



EQUALITY | RESPECT | LOVE

## Who Cares? Scotland Job Specification

Post title	Fundraising Manager
Salary range	£34,486 - £40,571 per annum
Hours of work	35 hours per week – some evening and weekend work required. Hours can be worked flexibly
Contract	Permanent
Area	Scotland wide
Base location	Office base flexible – hybrid working offered with regular presence in Glasgow office
Responsible to	Director of Fundraising and Communications
Last update	November 2022

**Who Cares? Scotland is Scotland’s only national independent membership organisation for Care Experienced people. Our strategic vision is to secure a lifetime of equality, respect and love for Care Experienced people in Scotland.**

At the heart of Who Cares? Scotland’s work are the rights of Care Experienced people, and the power of their voices to bring about positive change.

We provide individual lifelong independent advocacy and a broad range of imaginative participatory opportunity for Care Experienced people across Scotland; we work alongside corporate parents and communities of all sorts to broaden understanding; we work with policy makers, leaders and elected representatives locally and nationally to shape law, policy and practice on the basis of all that can be learnt from the voices of those with experience of care - working together to build on the aspirations of [The Promise](#) and secure positive change.

### 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.**

The charity has recently secured a 12 month strategic partnership with a major UK retail chain, with significant potential for income generation and profile raising activity. The role of Fundraising Manager will be key to ensuring that the potential offered by this partnership is fully maximised, both in terms of income generation and reach, but also in leveraging additional opportunities through increased profile,

and adding value to the work of Who Cares? Scotland. The Fundraising Manager will line manage two members of staff, to deliver on its objectives.

The post holder will also lead on 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. Represent Fundraising within the leadership team and contribute to the strategic direction of the organisation.
2. Provide leadership and line management support to direct reports in fundraising team.
3. Develop and implement a Fundraising Strategy which supports the delivering of the Who Cares? Scotland strategic plan (due to be launched in October 2022)
4. Maintain oversight of current project funding in place and plan-ahead for continuation funding/sustainability with operational colleagues.
5. Develop and launch an unrestricted income campaign, to produce income from individual donors and community fundraisers with asks at key times of year.
6. Develop and implement a corporate funding pipeline that allows for approaches to private sector firms with strategic alignment with our vision.
7. Develop compelling fundraising propositions for corporates which represent good value for investors, leveraging income to agreed target levels.
8. Maximise engagement with corporate partners, including as beneficiaries of events where we may reach new audiences of high-net-worth individuals with potential to

support our work.

9. Support the creation and development of fundraising steering groups, which can help us access corporate and high net worth relationships.
10. Develop and implement creative fundraising messaging to increase one off donations and direct debits from individual donors, to agreed target levels.
11. Develop and implement creative fundraising messaging to increase numbers of people in the community, taking part in fundraising activities on our behalf.
12. Oversee an engagement plan with community group, clubs and organisations with propensity to give to Who Cares? Scotland.
13. Oversee meaningful and personalised donor and supporter journeys, which make our donors feel valued and encourage increased donations, repeat giving, and repeat activity.
14. Develop and implement a pipeline of trusts and foundations opportunities, to ensure ongoing identification of funding bids and ensuring regular communication with funders.
15. Identification of new trusts and foundations, and development of these relationships in preparation of bid submission.
16. Leading on bid writing and ensuring quality control of bids developed by others, so all submissions are of optimum standard.
17. Overall responsibility for relationships, stewardship of these and relevant supporting communications with all funders and donors.
18. Devise, monitor & report on the budgets and plans for fundraising team.
19. Accurately record data relating to partnership activity and deliver agreed reports to external partners.
20. Present to employees and other stakeholders as required and represent Who Cares? Scotland in partnership related activity and at funder meetings.
21. 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.
22. To develop, achieve and exceed agreed new income targets.
23. Carry out research and analysis to inform the development and implementation of the fundraising strategy and provide background for bid and proposal writing.
24. To undertake all requirements for reporting back to funders and supporters on

funded project progress and outcomes, including supporting the Evidence & Impact team to produce high quality reports.

25. Effectively communicate the organisation's impact to supporters and prospects as well as how donors can help us make a difference.
26. 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.
27. Ensure fundraising database is updated and its use is maximised to its full potential.
28. Support the growth of fundraising volunteers through working with Volunteering team and developing plans to recruit volunteers.
29. Support to implement new sources of income including payroll giving and legacies.
30. Carry out administrative tasks including data entry, producing materials, event management.
31. Carry out any other duties as commensurate with the role and agreed with the Director of Fundraising & Communications.
32. To manage these responsibilities within agreed budget limits, working with the Director of Fundraising & Communications.

### Communication

The post holder will have key contacts with:

- Corporate partnership organisations
- Trusts and Foundations
- Partner organisations
- "Friends" member network
- Individual donors and community fundraisings
- Volunteers
- 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

We are a flexible employer - the location of the postholder is flexible and can include home working. 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 required, to attend fundraising events in the community.

### Attitudes and values

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

Commitment to:

- Children and Human rights
- Supporting the implementation of [The Promise](#)
- 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:**

- While we would welcome the knowledge gathered through relevant qualifications, we are just as interested in relevant work experience.
- Demonstrable continuing professional development in relevant areas.

**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), Sharepoint/OneDrive.
- 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 (occasional)

**Experience in:**

- 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, personally generating significant donation income of more than £100k p/a from income streams such as individual giving; corporate fundraising; community fundraising; events and trusts and foundations.
- Experience managing a fundraising CRM system such as Donorfy or Raiser's Edge

**Desirable:**

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

**We welcome and encourage applications from those with experience of care.**