

Job Title: Fundraising Manager

Location: Hybrid – time will be spent at our Head Office and services, in the community and at home

Reporting to: Head of Fundraising and Marketing

Four Square is an Edinburgh charity that provides services directly to people who are homeless, or who are at risk of homelessness, to overcome the barriers they face in creating a stable life for themselves in their community.

Alongside our services we have a social enterprise, which provides independent income for our charity as well as volunteering and training opportunities for those who use our services.

At the core of Four Square are the values on which the organisation is based: Integrity, Excellence, Dignity and Support. Our values are equally applied to the people we support, our colleagues and our partners. We are driven by our vision for everyone to have a beautiful home and a place in their community.

The role

Fundraising is key to achieving our vision and we are looking for an individual who shares our passion, drive and enthusiasm for what we do.

Our current income streams are primarily generated through commissioned services; trusts and foundations; and the unrestricted income generated from our social enterprise. We want the successful candidate to manage fundraising to enhance our existing strategy with the aim of growing and diversifying our supporters and income streams. Community and events fundraising will be a key focus but we'd also like to pursue a new focus on corporate fundraising.

Key responsibilities

- Support the Head of Fundraising and Marketing in shaping the future strategy for our community, events and corporate fundraising to build unrestricted, as well as restricted income, to match the level of ambition across the organisation
- Take responsibility for meeting or surpassing ambitious income targets ensuring we take an audience-led approach to fundraising campaigns, products and events
- Develop and maintain effective supporter journeys for the stewarding of relationships and supporter retention
- Work closely with our Marketing colleagues to ensure we embed fundraising messages, calls to action and priorities across all our output
- Monitor, maintain and manage our fundraising platform ensuring timely engagement with supporters and accurately produce regular reports detailing our fundraising progress and performance
- Develop and manage a portfolio of third-party and in-house challenge events, proactively look for new innovation in the digital space that Four Square should be maximising
- To work in partnership across the organisation to raise the profile and awareness of Four Square and to communicate and liaise with a range of internal and external stakeholders
- To keep up-to-date on best practice within the charity sector generally and particularly changes to fundraising and marketing regulation, legislation and codes of practice

General responsibilities

- Conduct the duties of the job description in accordance with the operational policies of Four Square, including, but not limited to, the diversity, confidentiality, and code of conduct policies
- Adhere to all Four Square policies and procedures
- Maintain good working relationships with other staff members, volunteers, and stakeholders
- Always manage own time effectively and ensure attention to detail
- Attend and support fundraising events and meetings that may fall during or outside normal office working hours

Role requirements

Knowledge & Experience

- An in-depth knowledge of traditional and digital fundraising products and activities and experience of engaging supporters in fundraising and donating
- Experience planning and executing campaigns and activities in line with priorities for services, fundraising and special projects to raise brand awareness
- Experience of community and event based fundraising practices
- Experience of researching, developing, implementing and managing a range of fundraising products, platforms and tactics
- Knowledge of the Donorfy database or similar CRM system to manage relationships with key donors and supporters
- Experience of setting and managing budgets effectively

Skills

- Strong interpersonal and influencing skills and the ability to motivate, inspire, and establish strong rapport, trust and respect with people from a range of backgrounds
- High level communication skills in person, digitally and on paper. Strong writing skills and the ability to present information clearly and succinctly is essential
- Highly organised and self-motivated and able to manage a number of different workstreams at any one time
- Ability to prioritise and manage own workload effectively, while remaining flexible and adapting to emerging new issues, short deadlines and other demands or challenges

Attributes

- Empathy with Four Square's purpose and all those working to deliver it
- Energy, enthusiasm and positivity
- Confident with a friendly and professional approach to work
- Commitment to inclusive working and to delivering at the highest level
- Strong collaborator and team player
- Compassion, honesty and integrity
- Embraces continuing learning and development opportunities

Key terms

Salary: £36,927

Working week: 35 hours per week, Monday to Friday with hours agreeable between the preferred candidate and the organisation. We are open to discussions around part time (minimum 3 days per week) and flexible working arrangements

Place of work: This role can be conducted remotely but regular travel to our Head Office in Edinburgh, and to other locations across the city will be required. It is also expected a significant amount of time will be spent in the community

Annual leave: 35 hrs working week: The full-time core holiday entitlement is 35 days holiday rising to 40 on completion of 5 years' service. Part-time hours would result in a pro rata entitlement

Probation & notice: The post is subject to a six-month probationary period. During this period, you will be entitled to receive, and are required to give, at least one weeks' notice of termination, which must be in writing. After successful completion of your probationary period you are entitled to receive one month's notice, and are required to give one months' notice of termination, which must be in writing

Benefits

- Work life balance with flexible working options, where roles allow
- Dog friendly offices (depending on your role and location)
- Free travel for your first month of employment if you join us from unemployment or study
- 15% discount and free delivery of items you purchase in Edinburgh Furniture Initiative
- Access to a staff support fund for a grant or a loan to cover the cost of unexpected bills
- A commitment to support; supervision; training; and reflective practice
- Full induction and comprehensive training programme
- Opportunity to be funded through professional qualifications including SVQ 2-4 in health and social care; practice teacher award; or other professional exams
- Free access to a comprehensive employee assistance programme
- Free car parking at 4 of our 6 sites

Important Dates

Closing date for applications is Sunday 23 July 2023

Interviews will be held on Tuesday 1 August 2023