



DIRECTOR OF FUNDRAISING AND COMMUNICATIONS

Applicant Pack
February 2025



In partnership with



CONTENTS

ABOUT RDA

- Overview
- RDA Activities
- Our Vision, Mission and Values

ABOUT THE ROLE

- Fundraising & Communications context
- Organisation chart
- Role responsibilities
- Employee benefits
- Person specification

APPLY

- Contact details
- Closing date
- Interviews
- Accessibility and EDI Policy



ABOUT RDA



Enriching lives through horses since 1969.

Riding for the Disabled Association (RDA) is the only major UK charity focused specifically on the health and wellbeing benefits of bringing people and horses together.

We are pioneers in the therapeutic use of horses, and our innovative programmes improve mobility, boost physical health and mental wellbeing, build confidence, and teach new skills. Time spent at RDA makes a real and lasting difference.

People of all ages and abilities are welcome at RDA, including those with physical and learning disabilities, sensory impairments, long-term health conditions, and neurodiversity. The majority of our participants are referred to RDA by a medical professional, including Physiotherapists and Occupational Therapists.

Each year, we support over 25,000 disabled children and adults with the help of 2,800 equines, 1,700 coaches and 13,700 volunteers. We operate through a remarkable network of nearly 400 RDA Groups (charities in our network) and have 57+ accredited riding schools. Our groups work across the UK, from cities to rural areas, bringing the joy and benefits of horses to as many people as we can.



RDA ACTIVITIES

THERAPEUTIC RIDING AND CARRIAGE DRIVING



Riding and Carriage Driving help improve coordination and balance and relaxation through rhythmic movement, along with the freedom and experience of getting out in the open air.

EQUINE ASSISTED ACTIVITIES



We offer a range of **non-ridden experiences**, including 'Quiet Corners' and 'Tea with a Pony'. Our aim is to open up the health and wellbeing benefits of spending time with horses to more people.

EQUINE SPORT AND CHAMPIONSHIPS



Competitions build confidence and skills and celebrate achievement. The RDA National Championships is one of the most inclusive equestrian events of its kind.



OUR VISION

To enrich the lives of all disabled people through horses.



OUR MISSION

To ensure all our participants have an excellent experience with RDA, according to their specific needs.



OUR VALUES

- RDA is a community of people who believe that it's what you can do that counts, who enable participants and volunteers to achieve their goals.
- RDA values the input of all people who are involved – participants, volunteers and paid staff.
- RDA ensures that development and achievement is recognised and celebrated across the organisation.
- RDA aims to deliver an excellent service and experience for all participants and volunteers.
- RDA recognises the central part that horses and ponies play in everything we do.



ABOUT THE ROLE

Job title – Director of Fundraising and Communications

Contract type – Permanent

Hours – Full-time, 37 hours per week

Salary – £70,000 – £80,000 per annum

Based at – RDA National Office (Lowlands Equestrian Centre, Warwickshire, CV34 7AX), hybrid working, with ideally 3 days per week in the office

Reporting to – Chief Executive

Direct Reports – Head of Fundraising, Head of Communications

The Director of Fundraising & Communications is a key member of the senior leadership team, responsible for leading an integrated strategy across RDA UK's income generation and communications functions. They will ensure that fundraising and brand positioning work in alignment, strengthening engagement with funders, partners, and supporters through a compelling case for support.

This role requires both strategic oversight and a willingness to engage with detail when necessary, working closely with the CEO and senior team to ensure fundraising and communications align with RDA UK's broader vision and operational priorities. A key focus will be on supporting and developing the Heads of Fundraising and Communications, empowering them to lead their respective areas while fostering alignment between their functions.

Fundraising

Fundraising plays a critical role in enabling RDA UK's 400 member groups to deliver life-changing equine-assisted services, providing the essential national infrastructure that underpins their work, including safeguarding, insurance, volunteer training, and coaching qualifications - the foundations of running an RDA group.

With c.£2m raised annually, largely in unrestricted income, we have a well-established case for support focused on sustaining these core services and the staff required to deliver them. However, there is significant potential to diversify how we present our work, maximising opportunities with a wider range of funders, including those seeking to support restricted projects.

Our impact spans youth development, mental health, older people, sport, disability, equestrian therapy, and physical health, providing a powerful platform for shaping funding asks that resonate with different donor priorities. This creates opportunities to expand successful programmes, launch targeted initiatives, and drive innovation in service delivery.

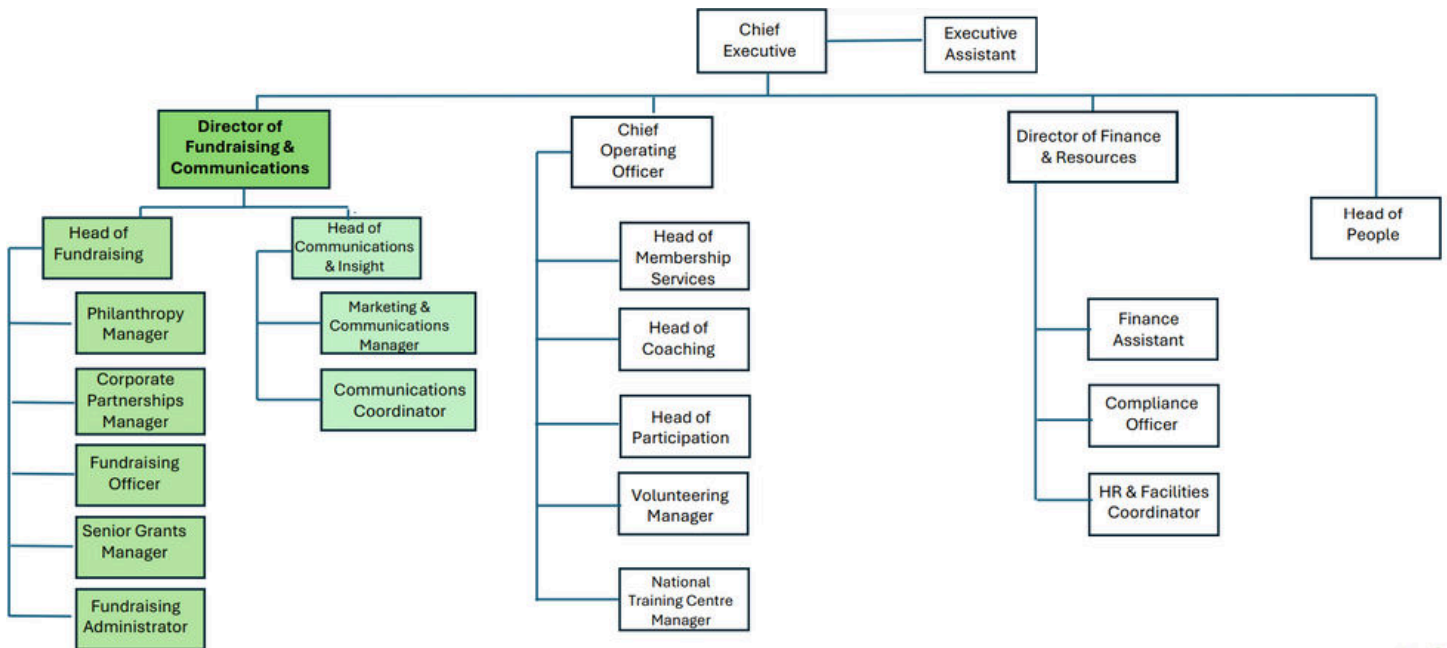
Communications

RDA UK has a strong and respected brand, with opportunities to further refine how we position our work to increase engagement, strengthen partnerships, and enhance fundraising success. While our story is compelling, ensuring clarity, consistency, and impact in our messaging will be key to deepening supporter relationships and reaching new audiences.

Operating at the intersection of health, wellbeing, disability, sport, and equestrian therapy, our work provides rich opportunities for storytelling and strategic messaging. With a national profile and a highly engaged grassroots network, we are well-placed to amplify our reach, enhance donor stewardship, and create stronger connections between fundraising and communications.

By shaping a clear, inspiring, and cohesive narrative, we can elevate RDA UK's position as a leader in equine-assisted services, strengthening our ability to attract support, grow partnerships, and unlock new funding opportunities.

RDA UK ORGANISATION CHART



ROLE RESPONSIBILITIES

Leadership

- Provide strategic direction across fundraising and communications, ensuring alignment with RDA UK's long-term goals and financial sustainability.
- Support and develop the Heads of Fundraising and Communications, ensuring they have the strategic guidance and clarity to lead their functions effectively.
- Strengthen collaboration between fundraising and communications, ensuring a cohesive and unified approach to income generation and brand positioning.
- Represent RDA UK externally, engaging with funders, corporate partners, and key stakeholders.
- Play an active role in the senior leadership team, contributing to cross-organisational decision-making and strategic planning.
- Model RDA's vision and values, ensuring alignment with charitable aims and objectives.
- Contribute to senior leadership discussions, including strategic planning and critical analysis.

Fundraising

- Support the development of fundraising initiatives to strengthen RDA UK's central funding and support for its member groups nationwide, maximising opportunities to deliver impact at scale.
- Oversee the ongoing development of a diversified fundraising strategy, ensuring income growth across income streams including major gifts, corporate partnerships, trusts, and legacies.
- Support the Head of Fundraising in embedding strategic planning and proactive income generation.
- Ensure a strong case for support across key funding priorities, focusing on impact and systems change.
- Work with the team to refine fundable propositions that resonate with donors.
- Strengthen relationships with major donors and develop RDA UK's approach to legacy fundraising.
- Work closely with the Director of Finance and Resources to align financial and fundraising strategies.
- Ensure compliance with fundraising regulations and best practice.
- Prepare reports for the Chief Executive and Trustees on fundraising performance.

Communications

- Support the Head of Communications in refining RDA UK's brand positioning and aligning fundraising and communications strategies, ensuring an engaging experience for supporters and members.
- Ensure messaging is clear, compelling, and consistent across fundraising and communications efforts.
- Oversee brand development initiatives, ensuring RDA UK's work is effectively positioned to raise funds to support diverse beneficiary demographics.
- Oversee engagement strategies that enhance RDA UK's reputation and stakeholder relationships.
- Ensure publications, digital content, and PR activities elevate RDA's profile and fundraising impact.
- Collaborate on the development of a clear, compelling narrative and calls to action across income streams and supporter demographics.

Corporate Responsibility

- Manage performance within the organisation's agreed annual planning and budgeting framework.
- Work with the Chief Operating Officer to develop RDA UK's approach to insight and research, ensuring that impact is clearly articulated to current and potential funders.
- Ensure the team is developed and supported in line with the charity's values and expectations, and review training needs on a regular basis.
- Regularly review the team's job descriptions and person specifications, ensuring they continue to accurately reflect the aims and objectives of the team.

PERSON SPECIFICATION

This is a fantastic opportunity for a fundraising leader with the strategic ability to oversee both fundraising and communications at organisational level. Whether you have direct experience leading both functions or have worked closely alongside communications teams in a fundraising leadership role, you will need to demonstrate the ability to align income generation and external engagement to strengthen RDA UK's reach and impact.

This is an opportunity to lead at the heart of a well-established and respected organisation, shaping the direction of fundraising and communications and playing a broader role in the trajectory of the charity.

Knowledge & Experience

- Extensive leadership experience across multiple fundraising income streams, including major gifts, corporate partnerships, trusts, and legacies.
- Ability to integrate fundraising and communications functions, ensuring alignment while empowering senior leaders.
- Strong track record in developing and implementing successful strategies.
- Experience in leading, coaching, and developing senior team members.
- Understanding of the nuances of fundraising and communications in a federated structure.
- Experience engaging with boards and senior stakeholders to influence strategy and decision-making.
- Strong knowledge of fundraising compliance, governance, and best practices.
- Financial management expertise, including budgeting, forecasting, and income risk assessment.

Skills & Attributes

- Strategic thinker with the ability to balance ambition and pragmatism in a growing organisation.
- Exceptional leadership and coaching skills, fostering the development of senior leaders and high-performing teams.
- Strong relationship-builder, adept at engaging and influencing internal and external stakeholders at all levels.
- Outstanding communication and influencing skills, ensuring clarity in messaging and engagement.
- Adaptable and hands-on approach, able to engage in the detail where necessary while maintaining a strategic overview.
- Collaborative and values-driven, committed to strengthening RDA UK's impact and improving the lives of its beneficiaries.

EMPLOYEE BENEFITS

- 25 days annual leave in addition to bank holidays
- 5% employer pension contribution
- Enhanced sick pay
Up to 10 days paid sick leave in a 12-month rolling period
- Life assurance
3 x annual salary
- Employee Assistance Programme
- Up to 5 volunteering days a year
Currently for RDA related activity only

LOWLANDS EQUESTRIAN CENTRE

RDA UK is based at Lowlands Equestrian Centre, in rural Warwickshire.

Lowlands Equestrian Centre is home to three RDA Groups and also host training as the RDA National Training Centre. The office is shared with the Pony Club, and dogs are welcome in the office!



APPLY

We are partnering with **Ed Cherry** at **QuarterFive** for this appointment.

For a confidential discussion of this role and support with your application, please contact Ed using the details below, ideally sending a copy of your latest CV.

 ed@quarterfive.co.uk

 **07784 611811**

The deadline for applications is **Friday 7th March 2025**.

- **First round interviews (online):** w/c 17th March
- **Second round interviews (in-person at RDA UK's Warwickshire HQ, with travel expenses covered):** late March/early April

QuarterFive: Equality, Diversity and Inclusion

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you.

Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process. If you have any specific requirements that would enable you to participate in the recruitment process more fully, particularly if these relate to a disability or access issue, please contact ed@quarterfive.co.uk as soon as possible. If you require the job pack in a different format, please get in touch.

QuarterFive's Equality, Diversity and Inclusion Policy can be found [here](#).

RDA: Equality, Diversity and Inclusion

RDA is committed to promoting equality of opportunity for all staff, volunteers and participants. We aim to create a safe and welcoming atmosphere for everyone and we want to challenge all forms discrimination. We will ensure that we do not discriminate against anyone on the basis of their protected characteristics, ie. age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race (including colour, nationality, ethnic and national origin), religion or belief, sex or sexual orientation, or on any other basis. We aim to design and deliver our activities and services in a way which will encourage and support participation from everyone.

We believe that greater diversity within our organisation provides a more diverse perspective. This leads to a broader range of opinions being heard in decision making and creates a positive and open environment for achieving our objectives.



This applicant pack has been created by QuarterFive, in collaboration with RDA.

QuarterFive is a specialist agency for charities and NFPs. We provide clients with access to the best talent in the sector, and offer candidates expert support in securing their next role.