propositions, ensuring alignment with organisational objectives.</li> <li>Take accountability for legacy strategy, as the single biggest income stream for the organisation, ensuring a pipeline for future income</li> <li>Work in close collaboration with the organisations leadership team to shape and drive the successful delivery of PDSA's three-year business plan.</li> <li>Drive a team to create innovative strategies that connect with both the logical and emotional motivations of the audience, strengthening PDSA's brand, appeal and impact.</li> <li>Create a culture that harnesses audience insights to inform strategic decisions, ensuring fundraising products, propositions, and branding efforts resonate with target segments.</li> <li>Ensure in year and future income through Philanthropic and partnership relationships, both corporate and charitable.</li> <li>Maintain and grow income through commercial partnerships and offers</li> <li>Work collaboratively as part of the Marketing, Communications &amp; Fundraising leadership team to integrate legacy, fundraising and brand initiatives across the organisation.</li> <li>Lead the team to ensure brand heritage and integrity is managed throughout the PDSA estate, both physical and digital</li> <li>Influence wider organisational strategies, aligning legacy, fundraising and brand activities with PDSA's mission and long-term goals.</li> <li>Drive organisational performance through effective management of budgets and resources</li> <li>Build and maintain partnerships with key stakeholders, including corporate donors and philanthropic supports, to secure sustainable income streams.</li> <li>Ensure compliance with all regulatory requirements related to fundraising and brand activities</li> <li>Compliance with all PDSA policies and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>Future Legacy income measures</li> <li>Surplus on donated income streams</li> <li>Surplus and pipeline for philanthropy and partnership income</li> <li>Brand awareness and consistency</li> <li>Audience measures</li> <li>ENPS scores in line with expectations</li> <li>Operate in line with departmental SLA's</li> </ul>	<ul style="list-style-type: none"> <li>Head and Heart</li> <li>Better together</li> <li>Passion with purpose</li> <li>Planning and organising</li> <li>Acting commercially</li> <li>Leading Effectively</li> </ul>
	Dimensions	Role-specific knowledge & skills
	<ul style="list-style-type: none"> <li>Direct Reports: 3</li> <li>Indirect Reports: 14</li> <li>Budget:               <ul style="list-style-type: none"> <li>C.£4m expenditure</li> <li>C. £70m income</li> </ul> </li> <li>Internal Contacts: Directors, Senior Leaders, MCF</li> <li>External Contacts: Agencies, partners, supporters</li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Extensive experience in a senior strategic fundraising role, with a proven track record of strategic leadership.</li> <li>Extensive experience in development of legacy strategies</li> <li>Demonstrated ability to use audience insights and data to inform high-impact strategic decisions.</li> <li>Extensive experience in driving income through philanthropy and partnerships</li> <li>Exceptional communication skills, with vast experience in managing brand voice and reputation.</li> <li>Solid knowledge of performance reporting and financial/budgeting processes.</li> </ul>

<b>Approved By: People Operations</b>	<b>Date: January 2025</b>
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