

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Community and Events Fundraising Manager
Location:	Edinburgh & Home working (Blended)
Responsible to:	CEO
Hours:	28 hours per week
Salary:	30,000 – 34,000 pro rata plus 6% pension contribution

MAIN PURPOSE OF THE POST:

The Community and Events Fundraising Manager is a new post that will work alongside the Chief Executive to establish and implement a Community and Events fundraising strategy, which will contribute to Cruse Scotland's goal of being a sustainable charity.

The Community and Events Fundraising Manager will identify and create a range of opportunities that will enable clients, volunteers, and supporters to raise funds for Cruse Scotland. It is envisaged this will be achieved through building long term relationships with volunteers, supporters, and organisations with an emphasis on DIY fundraisers, client donations, challenge events, corporates, digital giving and involving fundraising volunteers.

The postholder will have a proven track record of fundraising success and will work alongside colleagues to engage with key stakeholder audiences. The postholder will also work alongside the CEO and colleagues to help develop the charity's overall Fundraising Strategy.

Key responsibilities and duties

- Lead on development and delivery of a Community and Events fundraising strategy & achieve income targets to fund the charity's services and core costs.
- Lead on review of Cruse Scotland's Client Contribution programme. Including delivering training to volunteer.
- Create and deliver a recruitment strategy to increase the number of fundraising supporters.
- Recruit, train and manage fundraising volunteers.
- Work collaboratively with Area Teams to identify and respond to local fundraising opportunities.
- Test and roll-out a variety of new Community and Events fundraising activities, providing regular status reports and recommendations.
- Create and deliver clear and compelling pitches to corporates, encouraging engagement with the work of Cruse Scotland.
- Increase Community and Events Fundraising income and involvement of supporters.
- Provide regular progress reports for the Chief Executive, Board and Committees and attend meetings as required.
- Attend staff team meetings. Brief colleagues on developments and collaborate with colleagues to connect with supporters at a local level.
- Work alongside the Chief Executive, Community Fundraiser and Board members to develop Cruse Scotland's Fundraising Strategy.

- Represent Cruse Scotland to external stakeholders and at events.
- Promote fundraising opportunities via external and internal communication tools including social media, volunteer bulletin and website.
- Undertake any other duties appropriate to the post and in accordance with the needs of the organisation.

Person Specification

Skills, Experience and Qualities	Essential	Desirable
Recognised fundraising qualification		√
Institute of Fundraising membership		√
Commitment to the mission, vision, and values of Cruse Scotland	√	
Experience of working with volunteers	√	
Excellent written and verbal communication skills	√	
Strong IT skills, including MS Office and MS 365	√	
Experience of developing and a community and/or events fundraising strategy	√	
Proven track record of raising significant income through community fundraising and events	√	
Experience of creating, developing, and reporting on excellent supporter / customer journeys	√	
Experience of building strong and lasting relationships with supporters, volunteers and / or corporates	√	
Experience of engaging new corporate partners and increasing long-term support	√	
Outstanding interpersonal skills, with an ability to build relationships with a variety of audiences	√	
Experience of producing impactful social media content in professional capacity	√	
Knowledge of legislative frameworks and good practice that supports fundraising management	√	
Excellent organisational and time management skills	√	
Ability to work independently and on own initiative	√	
Good Team player – able to work closely with others to achieve shared goals	√	
Ability to work effectively in an environment where bereavement issues are constantly under discussion	√	
Flexible, hardworking and motivated	√	
A willingness to travel in Scotland to meet requirements of post	√	