

BACKGROUND INFORMATION

Individual Giving and Community Fundraising Manager

Edinburgh Children's Hospital Charity transforms the health experiences of over 120,000 children and young people, from across Scotland, each year, so they can be a child first and a patient second. The charity supports and complements the work of Edinburgh's Royal Hospital for Sick Children as well as other healthcare settings. We provide vital services through our youth work, child and family support service The Hub; as well as run one of the largest and most innovative arts programmes in the UK.

In addition to The Hub and our Arts Programme, we run a Grants Programme which distributes over £1 million each year to enhance the healthcare experiences of children and young people at the hospital, in community healthcare and mental health services.

We exist to transform the experiences of children and young people in hospital so they can be a child first and a patient second. Our outcomes are:

- Children and young people's lives will be less interrupted by illness
- Children and young people will be less scared and have a more positive experience of hospital
- Children and young people's families will be better supported and comforted
- Children and young people have an improved experience of healthcare in their community.

The charity has supported the work of the Royal Hospital for Sick Children, in one form or another since the 1960s. The hospital will soon relocate to a new purpose built building at Little France, "The Royal Hospital for Children and Young People" and the charity is increasing its support to meet the demands of the larger facility.

As such, the charity is in a period of growth and change and this is a very exciting time to be joining the fundraising and marketing team. The post holder will report to the Director of Fundraising and Marketing, and support them to develop and deliver the fundraising and marketing aspects of the organisational strategy.

As Individual Giving and Community Fundraising Manager, you will be responsible for shaping the future of the individual and community fundraising portfolio and maximising income generation from a variety of different income streams, including regular giving, appeals, legacy, education, supporter led fundraising events, community groups, and sports challenge.

The post holder will lead a skilled and dedicated team of three, including a Senior Community Fundraiser and two Assistant Community Fundraisers, to deliver agreed targets and a budget in excess of £700,000. We are looking for someone with extensive knowledge of all aspects of fundraising and with a specialism in community and individual, including donor recruitment and retention and direct marketing. You should have a proven track record in delivering successful campaigns and meaningful and magical stewardship and employ a proactive, enthusiastic, innovative approach to fundraising.

This is a demanding role within a fun and fast paced organisation. The post holder will be passionate about working for a children's and young people's healthcare charity and possess the drive and skills to balance a varied workload, successfully manage a team, and achieve objectives.

The forthcoming opening of the new children's hospital is an opportunity for the fundraising and marketing team to build stronger, more collaborative relationships with the teams in the hospital, who we are privileged to work with. It is vital for the Community team to have a continual presence in the hospital, to raise awareness of the work of the charity and engage hospital visitors and staff in fundraising and volunteering. The Community team will become the first point of contact for

fundraising enquires. A priority for early 2019 is establishing a programme of tribute funds - in co-operation with hospital staff - and previous experience of this would be desirable.

We are currently working in partnership with Glasgow Children's Hospital Charity, The Archie Foundation and DC Thomson Media, to deliver Oor Wullie's BIG Bucket Trail, the first ever national public art trail and the biggest mass participation public art event the world has ever seen. In the summer of 2019, over 150 individually designed Oor Wullie sculptures will take to the streets of five Scottish cities (including Edinburgh), and the general public will be encouraged to take part in this free family fun activity over 11 weeks, and find the sculptures (Pokémon style) Every child attending hospital in Scotland will benefit as a result of this project, which is and will continue to have a transformational effect on the charity. Every member of the fundraising and marketing team will be involved in this project at some point along the way and this offers fantastic personal development opportunities and the chance to collaborate with our counterparts and develop long lasting relationships to ensure future partnership working.

We seek team members who display our organisational values in all that they do:

Supportive - of children, young people and their families

Dedicated - to achieving our outcomes

Encouraging - to all those who want to work with us

Friendly - towards everyone we deal with

Imaginative - in our approach to transforming children's experiences

Fun - because having fun is important, no matter what your age

This permanent post is full-time (37.5 hours per week) and the pattern of work will be in agreement with the Director of Fundraising and Marketing. Whilst we must first meet the needs of the service, we are keen to be a flexible employer who recognises the importance of life outside working hours.

There will be occasions when you will be required to work outside your usual hours. A system of time owed in lieu (TOIL) is offered in these instances. It is ECHC policy to start new employees at the first point of their salary scale. The scale for this post is £34,337 to £39,539. Employees will usually progress up the scale incrementally each year in April. The role will involve working in part from the new children's hospital when it opens in 2019. The post-holder will be entitled to join the employer pension scheme and receive 30 days annual leave per year including public holidays (of which only 25 & 26 December; 1 & 2 January are fixed).

Closing date for applications is Friday 4 January 2019 at 12 noon. Applicants will be informed whether or not they have been successfully short listed for interview by Thursday 10 January 2019.

Interviews will take place on Thursday 17 January from 9.30am and the interview panel will consist of Rachel Baxter, Director of Fundraising and Marketing at Edinburgh Children's Hospital Charity, Victoria Buchanan, Trusts Fundraising Manager at Edinburgh Children's Hospital Charity and Vanessa Rhazali, Head of Central Fundraising at Alzheimer Scotland.

Applications should be submitted by email to Fundraising Administrator Linda Evans linda.evans@echcharity.org

If you have any questions or require further information regarding this vacancy please contact Fundraising Administrator Linda Evans in the first instance, Linda.Evans@echcharity.org or call 0131 668 4949.