

# THINK Recruitment



**Sight  
Scotland**



**Sight Scotland  
Veterans**

## **Candidate Pack: Fundraising Manager - Partnerships and Philanthropy**

Location: Hybrid - 2 days a week in Edinburgh office

Salary: £37,525 - £41,510

Closing date: Midnight Sunday 8th December





**Sight Scotland  
Veterans**

## **Welcome from Davina Shiell, Director of Cause and Engagement**

Thanks for your interest in this role and working for Sight Scotland.

Sight Scotland is Scotland's leading charity providing specialist care, education and research for people with vision impairment. We have been in existence for over 230 years, and offer a variety of services in the community as well as education, transcription into alternative formats and residential care for adults and children.



Our sister charity, Sight Scotland Veterans, provides support to veterans with visual impairment, the majority of whom have age related sight loss conditions such as glaucoma. We see possibilities, not barriers, and by providing the right support we can help people achieve amazing things.

We are at an exciting point for the Cause and Engagement team here at Sight Scotland. After a fundraising review conducted by THINK Consulting in October 2023, we have taken recommendations onboard and reshaped the team. This falls in line with the organisation's new mission and strategy rolling out in 2025. The strategy, alongside our values of transform, unite and thrive, will set us on the path to deliver incredible success over the next few years.

We know there are more people in Scotland who could benefit from our support. To increase our reach and engagement we need to raise more money than we have done historically. To do this we need the right people in the right roles. It is an incredibly exciting time to join the team, we are recruiting for 6 roles in our newly formed Fundraising and Audience Development team this side of Christmas and have the potential to grow further in the future. We have a lot of ambition and just need the right people to join us who can help us realise that ambition.

Sight Scotland offers great benefits, competitive salaries and a chance to make a tangible difference to more than 180,000 people across Scotland living with significant sight loss.

Sight loss can be a scary place to be. It can make us feel vulnerable and isolated. But it needn't be like that. With the right support, life can be very different. Which is where we come in, raising vital funds and ensuring all our supporters feel like part of the Sight Scotland family. I am excited to see who joins our team in these important roles as you will make a tangible difference to fundraising, and to our supporters, right from the start.

Thank you for your interest, I hope you apply!

*Davina*

**THINK  
Recruitment**



## Background: Sight Scotland and the Cause and Engagement Team

The impact of vision loss is huge. Too often, it leads to people lacking or losing confidence and independence. People with vision loss are at higher risk of unemployment, isolation, mental health problems, and financial challenges. It can have an enormous emotional toll. But with the right support, people with vision loss can gain the skills to remain independent and active in their communities – to thrive.

That's why we're here.

For 230 years, Sight Scotland has been supporting people impacted by vision loss. We believe we play an important role in continually shifting the conversation around sight loss, and contributing to achieving a fair, equitable society. Over the years, we've seen a positive shift in expectations, with individuals and communities increasingly empowered to live lives the way they choose, free of discrimination.

And we've had to transform too, so that our services reflect the times we live in and meet the changing needs of the people we support. We're now looking at how we continue to evolve so that we can achieve our charitable purpose of reaching everyone in Scotland with sight loss, currently more than 180,000 people – where and when they need us.

It's an exciting time to join us as we continue to change, grow and develop to ensure that we remain relevant and innovative – and, most importantly, provide support which responds to the needs of people with vision loss today. You could play a major role in making that happen.

The Cause and Engagement Directorate is responsible for profile, brand and relationships to generate income, communicate effectively and strategically with internal and external audiences as well as influencing society to improve the lives of people living with sight loss across Scotland. We place a great emphasis on digital innovations to drive fundraising and campaigning as well as putting lived experience at the heart of our policy and influencing work.





## **Background: Fundraising Manager - Partnerships and Philanthropy**

The Fundraising Manager – Partnerships and Philanthropy is responsible for developing and implementing strategies to secure funding from corporate partners and major donors. The successful post holder for this role will be a pro-active and engaging individual with excellent relationship-building skills to drive growth in partnerships and philanthropic giving. The role supports the organisation's purpose to make a significant impact on the lives of people living with visual impairment in Scotland by maximising fundraising income to deliver brilliant services and create a positive impact on our ability to deliver for the long term.

There is huge scope to develop both philanthropic giving and corporate partnerships at Sight Scotland. This is the first dedicated position for these income streams, so previously there hasn't been the dedicated focus needed to maximise potential. This role will shape and deliver a plan to develop activity and income across corporate partnerships and major donors, with the initial focus being on corporate partnerships. Corporate Partnership activity currently is low level, with small partnerships coming ad-hoc rather than being sought. There is great potential, especially with the potential leads generated from our Scottish Braille Press who enable companies to communicate with their customers in alternative formats.

This role would suit someone who has demonstrable experience of developing a corporate and/or a major donor pipeline, creating operational plans and delivering income. Perhaps you are at senior fundraiser level already, but may be looking to take on more income stream responsibility and / or take on the remit of a specialist manager.

### **This role could be for you if you:**

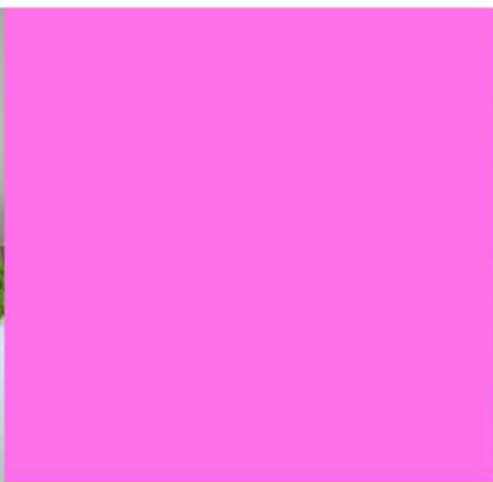
- Love developing engaging and compelling propositions for companies and potential philanthropic givers
- Can work independently, seeking collaboration when required
- Can effectively project manage, confident at multi-tasking and prioritising
- Enjoy relationship building and stewardship
- Aren't afraid to discuss targets, and monitor and report on financial achievements
- Are energised by the potential of a blank page!



## The role: Fundraising Manager - Partnerships and Philanthropy

### The ideal candidate will:

- Be an ambassador for our values in the way you work.
- Be audience-focused, seeking continuous improvement in processes while keeping the impact on our audience and donor experience front of mind.
- Build productive and respectful working relationships with your Cause and Engagement Directorate colleagues, bringing healthy challenge and a positive learning approach to delivering for the charities.
- Develop a collaborative network with your colleagues across the charities, using this to build your knowledge and understanding of their current challenges.
- Keep up to date with trends, innovations, and best practices in the fundraising and non-profit sectors.
- Be comfortable and confident engaging with colleagues and volunteers at all levels within the charities.





## **Job Description: Fundraising Manager - Partnerships and Philanthropy**

### **Responsible and accountable for:**

#### **Increasing support for Sight Scotland:**

- Grow income from corporate partnerships, being proactive in identifying and reaching out to create income generating opportunities including charity of the year opportunities, donations, events, sponsorship and in-kind support
- Ensure corporate partnerships align with charity's mission and values and lead to a meaningful and productive relationship
- Support the development of a major donor programme by identifying prospects and stewarding them, engaging relevant members of the Executive Leadership Team to engage with major donors and prospects when appropriate
- Craft and deliver compelling proposals, presentations and pitches

#### **Communication:**

- Lead on the development of tailored and personalised communications with corporate and philanthropic supporters and prospects
- Ensure that all content and communications related to area of work is current, engaging and relevant to audiences

#### **Collaboration:**

- Collaborate internally to create donor engagement opportunities

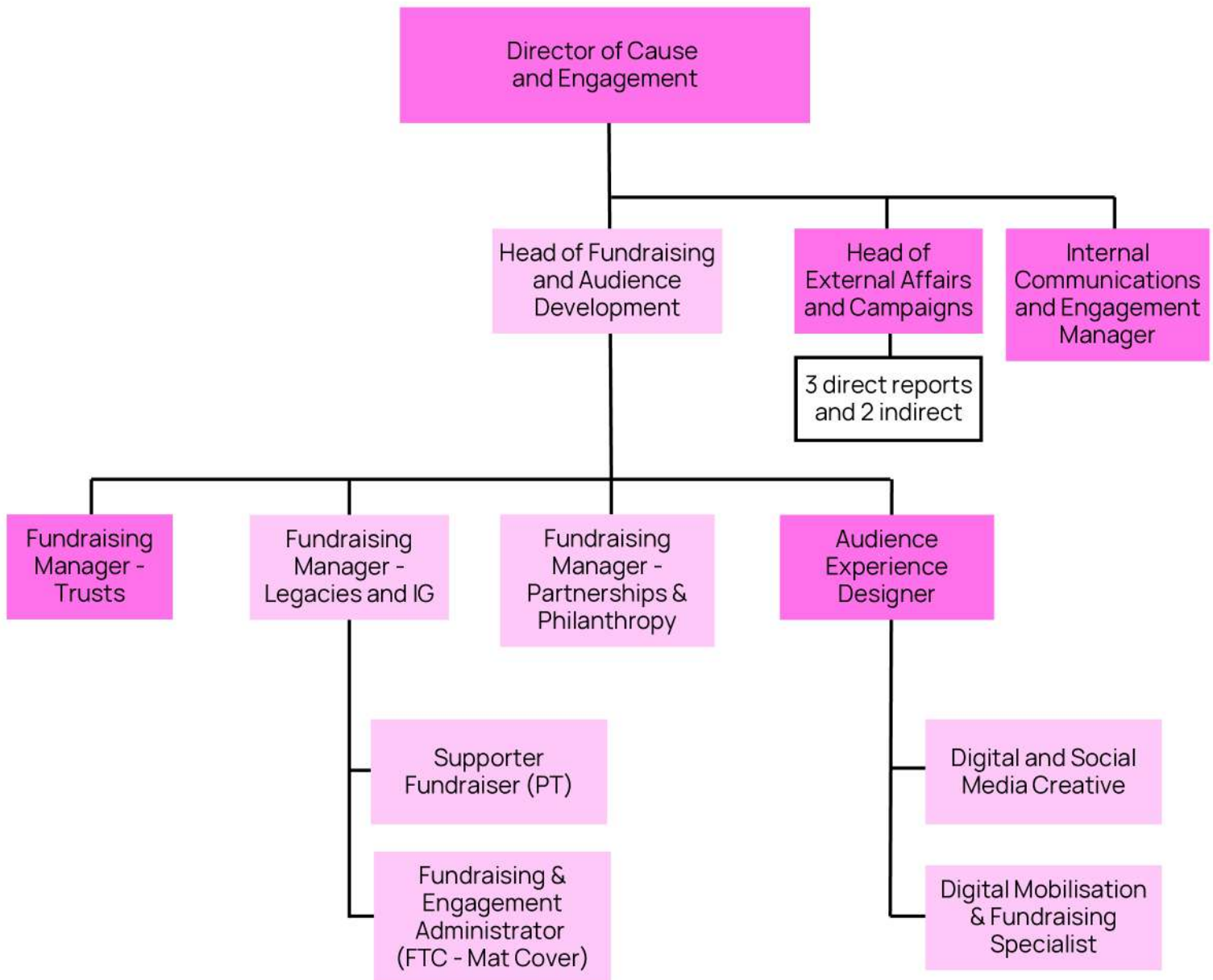
#### **Management responsibilities:**

- Monitor and report on fundraising performance, ensuring goals are met or exceeded
- Horizon scan and innovate to ensure we are maximising on all viable opportunities across corporate and philanthropic giving
- Maintain accurate records, maximise use of CRM systems and automation
- Ensure all fundraising activities comply with relevant legislation, ethical standards, and best practice.

## Person Specification: Fundraising Manager - Partnerships and Philanthropy

Criteria	Essential (E)	Desirable (D)
Experience of successful donor cultivation with a strong track record of success in growing fundraised income from corporate partnerships	X	
Demonstrable financial literacy and numerical accuracy	X	
Strong interpersonal, relationship and networking skills and a positive, proactive attitude	X	
Demonstrable ability to create compelling and grammatically accurate copy through effective writing, editing and storytelling skills.	X	
Confident at presenting in person and representing the charity at a high standard	X	
Ability to work independently and collaboratively in a team environment	X	
Proficiency in using CRM systems effectively and to a high data standard	X	
Ability to work on occasion out of hours, for which TOIL will be granted	X	
Experience of major donor/philanthropic fundraising		X
Experience of using Raiser's Edge NXT and / or Salesforce		
Existing, relevant networks and relationships		X
Membership of Chartered Institute of Fundraising		X
Understanding of, and empathy with, the aims and objectives of Sight Scotland and Sight Scotland Veterans		X

## The Cause and Engagement Team



Light pink reflect posts being actively recruited for.  
Full organisational chart available upon request.



## Our vision, mission and values

### Our vision:

An inclusive Scotland where people of all visual abilities have the opportunity to thrive.

### Our mission:

Support, campaign and research for people affected by visual impairment.

### Our values

Our values reflect what Sight Scotland does, how we do it and why we do it.

These statements explain what each value means to us, in what we do as an organisation, and how we act as colleagues:

#### Thrive

##### Be curious

We care about those we work with and want them to flourish by being engaged and interested in purposeful learning.

##### Reflect to Grow

We thrive by taking the time to listen, understand, consider our approach and share knowledge.

#### Unite

##### Support and encourage

We maximise our impact by embracing accountability and supporting and coaching each other with encouragement and kindness.

##### Celebrate success

We recognise and celebrate our achievements in the vital work we do, and the collaboration with our partners and the communities we support.

#### Transform

##### Test, learn and adapt

We transform outcomes for people with visual impairment through collaboratively adapting our approaches and using our expertise to meet their needs.

##### Challenge Positively

We embrace change and constantly look for ways to improve through open, honest and respectful interactions.

## Benefits and life at Sight Scotland

Our people do essential work, and we believe it's vital to care for and invest in them. We want everyone at Sight Scotland and Sight Scotland Veterans to be able to thrive at work.

### Annual leave

37 day's paid holiday per year, pro-rata (inclusive of bank holidays).

### Pension

Contributory pension scheme through Royal London. Your contributions start at 3% of your salary, while our employer contributions start at 6%. You can increase contributions, and we'll double it up to a maximum employer contribution of 12%.

### Flexible working

We have a variety of flexible working options available, including compressed hours. Due to the function this role performs, this role is office based in our Edinburgh office, but we do consider flexible working requests. Employees may be required to work in our other locations on occasion and attend external meetings/events.

### Family friendly policies and enhanced maternity leave

Two days paid dependants leave, and two days carers leave per year.

Maternity leave: first 6 weeks are payable at 90% of average weekly earnings, the next 12 weeks are paid at ½ normal basic rate of pay plus the standard SMP rate providing this does not exceed an employee's full pay. Statutory Maternity Pay provided during the final 21 week period.

### Enhanced sick pay

Sick pay is provided from day one of employment, ranging from 5 weeks full/5 weeks half pay for 6-12m service, to 26 weeks full/26 weeks half pay for those with over 5 years service.

### Other

- Free confidential employee assistance programme
- Benefits hub
- Discounts for carers
- Cycle to Work scheme
- Option to join the SCVO Credit Union
- Paid time off for medical and dental appointments



## Equity, diversity and inclusion

We're committed to the pursuit of inclusion and diversity in our workplaces. We want to create a working environment that is representative of and responsive to different cultures and groups, and where everyone has an equal chance to succeed.

Sight Scotland and Sight Scotland Veterans promote the inclusion and empowerment of people with visual impairment, and as such regard inclusion, diversity and equality in all its respects as something that should be inherent in our service delivery, our staffing and our management and governance.

Throughout all our activities we aim to:

- Eliminate unlawful discrimination, harassment and victimisation and other prohibited practices.
- Advance equality of opportunity between people who share a relevant protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

Sight Scotland is also proud to be a Disability Confident Employer. Disability Confident Employers are recognised as going the extra mile to make sure disabled people get a fair chance. We are committed to taking actions that will make a difference for disabled people. This includes things like:

- Making our recruitment inclusive and accessible.
- Communicating our vacancies.
- Offering an interview to disabled people.
- Providing reasonable adjustments which support disabled people in work.
- Supporting our existing employees.

If you have questions relating to Sight Scotland's EDI commitment, or would value seeing specific policies, please get in touch with [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) and we can support.



## To apply

To express interest in this role, and to arrange an initial conversation with THINK Recruiting please email [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) with a copy of your CV and contact information.

Our Recruitment Manager will have a screening conversation with all applicants prior to shortlisting. Rather than requesting candidates submit a supporting statement or cover letter, we will provide interested candidates with screening questions to answer which alongside your CV will form your application.

Please ensure you allow enough time to have a screening call prior to the closing date, as we will not be putting candidates through to shortlist who have not been screened.

Screening calls with THINK Recruitment	Closing date	Interviews	Decision by
26th November - 17th January	Midnight Sunday 19th January	Tuesday 28th January	Friday 31st January

Invites to interview will be sent by EOD Wednesday 22nd January to ensure candidates have time to prepare.

Interviews will be held in person. There will be an interview task, details of which will be shared in the invite to interview. Every effort will be made to keep the process to one stage.

If there are any reasonable adjustments THINK Recruiting can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.

Thank you for your interest, we hope to hear from you soon.



### **Jo McGuinness**

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