

<b>Role title</b>	Fundraising & Engagement Leader - Corporate Partnerships & Major Donors
<b>Responsible to</b>	Head of Fundraising & Engagement
<b>Location</b>	Glasgow or Edinburgh

## About Alzheimer Scotland

Alzheimer Scotland is Scotland's national dementia charity. Our aim is to make sure nobody faces dementia alone. We provide support and information to people with dementia, their carers and families, we campaign for the rights of people with dementia, support vital dementia research and promote positive brain health.

Alzheimer Scotland is committed to fair work and to enabling an environment of trust, integrity and respect, for which everyone in the organisation has a responsibility. We encourage creativity and innovation as we strive to continually improve the ways we support people with dementia, their families, and carers. Our employees and volunteers work collaboratively to provide the best outcomes for those who rely on our services, so that together we can deliver on the charity's vision to make sure no one faces dementia alone.

All Alzheimer Scotland employees and volunteers are encouraged to fully engage in activity within the organisation, and we actively promote effective voice so that the views of those who work with us are sought out, listened to, and can make a difference. We advocate continuous development across all our teams, providing opportunities to learn in an environment that is safe and supportive.

## About the role

This role is to support the delivery of the Fundraising & Engagement strategy, to ensure all income generation activities (specifically corporate partnerships and major donors) sustain our mission to ensure nobody faces dementia alone, whilst contributing to and encouraging a culture of confidence, innovation and collaboration.

This role will support the Head of Fundraising & Engagement to deliver on our strategic objectives:

- Grow our supporter base to promote the opportunities for supporting and funding Alzheimer Scotland's work in Prevent, Care and Cure.
- Improve our supporter journey and engagement with the charity, ensuring that every person supporting our work feels connected to and involved and know how we spend our resources.
- Introduce the concept of Brain Health as part of our core work and develop our public profile as a Brain Health and Dementia charity.

- Maximise our fundraising income to support by demonstrating the difference that we are making in improving the lives of the people we support, their families and our communities.

The Fundraising & Engagement Leader role will work closely with the Head of Fundraising & Engagement and will have two key areas of responsibility: the establishment and delivery of a major donor programme and the development and leadership of our corporate partnerships activity. The role will also own areas that span income streams, nurturing existing relationships and growing our calendar of engagement opportunities, whilst proactively engaging new demographics to our cause.

At Alzheimer Scotland, we believe no monetary ask should be made until a meaningful and supportive relationship is established. You will be tasked to think beyond transactional fundraising and more towards a supporter-led relationship, working with the team to embed this approach throughout the organisation.

There is a focus on contributing to and participating in a strong ethos of innovation and creativity that will significantly improve the ability to fundraise across all areas of the organisation. Your approach, and that of the team, will be to support the idea that every employee can and does have a responsibility to be part of the wider ethos of fundraising.

## Key responsibilities

### Role specific responsibilities

- To create effective and long-lasting relationships by getting to know supporters' interests, motivations and needs.
- To establish and deliver a major donor programme.
- To develop and lead the corporate partnerships strategy.
- To develop new future income opportunities by understanding the environment and being unafraid to suggest new initiatives and activities.
- To identify and deliver efficiency and effectiveness improvements that span income streams.
- To increase understanding of and engagement with our core audiences.
- To extend our reach by engaging with colleagues across the charity in order to diversify and grow our supporter base.
- To build, and to support others within your team, to build a robust collaborative approach across all income streams and teams across the wider organisation.
- To deliver an annual programme of supporter communications that demonstrates the impact of fundraised support.

- To spot opportunities to diversify our supporter database, engaging new demographics.
- To deliver effective and rewarding supporter journeys.
- To ensure the successful delivery of marketing plans associated with each project, and propose any new methods of engagement for further attraction and retention as appropriate.
- To develop and manage project budgets and other costs, in conjunction with the Head of Fundraising Engagement.
- To adhere to key performance indicators, ensuring activities are continually monitored throughout delivery and reporting any unforeseen budgetary/risk implications immediately.
- To manage a post-activity analysis for every project or campaign, ensuring learnings are documented, implemented and embedded.
- To handle all supporter contact in a manner that is representative of the charity's engagement ethos.
- To champion the supporter relationship software employed by the charity, leading by example in your utilisation and encouraging your team to fully engage.
- To line manage posts within the team, such as the Fundraising & Engagement Coordinator and Fundraising & Engagement Administrator as relevant, including supporting individuals' development.
- To champion sustainability in all that the team does.
- To establish and maintain networks within the third sector, ensuring the charity remains competitive within the sector and any new emerging trends are explored as potential viable opportunities for Alzheimer Scotland.
- To contribute to a culture of empowerment, role modelling collaborative leadership.
- To ensure all fundraising and engagement activity complies with UK law and best practice.

### **Other responsibilities**

- Ensure Health and Safety is actively monitored and implemented and identify and manage risk in line with Alzheimer Scotland's operational guidance.
- Use IT systems appropriate to the role, including Microsoft Office suite, ALIS (intranet), and iTrent (HR and People system) and ensure all required measures to relating to the safe and secure use of sensitive and personal data are adhered to at all times.

- Actively collaborate with peers and colleagues both internally and external to the Charity, as appropriate to the role, in developing positive working relationships and collaborative, flexible approaches.
- Operate within the context of all Alzheimer Scotland policies and procedures.
- Participate fully in team meetings, learning and development opportunities and CPD/ CPL activities, and personal review and appraisal meetings.
- Adopt and maintain a positive approach in supporting, contributing to, and enabling effective employee voice.
- Actively support and promote the integration of volunteer activity and effective volunteer voice.
- Work flexibly and undertake any other appropriate duties commensurate with the general remit of the role, as required.

### **General**

This job description remains subject to review by the Charity at any time and does not form part of the postholder's contract of employment unless explicitly stated.

**Reviewed: March 2024**

**Person Specification**  
**Fundraising & Engagement Leader – Corporate Partnerships & Major Donors**

This person specification should be read with the job description. Please note that these competencies are not ranked in order of priority.

The following criteria will be used in selecting a candidate:

	<b>Essential</b>	<b>Desirable</b>
<b>Skills, Abilities &amp; Knowledge</b>		
Strong evidence of fundraising success from a diverse range of funding sources, potentially including major donors, corporate partnerships, trusts, events or statutory fundraising		✓
Evidence of cultivating and retaining relationships	✓	
Evidence of developing and maintaining a network of high value donors and/or high-profile ambassadors		✓
A track record of developing and delivering fundraising strategies and plans that support organisational growth including specifically leading and developing new initiatives.		✓
Working knowledge of a Customer Relationship Management (CRM) system and software	✓	
Knowledge of current fundraising guidelines and legislation		✓
Demonstrable knowledge of sector challenges, activities and general trends emerging in the field of fundraising		✓
Evidence of delivering high-level fundraising targets and of embedding strategy for sustainable fundraising income streams	✓	
Evidence of developing and leading implementation of new fundraising streams within fundraising	✓	
Evidence of supporting team targets and reporting on budget versus actual performance, along with other relevant KPI's	✓	
Evidence of reviewing activity against performance and developing new income as required to meet annual targets.	✓	
Financial management and budgetary control skills	✓	
Highly developed written skills with proven ability to write a range of materials including emotive and compelling prose suitable for different audiences	✓	

Ability to communicate the charity's vision and activities to a range of audiences and funders	✓	
Effective problem-solving and decision-making skills	✓	
High proficiency in Microsoft packages e.g., Word, Excel, Teams, PowerPoint	✓	
<b>Personal qualities</b>		
Collaborative and solutions-focused approach	✓	
Excellent co-ordination and organisational skills	✓	
First-class communicator who knows when and how to vary their tone to the context	✓	
Detail-orientated and creative	✓	
Dynamic, self-motivated and enthusiastic individual, with a positive attitude	✓	
Ability to motivate team members and volunteers	✓	
Team player	✓	
Flexible approach	✓	
Empathetic to the aims and values of Alzheimer Scotland	✓	
Flexible to work occasional evenings and weekends	✓	
<b>Qualifications</b>		
Educated to degree level or equivalent		✓
Fundraising qualification		✓
Full and valid driving licence and access to a vehicle.		✓
Member of Chartered Institute of Fundraising	✓	