**About Lead Scotland**

Lead Scotland (Specialists in Linking Education and Disability) is a charity that seeks to empower disabled people and carers and those who experience exclusion to improve their lives through learning. At a local level we talk to people about their ambitions and co-create a plan which matches their motivation to learn, such as getting a job, becoming a volunteer or active citizen, improving family life, becoming more independent and being able to access services. Each learner has a tailored and unique service from Lead which might involve volunteer support or the loan of a digital device. At a national level, we provide information and advice on the full range of post-school learning and training opportunities, as well as influencing and informing policy development.

**Lead Scotland Vision**

Our vision is of an inclusive Scotland where disabled people and carers and those who experience exclusion can connect with their ambition to move forward in life through learning.

**Lead Scotland Mission**

To lead positive social change by empowering disabled people and carers to learn.

**Strategic Goals for 2016 to 2019**

* Increase the number of people who can benefit from our services
* Extend our national coverage
* Increase sustainable revenue streams

**Our values**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Equality | * Integrity | * Empowerment | * Mutual respect | * Involvement |

**Context**

Lead Scotland operates in the context of a competitive marketplace for educational delivery services and support for disabled people and carers. The organisation is recognised as a leader in the delivery of formal, non-formal and informal learning and is active in developing new services and products to retain this position. As a charity and company limited by guarantee in the current financial climate, Lead Scotland has to be responsive to opportunity, alive to the financial pressures of the external environment and ready to act quickly and decisively to changes as, or before, they occur. The Engagement and Fundraising Officer supports the national team in facilitating engagement with stakeholders to place Lead Scotland at the centre of person-centred education provision in Scotland. This involves working in harmony with funders’ requirements and in line with Lead Scotland’s values and responsibilities.

**About the Engagement and Fundraising Officer role**

Within the scope of responsibilities for this role and the approach described above, applicants should note the following key dimensions:

**Marketing**

Building on the progress made over the last three years, your role will continue to drive a consistency in approach to our online and offline publicity and marketing materials. You can expect to take a lead on visuals and design for marketing projects from the north Highlands down to the central belt. Your work will include production of information for learners, volunteers, funders, sponsors and supporters. This aspect of your role extends to our online presence including social media, websites, blogs and video presentations of our work.

**Engagement**

You can expect to support the team in driving forward an active engagement with a full range of our stakeholders. You will be involved in supporting activities with groups of learners and volunteers with a view to contributing to national consultations. Alongside our Board’s Engagement and Fundraising Committee, you will play a key role in delivering national and regional engagement events designed to bring together our staff, our learners and our volunteers alongside funders and partners as we deliver our new 2020 to 2023 strategy. Volunteers are an essential part of our national team and you will play a part in the initial engagement and recruitment process to help ensure that we have the volunteers we require for a range of voluntary opportunities including learning delivery, fundraising, communications and supporting our policy work.

**Fundraising**

Your role plays a vital part in our overall approach to securing the income we need to support the increasing need for our services. Working alongside the Senior Management Team you will support our strategic fundraising activity through effective use of your fundraising network to drive new engagements. You will play a key role in tactical fundraising activity to increase unrestricted income and to source additional restricted funding from a range of small- to medium-value funding opportunities with the aim of adding additional value to individual projects and to support the purchase of relevant learning equipment and materials nationally.

**Closing Date:** 5pm Monday 4th November 2019

**Interviews:** Week of 11th November, likely to be at Lead’s main office in Edinburgh.