**Job Description**

**Role Title** Engagement and Fundraising Officer

**Conditions** Full-time, permanent.

**Terms** £27,021 to £28,492; pension; expenses; 25 days annual leave plus 12 days public holidays per annum.

**Role Purpose** Engage supporters, build effective relationships, raise funds and the profile of Lead Scotland’s work through marketing, engagement and communication with supporters and assist in engaging volunteers across Scotland.

Location: Lead Scotland’s headquarters in Edinburgh. Homebased working could be considered depending on location.

**Disclosure** This is regulated work and will require a PVG.

**Organisation** This post reports to the Business Manager & Depute CEO.

**Responsibilities**

1. Engage individual and corporate supporters building positive relationships for mutual benefit.
2. Engage more volunteers and supporters across Scotland.
3. Grow our base of supporters, members and volunteers by inspiring and informing target audiences through talks, and presentations in person and using digital technology and a range of other media.
4. Drive fundraising and raise unrestricted income, against agreed targets.
5. Be the operational lead and secretariat for the Board's Engagement & Fundraising Committee.
6. Support local and national staff by organising engagement and fundraising events inclusive of a range of stakeholders.
7. Seek fundraising opportunities that will generate unrestricted income against agreed targets such as writing to trusts and applying for grants.
8. Raise the profile of Lead's work and reach new audiences, using a range of approaches including digital media.
9. Actively and regularly promote and celebrate Lead's work online via our website, social media channels and other web-based platforms; increasing our online audiences.
10. Develop our digital communication channels and website as tools for engagement.
11. Any other reasonable duties as directed by the Business Manager & Depute CEO or the Chief Executive to ensure that Lead Scotland meets its obligations.

**Expected Outcomes**

Enhanced engagement with stakeholders, supporters and sponsors; Creation of new relationships alongside sustaining and growing existing relationships; Improved Lead Scotland profile and raised awareness of our organisation; Sustained and improved fundraising activity in response to organisational strategy, Unrestricted funds raised.

**Working Relationships**

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| --- | --- |
| **Within Organisation** | **Outwith Organisation** |
| * CEO & Management Team | * Supporters and stakeholders |
| * Learning & Befriending Coordinators | * Corporate sponsors & funders |
| * Administration and other colleagues | * Volunteers |
| * Board members | * Fundraising networks |

**Context**

Lead Scotland is committed to its strategy of reaching more disabled people, carers and those experiencing multiple barriers to learning, education, work and quality of life outcomes, particularly in the post-pandemic environment. Our approach includes being able to offer our commissioners a rapid response to opportunities arising whilst ensuring sustainability of our offer across Scotland. This exciting new role is a key part of that business plan.

**Person Specification**

**Post Title: Engagement and Fundraising Officer**

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|  | **Essential** | **Desirable** |
| **Education/ Qualifications/ Training** | * Can demonstrate learning or education achievement to HN level or above. |  |
| **Experience/ Knowledge** | * Experience of success in fundraising. * Experience of prioritising, co-ordinating and managing a range of diverse projects * Experience of delivering quality work within deadlines * Office 365 experience * Some graphic design / marketing experience or equivalent. * Experience of prioritising and co-ordinating work across more than one workstream. * Understanding and experience of person-centred approaches to service delivery. | * Understanding of the policy context for Lead, e.g., adult learning, inclusive volunteering, disability, carers, befriending. * Experience of using self-evaluation frameworks for improvement, such as ‘How Good is our Third Sector Organisation’ and ‘Investing in Volunteers’ * Data analysis monitoring and evaluation systems * Experience of web site development and operation. |
| **Skills/ Abilities** | * Ability to write successful applications for funding. * Good project management and organisational skills. * Problem solving skills. * Excellent creative skills. * Commitment to social justice. * Very good engagement and negotiation skills. * Confidence in communicating one to one and with groups. \* * Can demonstrate having excellent digital skills. * Excellent inter-personal skills | * Understanding of working in the third sector. * Commitment to continuous professional development. |
| **Additional** | * Clear PVG check. |  |

Lead Scotland is an organisation centred on people. As such we support a nurturing and flexible environment for our learners and our staff. We encourage empathy, sensitivity and enthusiasm to ensure our commitment to equality and diversity in everything we do. Your ability to use your initiative to adapt to others’ needs and to bring a calm approach to the professional delivery of your responsibilities will ensure that your personal attributes are aligned with this role.

\*In the context of this role, communicating involves:

* written communication via email.
* Telephone conversations with colleagues, partners, volunteers, stakeholders, and learners.
* Online communications using different platforms including Zoom and MS Teams, with colleagues, partners, volunteers, stakeholders, and learners.
* In-person conversations with colleagues, partners, volunteers, stakeholders, and learners.
* Occasional opportunities to present information to stakeholders using a medium that works for you and for Lead as a whole, which could include flipcharts, Canva/PowerPoint/Slido etc, video, recorded spoken word, or spoken word/sign language as required.