



A LIFETIME OF EQUALITY, RESPECT AND **LOVE** FOR CARE EXPERIENCED PEOPLE

Who Cares? Scotland Job Specification

Post Title:	Fundraising Manager
Salary range	£33,640 - £39,576
Hours of work	35 hours per week
Area	Scotland wide
Base location	Flexible Home based in first instance due to COVID-19 restrictions
Responsible to	Director of Corporate Services
Last update	December 2020
Application closes	Sunday 20 th December 2020
Interviews	Stage 1 – Tuesday 12 th January 2021 Stage 2 – Monday 18 th January 2021 Interviews will be held either in National Office in Glasgow, or virtually depending on COVID-19 restrictions

Introduction

Who Cares? Scotland is Scotland's only national independent membership organisation for Care Experienced people. We want to secure a lifetime of equality, respect and love for Care Experienced people by 2022 in Scotland.

At the heart of our ambitious Strategic Plan 2018 – 2022 are the rights of care experienced children and young people, and the power of their voices to bring about positive change.

We will continue to provide advocacy to children and young people across Scotland; we will work with corporate parents at local and national level as part of our training and education projects delivered on behalf of the Scottish Government and the Scottish Funding Council and others of a bespoke commissioned nature; we will ensure policy makers and parliamentarians make decisions to law, policy and practice having heard the views of the care experienced community; and we will continue to publicly advocate and campaign for the care experienced community.

Purpose of the post

This post is a key position within Who Cares? Scotland and will work closely with the Senior Management Team to develop and implement strategies for income generation which contribute to the ongoing sustainability of the organisation and allow it to pursue its vision of a lifetime of equality, respect and love for Care Experienced people.

The post holder will lead on all fundraising activity across a range of income streams including individual giving and high net worth donors; community fundraising; corporate partnerships, trusts and foundations, and events. The post holder will strategically identify new prospects to engage with our work, stipulating how these individuals or organisations qualify as potential supporters, how we might engage them and what the most effective approach would be to secure funds.

The post holder will be required to develop creative, compelling fundraising propositions for a range of audiences, supported by internal and external communications strategies. They will also be expected to engage audiences with bids and proposals, make successful presentations and pitches, and organise cultivation and stewardship events.

The post holder will also carry out research and analysis to inform the development and implementation of a fundraising pipeline, for both project funding and unrestricted income, to support medium and long-term planning, and advise the Senior Management Team on long term income potential.

Main Duties and Responsibilities

1. Provide leadership and line management support to direct reports in fundraising team.
2. Develop and implement a corporate funding pipeline that allows for approaches to private sector firms with strategic alignment with our vision.
3. Develop compelling fundraising propositions for corporates which represent good value for investors, leveraging income to agreed target levels.
4. Maximise engagement with corporate partners, including at our flagship Gala For Love dinner, in order to reach new audiences of high net worth individuals, with potential to support our work.
5. Develop and implement creative fundraising messaging to increase one off donations and direct debits from individual donors, to agreed target levels.
6. Develop and implement creative fundraising messaging to increase numbers of people in the community, taking part in fundraising activities on our behalf.

7. Oversee an engagement plan with community group, clubs and organisations with propensity to give to Who Cares? Scotland.
8. Oversee meaningful and personalised donor and supporter journeys, which make our donors feel valued and encourage increased donations, repeat giving, and repeat activity.
9. Develop and implement a pipeline of trusts and foundations opportunities, to ensure ongoing identification of funding bids and ensures regular communication with funders.
10. Identification of new trusts and foundations, and development of these relationships in preparation of bid submission.
11. Overall responsibility for relationships, stewardship of these and relevant supporting communications with all funders and donors.
12. Devise, monitor & report on the budgets and plans for fundraising team.
13. Accurately record data relating to partnership activity and deliver agreed reports to external partners.
14. To present to employees and other stakeholders as required and represent Who Cares? Scotland in partnership related activity and at funder meetings.
15. Ensure effective collaboration with internal departments, particularly the leadership team, to ensure relationship and opportunity mapping, and secure buy in for fundraising team's approaches.
16. To develop, achieve and exceed agreed new income targets.
17. Carry out research and analysis to inform the development and implementation of the fundraising strategy and provide background for bid and proposal writing.
18. To undertake all requirements for reporting back to funders and supporters on funded project progress and outcomes.
19. Effectively communicate the organisation's impact to supporters and prospects as well as how donors can help us make a difference.
20. Manage donor-related aspects of cultivation events to ensure donor communications are effective and efficient; attend these events to help logistically as well as with relationship management.
21. Carry out administrative tasks including data entry, producing materials, event management.

22. Carry out any other duties as commensurate with the role, and agreed with the Director of Corporate Services.

23. To manage these responsibilities within agreed budget limits, working with the Director of Corporate Services.

Communication and relationships

The post holder will have key contacts with:

- Corporate partnership organisations
- Trusts and Foundations
- Partner organisations
- “Friends” member network
- High net worth individuals
- Senior Management
- Staff colleagues

Teamwork is important to the smooth running of the organisation and all team members are required to play an active part in the organisation.

Working environment

The location of the postholder is flexible. We have office locations in Glasgow, Edinburgh, Dundee and Inverness. There would be an expectation that the post holder has a regular presence within the National Office in Glasgow. Some evening and weekend work, including occasional overnight stays at residential events is a requirement of the role.

The postholder will be based mainly from home in the first instance due to the restrictions in place for COVID-19.

Attitudes and values

A positive ‘can-do’ attitude that will enthuse prospective and current supporters, colleagues and volunteers.

Commitment to:

- Children’s rights
- Working inclusively with an understanding of equal opportunities practices
- Belief that young people can make transformative change happen in their lives if given the opportunity.
- Working in partnership with young people, empowering them to make decisions about their own lives
- Developing best practice through regular supervision and training opportunities

Essential knowledge, skills and experience

Qualifications:

- A degree level qualification, or equivalent work experience, in a relevant discipline or work area.

Knowledge:

Demonstrable knowledge of:

- Funding landscape include funding bodies and potential funding resources
- Strategic approaches to income generation – both restricted and unrestricted
- Compliance with fundraising regulations and GDPR
- The issues affecting young people who are looked after away from home
- The care system in Scotland

Skills and Competencies:

- Excellent communication skills, both verbal and written, with the presence and authority required to command attention at the most senior levels.
- Strong persuasive and negotiating skills which result in positive outcomes, with the resilience and motivation to overcome initial negative responses to proposals.
- Strong organisational and administration skills and experience of managing a pipeline of prospective funders.
- Ability to manage your time and workload effectively to meet deadlines
- Ability to effectively evidence, organise and plan work
- Ability to understand management accounts, balance sheets and income/expenditure budgets
- Confident use of the Internet as well as standard office IT packages e.g. Word, Outlook, Excel, PowerPoint, Access (or other databases).
- Adaptable and responsive to the needs of a not for profit organisation.
- Ability to work collaboratively as part of a team and on own initiative
- Ability to work some evenings and weekends (rarely)

Experience:

- Experience of leading fundraising initiatives as well as bid-writing and/ or creating and delivering sales pitches that were successful to the value of over £100k per annum.
- Success as a fund-raiser, generating significant donation income of more than £300k p/a from income streams such as individual giving; corporate fundraising; community fundraising; events and trusts and foundations.

Desirable:

- Experience working in a leadership role, managing a fundraising team.

We particularly welcome applications from people with experience of the care system who meet the criteria for the post.