



**RSABI**

Supporting People  
in Scottish Agriculture



Join the

RSABI team

**Applicant Pack**  
**Fundraising Executive**  
**(Maternity Cover)**

[rsabi.org.uk/vacancies](https://rsabi.org.uk/vacancies)

## Foreword

On behalf of all at RSABI, I'd like to thank you for your interest in the role of Fundraising Executive 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 role of Fundraising Executive is a very important position with a crucial role to play in underpinning the success of the work of the charity and our ability to deliver for the Scottish agricultural industry.

The successful applicant will report to our Head of Fundraising, with a remit to work closely with colleagues in the different teams, particularly Fundraising and Welfare, but also Finance and Admin and our Board of Trustees.

Developing great working relationships with contacts within the organisation and with external stakeholders, including the agricultural press, will be key to the success of this role, along with a flexible, can-do outlook.

We look forward to receiving your application.

Best wishes,



**Carol McLaren,**  
Chief Executive



## Overview

<b>Post</b>	Fundraising Executive (Maternity Cover)
<b>Job type</b>	Fixed term contract, 12-14 months
<b>Location</b>	Home-based with travel to our Edinburgh office and to attend fundraising events and meetings as required.
<b>Salary</b>	£27k - £30k DOE + car allowance
<b>Reports to</b>	Head of Fundraising
<b>Hours</b>	Full time, 37.5 hours
<b>Holidays</b>	34 days annual holiday
<b>Pension</b>	5% matched pension
<b>We offer</b>	<p>Hands-on experience and ongoing support and guidance from our Head of Fundraising</p> <p>Time in lieu for any agreed overtime you do</p> <p>Flexible location (where possible)</p> <p>An opportunity like no other to work in an excellent team for an exceptional Scottish charity</p>

## Job Description

Organised, motivated and a confident communicator, you'll be responsible for driving income and building relationships throughout the agricultural community in Scotland to help ensure we have the funds needed to deliver our services.

We welcome applications from a variety of backgrounds including (but not limited to) account management, marketing, fundraising, event management or sales.

From supporter stewardship to event planning – no week will be the same. You will be joining a hardworking team dedicated to driving the charity forward and making a difference.

We are looking for an engaging, passionate and pro-active person who can think on their feet and take initiative.

Along with great copy writing and social media skills, you will also have excellent admin and organisational skills. You will be experienced at developing relationships and can manage a busy and varied workload.

The role requires some weekend and evening working, and requires on occasion to work outside the scope of the role to assist with delivering the strategic objectives of the charity.

### **The Purpose of the role is to:**

- 1.** Support the development and implementation of fundraising operations to maximise fundraising income and improve efficiency across all income streams.
- 2.** Engage with key stakeholders to raise awareness of the charity and the services provided to support income generation.
- 3.** Provide assistance to the wider team in terms of administration, analysis, digital, financial, events.

## Key duties and responsibilities

### Income Generation

- Engage with key stakeholders to influence income.
- Review and recommend improvements to the supporter journey for current supporters to ensure they are engaged and retained.
- Manage the supporter journey for “in aid of” supporters and work with them to maximise their fundraising efforts, providing excellent supporter stewardship.
- Work with corporate partners and groups to enhance their experience and maximise fundraising opportunities
- Create and maintain fundraising administration processes, demonstrating initiative by making recommendations for process improvement
- Consider, plan and create opportunities for seasonal fundraising initiatives such as Christmas, Father’s Day etc
- Manage our fundraising challenge portfolio with event partners and stewardship of supporters
- Manage our merchandise and stock control

## Key duties and responsibilities

### Engagement

- Consider opportunities and tools to promote our fundraising opportunities to new and existing supporters
- Attend industry events (eg Agriscot, Royal Highland Show, stakeholder groups, Women in Agriculture, other industry partner-led events) to increase networking where applicable
- Manage social media channels to promote and engage with key supporters, develop creative content to help us reach more people
- Create and deliver our newsletter to share impactful content and make relevant inspiring asks
- Keep our website updated with news stories and events
- Analyse reach on our social media and website and consider opportunities to develop
- Work with our media partners on fundraising stories, press releases, articles and adverts to further engage our audience and increase our reach
- Engage with the welfare team to understand the support we offer and ensure we have a clear and compelling case for support
- Maintain and enhance personal knowledge, skills and networks by playing an active role in the appropriate professional bodies and groups

## Key duties and responsibilities

### Events

- Work with colleagues to lead on, support and deliver RSABI's key fundraising events
- Support where required on supporter led fundraising events to ensure individuals and groups fundraising on our behalf are equipped with the tools and resources to maximise fundraising in a compliant and efficient manner
- Contribute to project groups for high value supporter events
- Support the wider team by attending regional events to promote the services and opportunities within RSABI

## Person Specification

### Required skills, experience & knowledge

- A passion for Scottish agriculture, and an enthusiasm for sharing stories and contributing to activity which will inspire others
- Experience as a user of a CRM system, including managing data
- Proficient user of Microsoft Office software, including Word, Excel, Teams, and SharePoint
- Experience in a support or operational role in fundraising or similar, with a good understanding of the different fundraising disciplines and income streams
- A confident communicator with the ability to build effective internal and external relationships
- Ability to deal with sensitive issues and queries with tact and discretion and deliver excellent supporter care
- A proactive approach to problem solving and a solution focused mindset
- Ability to manage time efficiently, work to deadlines and balance immediate and long-term priorities
- An eye for detail and a rigorous approach to process, particularly when working with supporter data and financial information
- Experience of process creation, management and improvement
- An enthusiastic, pro-active, creative individual who thrives in a fast-paced environment



## Application Process

To apply for the role of Fundraising Executive (Maternity Cover) please send your CV and a covering letter to [recruitment@greenburn.co.uk](mailto:recruitment@greenburn.co.uk) by Monday 30th September.

For more information about the role, please email [pauline.macmillan@rsabi.org.uk](mailto:pauline.macmillan@rsabi.org.uk)

## Application Timeline



### Monday 30th September

Closing date for applications

Please note that the application process may end earlier than the stated deadline if we receive a high volume of responses, you are encouraged to submit your application as early as possible.



### Thursday 10th October

Interviews taking place

RSABI is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability or age.

