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**Job Description**

**Job Title:** Fundraising Manager

**Reporting to**: Director of Marketing & Communications

**Salary Range:** Salary based on experience

**Job Summary**

The Fundraising Manager (FM) leads on the development of Scottish Book Trust's Fundraising Strategy, with support from the Director of Marketing & Communications (DMC) and wider Senior Management Team. The FM is responsible for the creation, management and delivery of SBT’s annual fundraising plan, including setting and meeting fundraised income targets.

Under the guidance of the DMC, the postholder creates compelling fundraising offers and charity messaging for both existing and potential donor streams, including trusts & foundations, corporates, individual giving and major donors.

The FM plays a lead role in nurturing high-quality, long-lasting relationship with SBT’s supporters, donors, sponsors and other high-profile stakeholders.

The postholder uses a high degree of digital literacy and expertise to make the most of SBT’s website, CRM database, newsletters and social media as fundraising channels as well as wider marketing channels.

**Key Responsibilities**

* Lead the development of SBT's Fundraising Strategy with support from the Director of Marketing and Communications, the Senior Management Team and the Board
* Research and develop fundraising approaches for each of the donor/supporter streams including campaigns and individual giving, trusts and foundations, major donors, corporate partnerships and legacies
* Develop and manage the implementation of SBT's annual fundraising plan to agreed timelines and targets, ensuring a good return on investment and delivery across the range of SBT's fundraising opportunities
* Manage the Fundraising Officer who is responsible for trusts and foundations, motivating and supporting high performance against objectives
* Develop key fundraising messages and work closely with the marketing and website teams to promote SBT’s fundraising profile through appropriate digital, print and marketing channels
* Monitor and report on progress against income targets to the Senior Management Team and the Board, flagging risks and recommending revisions and changes to activity as appropriate
* Work closely with the various Heads of Programmes to identify appropriate fundraising opportunities
* Identify, develop and nurture supporter relationships from a range of networks and sources
* Devise effective funding applications/bids/proposals for SBT's range of programmes and activities
* Set up, manage and report against budgetary targets for fundraising’s departmental costs
* Effectively analyse and manage data held on CRM, to inform our fundraising messaging and campaigns
* With support from SBT’s Fundraising Officer, produce compelling performance and evaluation reports for funders and other donors and prepare the related financial reports
* Maintain up to date fundraising knowledge and develop relevant professional skills
* Foster a culture of fundraising internally across the charity and inform and advise colleagues on the fundraising environment and related issues

**Knowledge, skills and experience**

* A minimum of five years' experience in a fundraising role
* A proven track record in meeting significant fundraising targets and managing budgets
* A proactive and creative approach to identifying funding opportunities
* Demonstrable experience of managing and growing individual giving programmes
* Experience of developing and managing relationships with corporate partners
* Demonstrable experience of writing successful applications to trusts & foundations
* Superior communication skills, both verbal and written, to deliver persuasive presentations and compelling fundraising propositions
* The ability to build strong and lasting relationships and work collaboratively with donors, partners and across the organisation
* Confident advocacy and ambassadorial skills
* Experience of leading and managing a team
* The ability to juggle a diverse workload with tight deadlines and multiple priorities
* Enthusiasm for and understanding of the aims and work of Scottish Book Trust and the wider arts/educational charity sector

**Other information**

This post is based at Scottish Book Trust offices in Edinburgh – the role will be working remotely with designated access to the office on specific days. We are open to discussions on flexible working.

Some travel across Scotland and overnights stays may be occasionally required.

Benefits package includes 37 days holiday (including public holidays), pension scheme, death in service benefit.

Appointment to the post will be conditional upon securing satisfactory Basic Disclosure from Disclosure Scotland.