



RSABI

Supporting People
in Scottish Agriculture

FOR 125 YEARS

Founded 1897



rsabi

www.rsabi.org.uk

Become
part of the
RSABI team

Applicant Pack
Head of Fundraising

rsabi.org.uk



Foreward

On behalf of all at RSABI I'd like to thank you very much for your interest in the Head of Fundraising role and the work of RSABI as we move into a very important time in Scottish agriculture, with the charity's workload now growing steadily.

I am very proud to lead the small team of dedicated staff at RSABI and our successful applicant will be a strong team player who will join a team of staff who are totally focused on the work we do to support people in Scottish agriculture going through difficult times.

The Head of Fundraising role is a very important new position with a crucial role to play in underpinning the success of the charity and our ability to deliver for the Scottish agricultural industry.

The successful applicant will be a member of our management team, with a remit to work closely with senior colleagues, particularly myself and our Head of Finance, in the development and delivery of our Fundraising Strategy.

We look forward to receiving your application.

Best wishes,



Carol McLaren,
Chief Executive



Overview

Post	Head of Fundraising
Location	Home-based with routine requirement to be in the office at the Rural Centre, Ingliston, near Edinburgh. Some travel in Scotland and the rest of the UK.
Salary	£46,000 - £50,000
Reports to	Chief Executive
Direct reports	Fundraising Executive; Marketing & Communications Executive
Contacts	Internally: Trustees, Senior managers, volunteers Externally: Major donors, sponsors, corporate partners, Supporters' Scheme members; RSABI's PR agency
Hours	35 hours, Monday to Friday and as required to deliver strategic priority outcomes



Job Description

The Head of Fundraising will be responsible for developing and leading RSABI's fundraising, marketing and communications activity in line with our strategic objectives. As a member of our Management Team you will play an important role in the development, implementation and monitoring of strategy, direction and decision-making.

As Head of Fundraising, you will:

- Develop and implement RSABI's fundraising strategy to deliver sustainable income and supporter growth.
- Develop and implement innovative fundraising initiatives to secure new income streams and new supporters.
- Cultivate high value partnerships with both individual and organisational donors.
- Foster and develop relations with other charities, statutory providers, and other organisations and individuals.
- Lead and inspire your team, our supporters and volunteers ensuring high employee engagement and wellbeing, good practice in recruitment and selection, and promote individuals' learning and development plans.
- Be a visible leadership, staying connected to our vision and purpose and the work conducted by our welfare team.
- Report to the CEO, represent Fundraising, Marketing & Communications in Management and Board meetings.
- Lead, direct and manage the Fundraising and Marketing & Communications.

Purpose of the Role

Lead the development and implementation of a fundraising strategy that underpins the charity's strategic goals and integrity.

Lead the development and implementation of fundraising plans in our annual activation plan to deliver a comprehensive range of fundraising activities, strict budget management, setting of and reporting against KPIs and milestones. Fundraising activities would include, but not be limited to, community, trust, corporate, Supporters' Scheme membership acquisition, events, merchandise, e-commerce and other commercial opportunities, legacy, micro giving and digital fundraising.

Establish a range of new income streams, with a particular emphasis on the application of digital technologies.

Marketing and Communications

- Responsible for leading, developing and implementing RSABI's marketing and communication strategy, and public relations activities that underpin the Charity's strategic goals.
- Ensure all marketing and communications reflect, articulate, and promote the goals, objectives and identity of RSABI to all audiences, both internal and external.
- Responsible for editorial direction, design, production and distribution of all RSABI publications.
- Coordinate media interest in RSABI and ensure regular contact with target media and appropriate responses to media requests.
- Manage and mentor the Marketing & Communications and Fundraising Executives, including appraisals, training needs etc.
- Oversee the management of the PR agency.

Key Competencies

- Develop and oversee annual budget planning process and ongoing management of budget spending.
- Demonstrates a holistic view of issues, events and activities, with a perception of their longer-term impact or wider implications.
- Strong strategic and analytical skills, including a talent for crystallising key strategic options for discussion and decision.
- Demonstrates and encourages exceptionally high standards in all areas of performance in complex and diverse situations; consistently monitors output standards.
- Proven ability to lead and deliver outcomes in a diverse environment without having direct oversight or control.
- Leadership capability, including managing a small team of highly motivated and staff.
- Diplomacy and the ability to resolve conflicting opinions and interests are important core skills for this role.
- Exceptional oral and written communication skills, including the ability to present in public and in the media. The ability to work and communicate effectively with a broad audience (individual donors, business leaders, public figures, RSABI colleagues).
- Persuasive written and spoken skills as well as capable of delivering arguments in a compelling manner to influence both individuals and groups.
- Adaptable to changing demands and conditions. Maintains effective conduct in the face of setbacks or pressure. Comfortable with change and leading change within an organisational framework.
- Commitment to work hard towards goals. Shows enthusiasm and career commitment with personal energy, enthusiasm and willingness to learn.

Person Specification

	Essential	Desirable
Education & qualifications		<p>Membership of relevant professional body</p> <p>Educated to degree level or equivalent professional standard</p>
Experience & job knowledge	<p>Significant experience of fundraising including:</p> <p>Developing income generation strategies aligned with strategy</p> <p>Achieving significant income, ROI and engagement targets</p> <p>Evaluation of key metrics to ensure continuous improvement</p> <p>Demonstrable understanding of how to represent the charity appropriately to engage diverse audiences</p> <p>Experience in developing and managing/ coaching teams responsible for fundraising</p> <p>Advising colleagues at a senior level</p>	<p>Experience of marketing and communications</p> <p>Experience of managing teams responsible for marketing, communications and events</p> <p>Experience in strategic branding and marketing processes and techniques and knowledge of current developments and trends, including social media</p> <p>Experience of running events and evaluating success</p> <p>Experience of crisis management</p> <p>Experience of media interviews</p>
Job-related skills & competencies	<p>Collaborative leader with high emotional intelligence</p> <p>Proven ability to form partnerships</p> <p>High level of commercial awareness and intellectual rigour</p> <p>Advocate of collaboration and continuous improvement</p> <p>Proactive with credibility/gravitas</p> <p>Ethical professional who operates with integrity</p> <p>Ability to create a sense of community</p> <p>First class senior leadership skills</p> <p>Effective influencing skills with an ability to establish trust and credibility with people from a wide range of backgrounds</p> <p>Well connected with good networking skills</p>	<p>Experience of recruiting and managing volunteers for charitable activities</p>
Personal attributes	<p>Excellent verbal/written communication skills</p> <p>Inspirational leader</p> <p>Resilient and agile</p>	
Additional relevant criteria	<p>Full driving licence</p> <p>Flexibility - willingness to work out with core hours when required</p>	<p>Knowledge of Scottish agriculture and the rural economy</p>

Application Process

To apply for the role of Head of Fundraising:

Please send your CV and a covering letter to recruitment@greenburn.co.uk by Friday 12th May, 5pm.

Application Timeline



Friday 12th May, 5pm
Closing date for applications



w/c 22nd May
Interviews taking place

For further information please contact:
Carol McLaren, CEO, RSABI
T: 07894 738 607
E: carol.mclaren@rsabi.org.uk

