



Racing  
Together

## Communications and Fundraising Executive

**Contract Type: Full-Time/Part-Time, Permanent**

**Location: Based in London Office as required, with option for remote working; some travel within GB required.**

**Salary: Dependent on experience**

The ambitious and expanding education charity Racing to School supports the learning and development of young people through unique and free educational programmes delivered for schools and colleges at all GB racecourses, and some trainers' yards and studs nationwide. In 2023, the charity delivered a record year of participation engaging over 16,200 young people across 400 events.

Racing to School leads the Racing Together partnership, which is the cross-industry initiative that embraces all of horseracing's community engagement activity undertaken by a range of charities and commercial organisations.

This important role represents an exciting opportunity for a creative and enthusiastic individual able to evidence communications experience and who possesses an interest in fundraising. Reporting to both the Racing to School Fundraising and Communications Manager and Racing Together Community Engagement Manager, the position will also work closely with the Chief Executive and small staff team. You will be responsible for creating press releases and originating innovative communications across our social media platforms and website. Experience with Adobe Creative Cloud apps is desirable, but training can be provided. The role will also support the Fundraising and Communications Manager with the identification of new donors and crucial donor stewardship.

The preferred candidate will have a demonstrable track record in producing quality, creative communications and a growing an audience on social media. Strong organisational skills are required, and experience of event management support is also desirable.

Ideally, a working interest in horseracing and preferably some exposure to the industry can be evidenced but this is not essential. The successful candidate will be comfortable within a small team, creative and have excellent communication and inter-personal skills to build and sustain relationships at all levels. All staff members are regarded as key ambassadors for the charity's mission and reputation.

The key responsibilities within the role will include, but are not limited to, the following:

- Communications
  - Create and manage website content including web stories and information pages
  - Produce design assets and high-quality written communications, such as marketing emails and newsletters
  - Responsibility for all charity social media channels
  - Drafting press releases
  - Regular liaison with the delivery team
  - Generating opportunities to raise awareness of the charity's work and impact
- Fundraising
  - Supporting the Fundraising and Communications Manager with donor management, growth, analysis and tracking
  - Researching new sources of funding, particularly new Trusts and Foundations
  - Drafting fundraising proposals, applications and impact reports
  - Management and administration of the charity's CRM fundraising database

- Keeping continuously up to date on industry developments and any related potential new sources of income or partnerships

#### Other responsibilities

- Contributing to event coordination and programme support, plus related communications (online and in-person)
- General administration tasks
- Supporting delivery of education and community events, as and when necessary
- Attending events as required for Racing to School and Racing Together
- Supporting the British Horseracing Authority's (BHA)'s HR and Careers in Racing with inductions and careers-based events

As the needs of the charity evolve this role will change accordingly, therefore this document should be viewed as a guideline that may be subject to change.

#### **Equal opportunities**

We acknowledge that having a diverse and inclusive workforce is fundamental to our success and we actively encourage and welcome applications from candidates of diverse cultures, perspectives, and experiences. People with disabilities or from ethnically diverse communities are currently underrepresented in the organisation and therefore we welcome these candidates to apply.

**Please apply by completing this Application Form [here](#), only candidates who have applied via the form will be considered. Our applications are anonymised in-line with our D&I initiatives and supporting documents are only provided to recruiting managers at interview stage.**

The closing date for applications will be 9 May 2024 and interviews will be held as soon as possible via Teams.

Should you require any reasonable adjustments, please contact [recruitment@britishhorseracing.com](mailto:recruitment@britishhorseracing.com) to provide further details.