

Fundraising Manager

Recruitment pack



Job description

Job purpose

To increase Friends of the Earth Scotland's income, the Fundraising Manager will develop and deliver a fundraising and membership strategy, maintaining and building on the current relationships with funders and our large membership.

Location

The role is based in Edinburgh with hybrid working arrangements (expectation to be in the office at least one day per week). This post will require some work out of office hours, including weekends, for which time off in lieu will be granted.

Reporting to

Head of Finance and Operations

Hours and duration

3-4 days per week. We're open to flexible working options. This post will require some work out of office hours, including weekends on occasion.

It is a permanent position.

Salary and benefits

£34,944 to £42,644 FTE. You will receive 28 days annual leave plus 11 days statutory holidays pro rata. Friends of the Earth Scotland operates a Company Pension Plan with NEST. The pension benefits exceed the statutory minimum.

Apply for the role

Application

To apply please send a cv and a covering letter highlighting why you are interested in applying and how your knowledge, skills and experience meet the person specification by giving examples to recruitment@foe.scot. We would be grateful if you could also complete our [Equal Opportunities Monitoring Form](#) and include this in your email.

The closing date is 30 June 2024 at 5pm.

Interview

There will be a two phase interview process.

First interview: 15 July 2024

Second interview: 24 July 2024

Not sure if you fit?

In this pack, we've included a list of key accountabilities and detailed responsibilities as well as a person specification outlining the attributes, knowledge and experience we are looking for in candidates for this role.

We would encourage you to think broadly about how you might evidence these skills and experience in your application.

If you're excited about working for us and have most of the skills and experience we're looking for, please go ahead and apply.

About us

Who we are

Friends of the Earth Scotland is Scotland's leading environmental campaigning group, working to help people in Scotland look after the planet for everyone's future.

Our vision

Friends of the Earth Scotland's vision is of a world where systems of power and resource use are transformed so that all living beings and ecosystems have what they need to flourish, now and in the future.

Our mission

- Friends of the Earth Scotland exists to win campaigns for transformative solutions to the root cause of environmental problems.
- We campaign for an end to the climate crisis, for the flourishing of the Scottish environment, and for a democratic Scotland which cherishes and protects the natural world of which we are part.
- We work for an economy oriented towards the needs of communities, ecosystems, and the planet.
- We support people in Scotland to take individual and collective action for environmental and social justice locally, nationally, and globally.
- Working with partners in Scotland and across the globe, we integrate research, political advocacy, strategic communications, mobilisation, and movement-building into focused and ambitious campaigns.

Our values

Hope

Our vision is a vision of a possible world, and that we can act in the here and now to create changes that make that world more likely. In acting on this hope, we do not ignore the enormous environmental losses that have already occurred, the likelihood that many more will occur, or the magnitude of the systemic transformations that are needed to bring our vision about;

Collaboration

We see ourselves as one part of a wide, diverse ecosystem working for transformative solutions to environmental problems. At every level, from our staff team and our Board to the FoEI network, our membership, and our external partners, we work in generous partnership and in support of democratic participation

Creativity

Defending against attack is necessary but insufficient in achieving our organisational vision: we need new relations and systems linking people and ecosystems to do that. Developing these systems is the work of creating as well as dismantling, and we will hold space for creativity in our internal and external work

Care

Care requires systemic measures that recognise the capacities and limitations of people and ecosystems, as well as individual attitudes of kindness and concern. Our internal operations, our interactions with partners, and our campaigning goals will be oriented by care for people and planet

Justice

Environmental and social harms are disproportionately caused by systems of domination and extraction developed by the elites of majority white countries in the global North, and are disproportionately felt among people who are economically, socially, and racially marginalised in the global North and South. We act in solidarity with the people most affected by environmental harms in our campaigning for transformative solutions, and we work to centre fairness and anti-oppression in our internal systems and processes

Integrity

We understand our values as things we hold and things we do. We put them into practice across our internal and external activities, and we reflect and reorient when we fall short of them.

About this role

Friends of the Earth Scotland is seeking an organised and effective Fundraising Manager able to increase the current level of grants and donations to the organisation. A member of the Finance and Operations Team, they will work closely with the Head of Finance and Operations and the Campaigns Team to identify best ways of attracting funders to projects and campaigns.

The Fundraising Manager will also work closely with the Operations and Communications teams to develop a membership strategy and implement a plan that can maximise donations from medium and major donors in particular, while also promoting legacies.

Detailed responsibilities

Strategic Fundraising

- Develop and implement fundraising strategy for FoES, selecting appropriate opportunities which suit the overall campaign strategy
- Assist the Director in the development of a membership strategy with relevant staff and Board members
- Keep in touch with developments in fundraising and ensure that FoES uses new channels and tools as they become available
- Ensure that FoES fundraising is in line with charity law and standards as well as our ethical fundraising policy
- Contribute to the financial planning of the organisation by managing our funding pipeline and prospects, maintaining oversight of grant and membership income, contributing towards financial forecasting and budget setting, and ensuring that grant funding is spent in line with grant restrictions
- Establish and maintain strong relationships with fundraising colleagues in FoE England, Wales & Northern Ireland, Europe and

About this role

International to work on joint funding bids and access sub-grants

- Contribute to project and campaign planning by advising on financial aspects and fund-raising options

Trust and grant fundraising

- Raise income from trusts and grants and other potential income sources
- Research grant opportunities in line with our strategic objectives
- Maintain excellent relationships with our funders, including managing the relationship with our largest funder, the People's Postcode Lottery
- Write and co-ordinate fundraising bids, working closely with campaigners and preparing project plans as needed
- Submit budgets for funding bids to the Head of Finance and Operations and report on budgets spent to funders
- Maintain detailed and accurate records of grant prospects and bids
- Keep funders up to date with project developments
- Individual giving and membership fundraising:
 - Raise income from membership development
 - Write fundraising appeals to members and direct mail to non-members
 - Manage cost effective membership recruitment campaigns
- Work with HR & Finance Officer to oversee the use of supporter data in support of campaigning and fundraising
- Manage relationships with external contractors to support individual giving fundraising
- Promote legacy giving

About this role

Monitoring and evaluation

- Contribute to the organisational monitoring and evaluation framework that FoES is currently developing
- Collaborate with campaigns staff on targets and reporting

Knowledge, skills and experience

Essential:

- At least two years' experience of working in a fundraising or marketing communications role
- Strong experience of writing and managing high quality grant applications, with an understanding of what funders want to see in an application
- Knowledge and experience of running digital engagement/fundraising campaigns, including social media and supporter email, preferably in a charity context
- Excellent copywriting and editing skills and ability to present ideas creatively
- Experience of recruiting new members and supporters, preferably in a charity context
- Strong verbal and interpersonal skills and an ability to communicate complex subjects simply and persuasively
- Strong administration and digital skills
- Ability to prioritise and manage a varied workload often to tight deadlines.
- Good understanding of GDPR and fundraising codes of practice

About this role

Desirable:

- Demonstrable understanding of and commitment to environmental and social justice issues
- Familiarity analysing the performance of channels such as social media, website and email
- Experience of using contact databases, email management (e.g: Mailchimp) and website content management (e.g. Wordpress)
- Experience of organising events and community fundraising
- Understanding of campaigning and membership organisations
- Graphic design, photo/video editing production skills



Equal opportunities

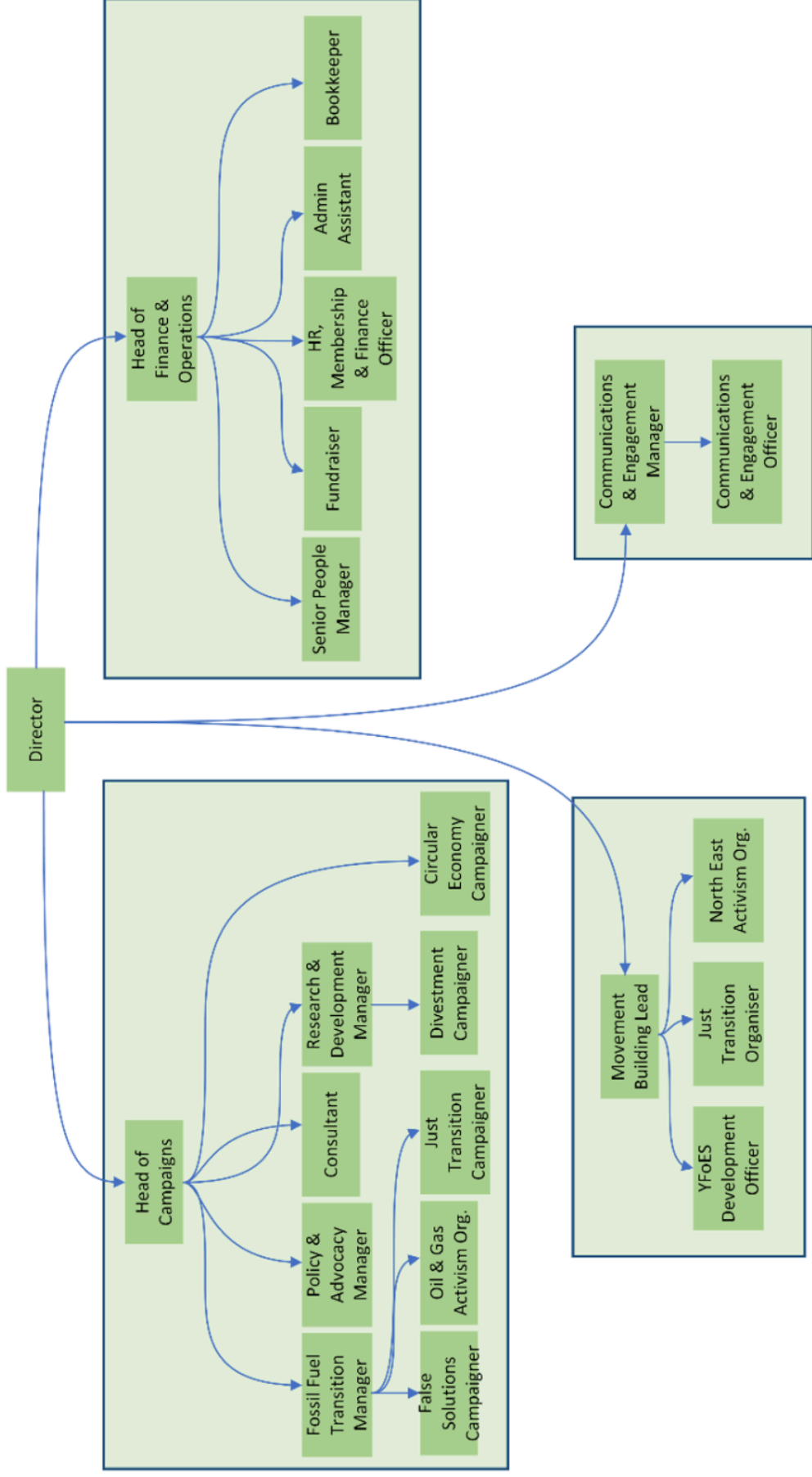
We are committed to offering equal employment opportunity for all and to providing employees with a work environment free of discrimination and harassment.

We are committed to finding the right people for the jobs that we advertise. All employment and recruitment decisions are based on organisational needs, job requirements and individual qualifications, without regard to race, colour, religion, sexuality, gender identity or belief or any other status protected by the Equality Act 2010.

We are committed to increase the diversity of our team and encourage applications from people currently under-represented in the climate and environmental movement. We are working hard to create a space in which people from all walks of life see themselves. We therefore particularly encourage you to apply if you belong to one of these groups or sit at the intersections of multiple systems of oppression.

We monitor Equal Opportunities at Friends of the Earth Scotland as part of the application process. All Equal Opportunities forms are removed from applications prior to short listing.

Organisational chart





Friends of the Earth Scotland

HUMZA
FOSSIL FOOL

JUST TRANSITION
THE LEANER, THE ONE BEHIND
SAVE FIT FUR PARK

HUMZA
UP AND AT
ROCK

EDINBURGH
Local

END FOSSIL FUELS!
A JUST TRANSITION FOR WORKERS
AND COMMUNITIES