



Job pack for the post of
**Community and Corporate
Fundraising Coordinator**

May 2022

Empowering vulnerable children in India

Introduction

Hi,

Thank you for your interest in the role of Community and Corporate Fundraising Coordinator.

This is an exciting time to be part of the growing Scottish Love in Action team - for the first time in our charity's history, we will have 5 staff.

This pack outlines the role of Community and Corporate Fundraising Coordinator and provides a little information about Scottish Love in Action. It includes:

- Background
- The lowdown including organogram
- What you'll do
- What you'll have
- What you'll get
- How to apply

If you have any questions or would like to chat about the role, please get in touch.



Jamie McIntosh
Chief Executive
jamie@sla-india.org



Background

Last year, we celebrated our 21st birthday. We have achieved a lot in that time, but we still have big dreams to improve the lives of children and young people. We're looking for someone to help us on this journey.

We know that some people face more challenges than others and we want to do our bit to correct this imbalance. 21 years ago, Gillie Davidson travelled with a group of young people to Tuni in India. The challenges that young people faced motivated her to start our charity.

We believe everyone deserves to be equal. Is that too much to ask? Here's some stuff we're doing to make this happen:

- We give a voice to children and young people
- We help children to understand their basic human rights
- We show young people that they matter
- We help children to stay in school and learn
- We help children to look after their mental health
- We help young people prepare to be independent adults

In Scotland, our main role is to fundraise to enable this amazing work to happen. We fundraise from 4 sources – community, corporates, individuals and trusts.

Our vision

Helping to transform the lives of vulnerable children and young people in India

Our mission statement

Scottish Love in Action's mission is to partner with and support grassroots projects in India which enable children and young people to reach their fullest potential in all areas of their lives, through care, support, education and empowerment. Our joint vision with our Indian partners is to reduce all forms of child poverty.

For more information on the work of Scottish Love in Action, check out: www.sla-india.org.uk



Part 1: THE LOWDOWN

Main purpose of job

To develop and deliver ambitious fundraising plans to maximise local support from corporate and community fundraising. To provide exceptional stewardship and achieve financial targets in line with our operational plan. To work with and develop our network of volunteers, proactively seek new opportunities and promote best practice in community fundraising.

Position in organisation

- Reports to Chief Executive
- Works with Business Coordinator, Communications Coordinator, and Event Fundraiser (paid intern)
- See organogram on next page

Scope of job

This post has 3 key responsibilities:

- Community Fundraising – lead our community fundraising programme, coordinating events and volunteers. Identify new income streams and recruit and retain new supporters from community groups, Churches/faith groups, and the Indian/Asian diaspora living in Scotland.
- Corporate Fundraising – lead our local corporate fundraising programme. Identify mutually beneficial partnerships. Recruit and retain small and medium corporate partners.
- Project Management – lead the development and implementation of fundraising projects as and when required, that are fully integrated with wider fundraising to maximise income.

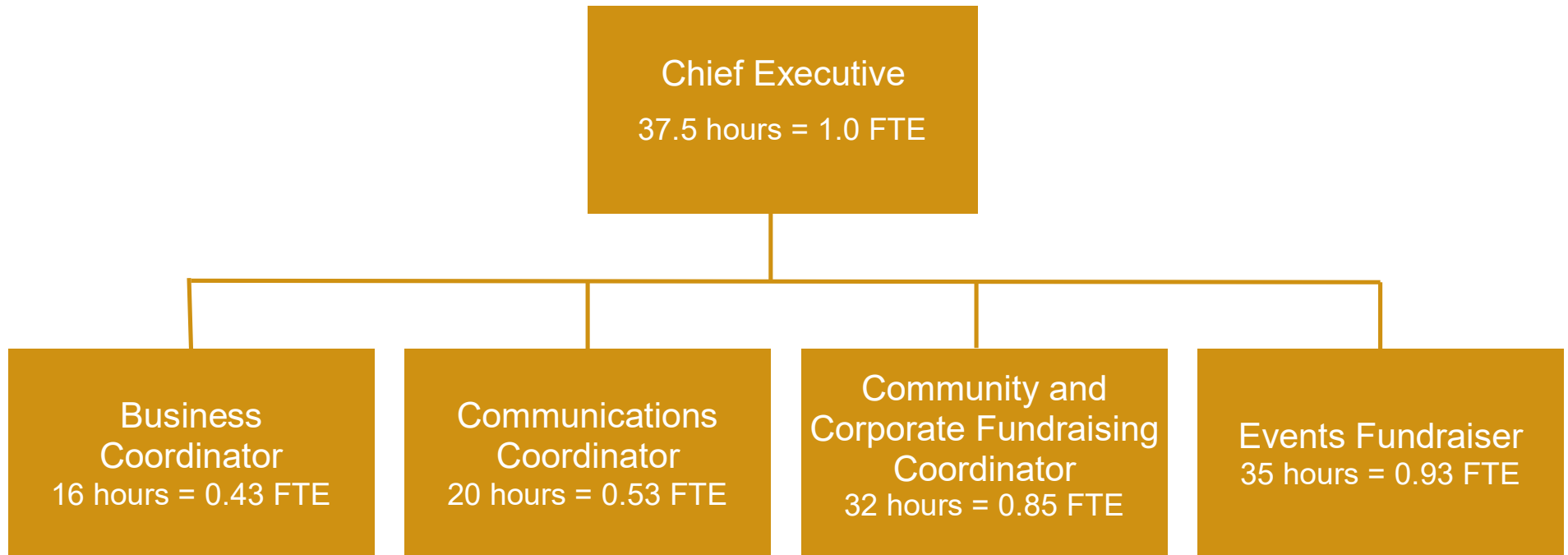
This post will report regularly on relevant metrics, and has budget responsibility for all relevant areas.

Dimensions and limits of authority

- Manage partnerships with small and medium local companies
- Build and sustain effective working relationships with community groups and fundraising volunteers
- Manage our flagship event, Fireworks Extravaganza, supported by the Chief Executive
- Work towards an annual income target, ensuring Return on Investment is at least 2:1
- No line management responsibility, but may supervise interns
- Responsible for a team of volunteers, therefore you need to understand what motivates volunteers to be involved with Scottish Love in Action and what they require in terms of support and guidance while volunteering with us.



Organogram



Part 2: WHAT YOU'LL DO

You will contribute to our operational plan in 3 main ways:

Community Fundraising

Lead the development and delivery of our community fundraising programme

- Coordinate a programme of events that are in line with the strategic aims of raising funds and developing support for Scottish Love in Action's work. This includes events you organise, events organised by volunteers, and the activities of volunteer fundraising groups.
- Ensure the safety of our event attendees and participants by using appropriate risk assessments
- Maintain established events/products and develop new ones to appeal to a range of audiences, leading on tailored resources such as fundraising packs, presentations and asks
- Ensure volunteer-led activities are run safely, efficiently and meet Scottish Love in Action's quality thresholds while generating positive publicity and funds for Scottish Love in Action
- Empower volunteer fundraisers to be proactive in seeking solutions to problems
- Support volunteer fundraisers to develop income targets and track income and expenditure
- Ensure that volunteers receive feedback, ongoing training and recognition

Corporate Fundraising

Maximise relationships with local small and medium corporate partners

- Manage corporate partnerships to maximise financial, volunteering and in-kind support
- Research, approach and secure new corporate partnerships
- Plan and deliver feedback/reporting requirements, delivering excellent stewardship programmes
- Provide guidance to the Chief Executive where trust funds are held/managed by a corporate body

Project Management

Lead the development and implementation of fundraising projects as and when required

- End to end management of Regular Giving product aimed at new donors
- Contribute to budget planning, providing information to feed into management reports as required

Other

- Work with the Communications Coordinator to ensure the effective promotion of community and corporate fundraising
- Lead on all aspects of our operational plan that relate to your areas of work
- Use relevant analytics to measure, evaluate and report against goals and performance of activities
- Work with the Business Coordinator to ensure data is managed well across our Beacon CRM
- Identify possible higher-level givers and Trusts, and share with the Chief Executive
- Work with the Chief Executive to ensure fundraising is legal, honest, open and respectful to the public
- Keep updated on and adhere to fundraising regulations, safeguarding policies, GDPR and industry best practice guidelines
- Make decisions on the basis of sound financial management
- Complete any other reasonable duties as required



Part 3: WHAT YOU'LL HAVE

We're looking for someone with a passion to help children and young people. You will ideally have 2 years' experience in a fundraising, sales or marketing role. You want to develop lasting relationships between Scottish Love in Action and its supporters.

Proven ability required:

- Experienced in managing an event from start to finish
- Demonstrable experience of community engagement
- Presentational skills, having delivered message effectively to large audiences
- Experience and ability to think strategically
- Created and delivered effective fundraising or marketing campaigns with an income target
- Analysed campaign results and used insights to drive improvements and new ideas
- We're a small team, so we're looking for someone who's hands-on with a can do attitude

We expect you to:

- Be entrepreneurial, results-driven and able to work on own initiative
- Have good IT skills, in particular with Excel and Outlook
- Have a working knowledge of social media to provide support in this area
- Understand what motivates people to support us and the ability to develop motivation into engagement
- Be flexible and open to change
- Be creative – you can turn our operational plan into engaging supporter experiences
- Understand donor motivation with an ability to apply appropriate levels of stewardship
- Be persuasive and engaging; able to make a financial ask with ease
- Go to business networking events to develop relationships and generate income
- Have an engaging personality - you enjoy communicating with people on a one-to-one level whether through a written or digital medium
- Love building relationships, and be able to develop effective working relationships

We'd like you to:

- Have experience of using a fundraising CRM
- Understand International Development and/or India
- Have experience of the charity sector as an employee or volunteer
- Be able to recruit, retain, motivate and train volunteers
- Have a full UK driver's license
- Be an Associate member of the Chartered Institute of Fundraising



Part 4: WHAT YOU'LL GET

So you want to work for us? Good choice! Here's what's on offer:

- Permanent contract with a 3-month probationary period
- 32 hours each week – we're open to discussing fewer/more hours
- £22,187 - £23,040 salary each year (£26,000 - £27,000 full time equivalent). Candidates start off at the bottom of the scale
- 30 days' annual leave (35 days' pro rata). Our office is closed on 25/26 December and 1/2 January - you must take annual leave on these days or the next working day. Your other 26 holidays are up to you – you choose when you want time off
- Non-contributory pension – we'll make contributions, even if you don't
- Hybrid working. We've found that a mix of working from our Edinburgh office and from home suits our staff and our organisation. Right now, all staff are based in the office on Mondays and Tuesdays. These office days might change, depending on what works for all staff
- Flexible working. We're open to this. No promises, but if it's good for you, then it's good for us

Part 5: HOW TO APPLY

Questions? We welcome contact before you apply – email Jamie on jamie@sla-india.org

We'd love to hear from anyone who has what we're looking for – see part 3. Since we solely work in India, if you have lived experience of this (you've lived and/or worked in India or South Asia), then we'd really like to hear from you.

To apply, send your CV and a covering letter telling us how your skills and experience fit this role to jamie@sla-india.org

Please give the names of 2 references - 1 should be your current/most recent employer. References will only be contacted once a job offer has been made.

Stage 1:	Thursday 26 May 2022	Closing date for applications
Stage 2:	Tuesday 31 May 2022	Interview in our Edinburgh office led by our Chief Executive
Stage 3:	w/c Monday 6 June 2022	Interview in our Edinburgh office led by the Chair of our Board

We will let all applicants know whether they have been shortlisted for interview.

We will securely destroy the applications of unsuccessful applicants 1 year after the closing date.

