**Head of Fund Raising**

**JOB DESCRIPTION**

**JOB TITLE:** Head of Fundraising

**REPORTS TO:** Chief Financial Officer

**LOCATION:** Flexible

**TERM/HOURS:** 37.5 hours

**DIRECT REPORTS:** Support Development Manager

**JOB PURPOSE:**

We are Christians, passionate about helping the children and young people of

Scotland to explore the Bible and respond to the significance of Jesus. All our work

is shaped by our God given vision and values. We are committed to developing

Christians who are equipped to use their God given gifts to serve in enabling us to

realise SU Scotland’s aims.

To drive strong growth in our donations and related support to enable significant growth in our missional movement, taking the gospel to many more children and young people in Scotland by creating and implementing a comprehensive fundraising strategy.

**KEY RESULT AREAS**

* Develop and implement a new fundraising strategy to support the organisation’s 5 year plan – building on existing strengths and expanding our reach into new sources of funding
* Build a team to drive increased levels of giving across individuals, churches, trusts and grant bodies to support the strategy delivery
* Nurture and grow our regular supporter base to deepen their connection with our work and grow future donations
* Oversee the creation of a major donor programme to engage key supporters with specific areas of our activities to create recurring and ongoing support
* Apply excellence in fund raising management through the implementation of advanced processes, channel and data management and departmental performance management techniques

**TASKS AND RESPONSIBILITIES:**

1. **Spiritual Leadership**

As a senior member of staff, to be involved in the strategic leadership of SU Scotland and, as a practising Christian, to demonstrate commitment to the SU Scotland ethos, modelling Christian lifestyle, values and work practices to staff and volunteers alike. Full participation in the life and ministry of SU Scotland will include:

* Involvement in staff prayer meetings
* Involvement at the annual staff residential conference and other staff days
* Participation in major events both internally and externally, representing the organisation as required.

1. **Fundraising and Support Development Leadership**

Oversee and drive future growth from the existing position of c£2.5m of donations and grants per annum:

* Bring strategic leadership and energy to ensuring that a rolling fundraising strategy is developed and reviewed, providing for the growing financial needs of the charity
* Develop and manage all aspects of fully integrated range of fundraising activities which optimise the return on investment, deploying tactics from across the entire marketing mix.
* Drive new approaches in key areas including major donor management and recurring donations seeking to increase the connection our donors have with the organisation for longer term relationships
* Demonstrate an understanding of SU Scotland’s caring approach to supporters while also bringing data-driven decision-making approaches to all activities to maximise the return
* Work closely with colleagues in communications teams to ensure that our support raising messages are clear and refined
* Enjoy leading the team to success in the following areas: -
  + growth in the donor base of the organisation – including assessing donor acquisition, management and retention approaches
  + ensure gift income from individuals, churches and trusts is maximised;
  + A range of fund raising activities – appeals, trust applications, donor communications, team support raising, event management, legacies, social media and partnerships
  + ensure there is a strong commitment to support-raising across the whole staff team
  + foster a strong ethos and culture of supporter care
* Manage the activity through CRM, KPIs, financial budgets, project management and fundraising methodologies

1. **Support-raising**

Building partnerships with existing and potential supporters to encourage prayer, giving and volunteer support for the wider ministry of SU Scotland. The means of doing this will be tailored according to the nature of your role and personal circumstances and an action plan agreed with your manager.

**In common with all SU Scotland line managers:**

Take responsibility for ensuring that staff development policies and practices are implemented for all members of staff within her/his area of accountability – including performing an annual development review for each member of accountable staff.

**In common with all SU Scotland employees:**

* As a practising Christian, demonstrate commitment to the SU Scotland ethos, modelling Christian lifestyle, values and work practices to staff and volunteers alike.
* Demonstrate continual reliance on God through active participation/ leadership of prayer and Bible teaching as required and consistently demonstrate Christ-likeness in attitude towards others and behaviour at work.
* Attendance and full involvement at the annual staff residential conference and other staff days as they arise, taking part in planning &/or delivering activities/sessions as required

The above list is intended to give an indication of the range of duties for the role. Other tasks/responsibilities, appropriate to the remit, will be expected as required.

**WORKING RELATIONSHIPS**

**Internal:** Support Development team, Finance, Leadership Team, Finance Committee and colleagues across the organisation

**External:** Donors, Trusts, Grant making bodies, Churches, Volunteers

**Occupational Requirement**

An Occupational Requirement applies in terms of the Equality Act (part 1, schedule 9). This post requires the occupant to have a personal faith in Jesus Christ as Saviour and Lord and to believe the Bible to be fully trustworthy, in all that it affirms, and the highest authority for faith and life in keeping with SU Scotland’s statement of faith. These principles require to be applied alongside the professional skills required in this role.

March 2022