

Corporate, Trusts & Community Events Fundraising Manager

Role Description

Division:	Fundraising & Marketing
Department:	Fundraising & Marketing
Location:	Scotland based, with a blend of office (Edinburgh) and home working.
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	35 hours per week, flexible working patterns available
Line Manager:	Associate Director of Fundraising & Marketing
Direct Reports:	Corporate Partnerships & Business Development Officer Corporate Partnerships Officer Charitable Trusts & Grants Fundraiser Community & Events Fundraiser Fundraising & Database Administrator
Salary:	£39,000 - £42,000 pa depending on experience

Job Purpose

Our mission is to inspire, involve and empower older people in Scotland, and influence others so that people can enjoy better later lives. To help us achieve that, our fundraising activity aims to successfully increase donations and raise our profile and impact. In this role you'll aim to achieve this and deliver impact for older people in Scotland by providing leadership, insight and guidance to the fundraising team.

As a key member of the charity's management team, you will bring your professional expertise and high-quality people management skills to develop the team to deliver their best.

Working closely with the Associate Director of Fundraising and Marketing you will develop and implement the fundraising strategy for corporate, trusts and community events income as part of the charity's overall income generation strategy. You will manage, direct and support the team to meet ambitious annual targets whilst keeping expenditure within agreed limits.

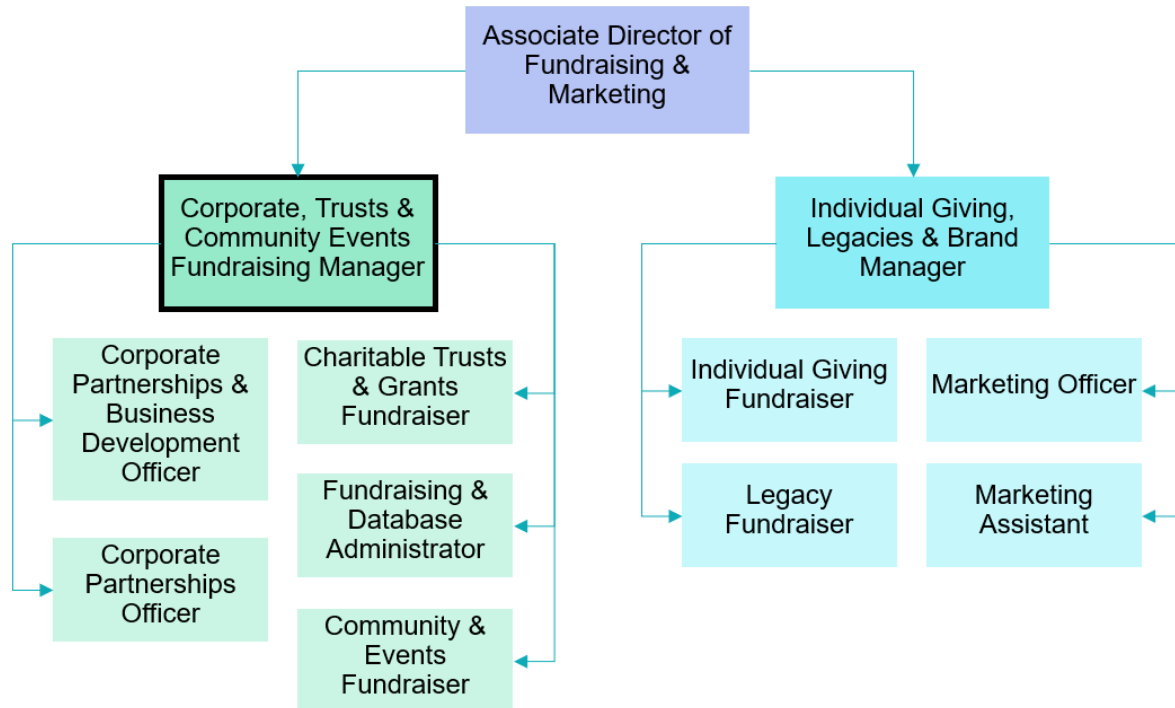
You will maximise income with a focus on corporate, trusts and grants and community and events fundraising.

You will support with raising the profile of Age Scotland with a focus on storytelling, demonstrating the impact of our services and working closely with our Individual Giving, Legacies and Brand Manager to ensure all fundraising activity aligns with our brand.

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You will work in partnership with colleagues at Age UK in the development and implementation of fundraising projects.

Organisational Chart



What you'll do

- Develop and lead on the implementation of the charity's corporate, trusts and community and events fundraising strategies to meet ambitious income targets.
- With a focus on storytelling which demonstrates the impact of our work, lead on campaigns and applications that raise awareness of the charity's services.
- Enhance the management of donor relationships to leverage the full potential of donor recruitment, retention and reactivation.
- Support the development of the fundraising environment at Age Scotland, where staff, volunteers and our supporters are ambassadors for our income generation activities.
- Involve, inspire and empower our teams to give their best, developing and nurturing their skills so that we attract and retain the best talent whilst meeting agreed objectives.
- Ensure the active management and delivery of plans against budget.
- Ensure that team members are kept abreast of trends and developments in the fundraising sector.
- Contribute to cross-organisational working groups/project teams and ensure team delivery of charity objectives.

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Corporate Fundraising:

- Lead the team to implement a pro-active corporate fundraising strategy including introduction, cultivation, stewardship and account management to maximise income from new and existing corporate partners.
- Lead the team to develop a strategic corporate pipeline.
- Lead the team to ensure we write and deliver proposals and presentations of the highest quality for potential new corporate partners to secure new business.
- Work with colleagues to ensure reporting to corporate funders is timely, accurate and captures the impact of the services we offer.
- Work with colleagues in Age UK, Age NI and Age Cymru to deliver stewardship for joint corporate accounts.

Charitable Trusts & Grants:

- Lead the team to implement a charitable trusts & grants fundraising strategy including donor cultivation, solicitation, stewardship and reporting and evaluation.
- Lead the team to ensure we write and deliver applications of the highest quality.
- Lead the team to ensure we effectively develop and nurture the relationships of funders.
- Lead the team to ensure powerful cases for support and case studies are available for all our services.
- Be able to lead meetings with funders or facilitate meetings with senior staff.
- Work collaboratively across the charity to lead and support on statutory funding applications and evaluations.

Community Fundraising:

- Lead the team to implement the community fundraising strategy in order to maximise income from community fundraising activities with a focus on challenge/sponsored events, bespoke Age Scotland events, private and street collections, static collection boxes, fundraising volunteers and local businesses.
- Lead the team to ensure an effective donor journey is in place for all community fundraisers.

Marketing & Brand:

- Work closely with the Individual Giving, Legacies & Brand Manager to ensure consistency of brand across all corporate, trust and community events fundraising materials.
- Work closely with our marketing and communications team to raise awareness of the work of the charity, and work with colleagues across the organisation to promote the charity's key messages and campaigns.
- Work closely with the marketing team to ensure relevant fundraising pages on our website are kept up to date and offer impact.

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Other Responsibilities:

- Analyse data to understand giving patterns which will inform and shape evidence-based activities.
- Ensure the upkeep of the fundraising database to ensure that all information is captured accurately and timely.
- Ensure that all activities are carried out in accordance with relevant legal and regulatory conditions.

Qualitative aspects of the role:

- Meet fundraising targets.

What you'll bring

Knowledge, skills & experience:

- Recent and substantial experience (minimum 2 years) of managing fundraising, with a focus on successful corporate partnerships and securing trusts and grants income.
- Experience of delivering a fundraising strategy and of leading a team to meet or exceed fundraising targets.
- A successful track record in fundraising and of securing fundraising income.
- Broad experience of the following mix of fundraising: corporate, charitable trusts and grants and community and events.
- Knowledge of current trends and emerging techniques in fundraising and marketing.
- Strong staff management and leadership experience.
- Excellent written and verbal communication skills, including the ability to write concise and engaging copy.
- Experience of ensuring activities and fundraising materials are in line with brand and tone of voice.
- Excellent interpersonal, listening, communications, presentation and networking skills including the ability to make a compelling case for support.
- High quality copywriting with a focus on storytelling techniques.
- Experience of building internal partnerships to work collaboratively and with internal stakeholders on both departmental and cross-organisational initiatives.
- Strong numeric and budget management skills to ensure all fundraising and marketing activities are cost-effective with a focus on return on investment.
- Financial and commercial acumen to contribute to and implement an annual fundraising and marketing business plan, including performance objectives.
- Competent user of Microsoft Office applications, including Excel, Word, Outlook and Teams.
- Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands and work under pressure and to tight deadlines.
- An understanding of the issues affecting older people in Scotland (desirable).
- Experience of using Raiser's Edge (desirable).

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Qualifications:

Qualified by experience and/or certified member of Chartered Institute of Fundraising, or equivalent experience.

Additional requirements

- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive and Integrity) in your work.
- Commitment to providing older people with high quality services.
- Commitment to work alongside and support volunteers.
- An understanding of and commitment to equal opportunities.
- Willingness to engage in self-development.
- Employees are expected to have a suitable homework space with a good broadband connection for occasional home working.
- Employees are expected to undertake any and all other reasonable and related tasks allocated by their Line Manager.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.