



Livingston James



**Right
There**

Position Profile

**Director of Income
Diversification &
Messaging**



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Welcome Note



Thank you for your interest in the role of Director of Income Diversification & Messaging at Right There. We are delighted to be recruiting to this newly shaped role that will form part of a small Leadership Team.

Having celebrated our 200 year anniversary in 2024, Right There is looking ahead and is seeking to ensure we can provide the right support, in the right place, at the right time for everyone that needs it. We believe everyone deserves an equal chance to create a safe and supportive place to call home, and we walk alongside people to achieve that.

Scotland is experiencing a housing emergency, which is causing more people to need the support we offer. This is happening within a backdrop of financial constraints and limited public sector resources, so this is a challenging time for not only the people we support, but the sector we operate in too.

We are seeking an experienced leader, who can help Right There maximise its impact and support more people. Working closely with myself, the Director of Programmes and Director of Finance and People, you will develop a strategic approach to diversifying our income and raising awareness of our work, to ensure we can sustain, extend and expand our programmes. Ultimately, you will enable Right There to prevent homelessness, one person at a time, for as long as it's needed.

We would love to hear from you if you have an entrepreneurial mindset and a proven track record of developing and implementing successful income generation and diversification strategies across multiple revenue streams.

Good luck with your application.

Janet Haugh
Chief Executive



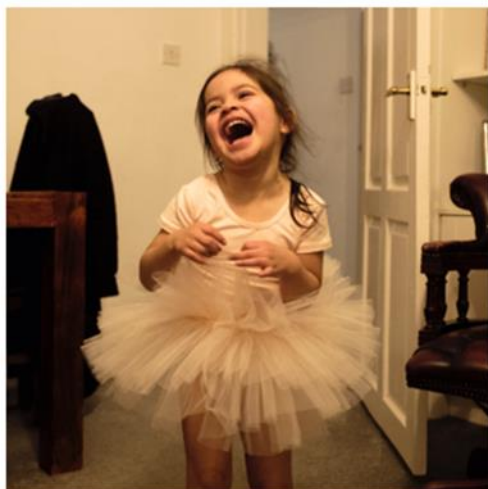
We are Right There and recently celebrated our 200th anniversary in 2024. We provide tailored support for people, at home, and in the community. We are here for people who are living with the effects of homelessness, poverty, addiction, or family breakdowns. Last year we supported almost 4,000 individuals, helping to prevent them from becoming homeless or separated from the people they love.

We are here to offer the right support at the right time, including breaking down financial barriers; accessing the private rental market; linking up with local health, employment and training services to help people make connections within the community; and helping people feel happier, safer, and more confident to take steps to improve their own lives.

Every person's story is unique, and everyone's route home is different, so we tailor our response to the individual. We want to challenge stereotypes – it doesn't matter what the situation is – we're not here to judge, only to help.

Our approach is about creating trusting relationships and nurturing people's strengths, and our 200 dedicated staff, mentors and volunteers play a crucial role in this.

Our 3 Programme Areas



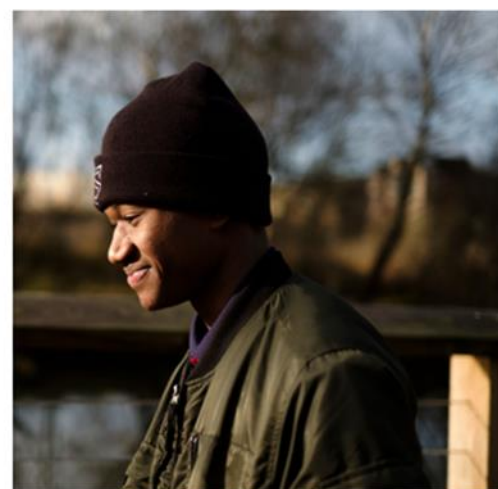
For People

We provide tailored support for children and adults to help individuals and families feel happier, create stronger bonds and stay together.



At Home

We provide safe and supportive places to call home for people of all ages, from any circumstances, for as long as they might need it.



In The Community

We provide the tools for people to live independently and build their lives within their community, creating their own safe and secure homes.



Our Vision:

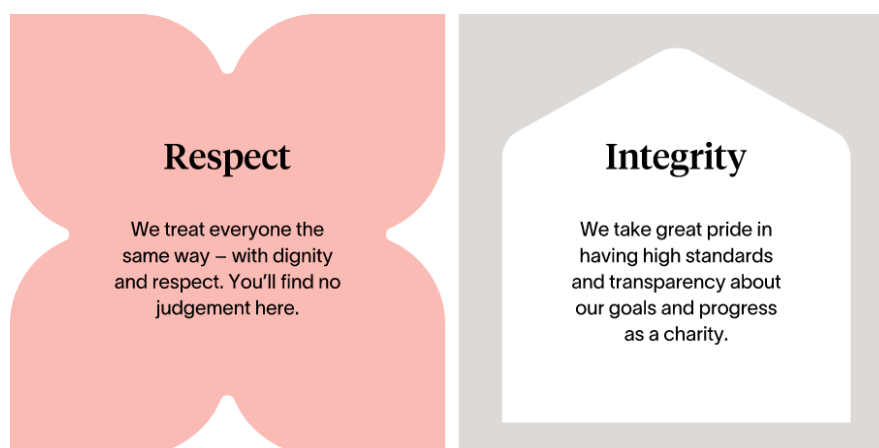
A world where everyone has an equal chance to create a safe and supportive place to call home.

Our Mission

We meet people where they are in life with no judgement; walking alongside those who need support and preventing them becoming homeless or separated from the people they love.

Our Values

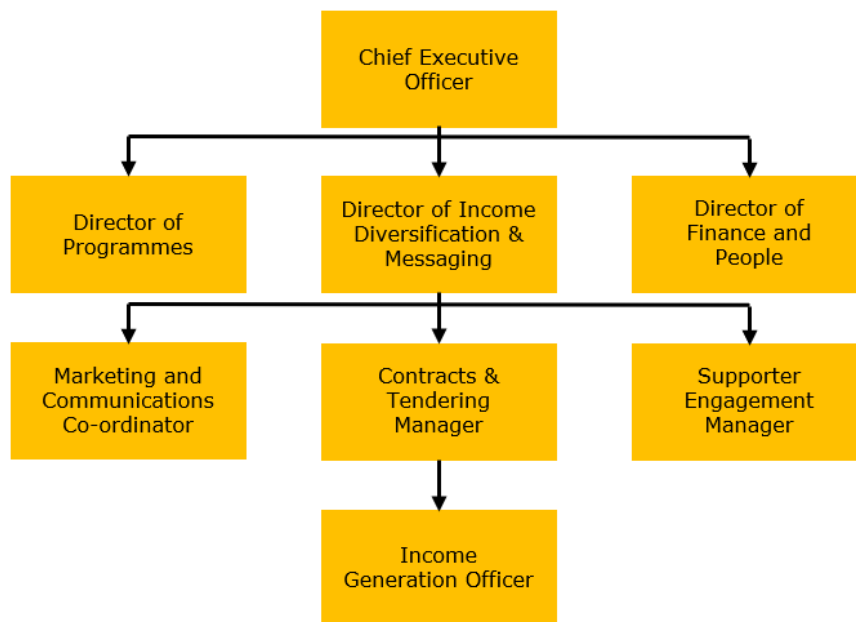
At the heart of Right There are our values. And we are proud to live these every day; to be the best we can be for those involved in our work.





Job Title:	Director of Income Diversification & Messaging
Reports to:	Chief Executive
Location:	Glasgow

NB: Right There embraces agile working for all employees, with an expectation that this individual would be in the Glasgow office c3 days a week.



In this newly shaped position, you will play a pivotal role in ensuring the long-term financial sustainability and growth of Right There by developing and executing comprehensive fundraising, communications, and income generation/diversification strategies.

Reporting to the Chief Executive you will be responsible for increasing Right There's contract (commissioned) and non-contract income in alignment with the organisation's growth plan.

As a key member of the Leadership Team, you will collaborate closely with colleagues, providing expert and insightful support, & challenge when required, to actively shaping strategies and operational plans that drive the achievement of our mission and strategic priorities.

To have a **positive impact** in the role you will:

- Build and oversee the Income Diversification & Messaging team, fostering a collaborative and results-driven culture to drive excellence in contract tendering, fundraising, and communications
- Develop and implement strategies to achieve financial targets through diverse and sustainable funding streams, regularly monitoring and reporting on performance



- Oversee the delivery of Right There's fundraising strategy, ensuring income diversification while deepening relationships with supporters, donors, and volunteers - both now and in the future
- Support the Contracts and Tendering Manager in securing local authority contracts, providing strategic oversight and internal guidance to drive successful tender outcomes and business growth
- Enhance Right There's external communications and marketing activities and implement strategies that directly support income growth and expand Right There's supporter base
- Raise Right There's profile by building and maintaining key external relationships, ensuring the organisation is a first-choice partner for commissioners, grant-making bodies, and key decision-makers
- Working closely with the Director of Programmes and relevant Heads of Service, as appropriate, to scope, understand and analyse opportunities in new and current geographical areas, identifying and evaluating new business opportunities and potential funding streams
- Embed an agile approach to income generation by conducting regular horizon scanning and environmental analysis, ensuring a deep understanding of the funding landscape (both statutory and non-statutory) to inform strategic growth and development
- Oversee the full procurement lifecycle and lead the development of business growth initiatives, ensuring sustainable expansion and financial resilience
- Ensure that risk is appropriately evaluated and minimised in all business propositions
- Act as a role model by demonstrating high professional integrity, maintaining clear professional boundaries, and upholding the commercial confidentiality of Right There's work at all times





Business Development & Growth

- In collaboration with subject matter experts (Heads of Service) develop and maintain a strong understanding of current / future opportunities shaped by either the external environment or policy landscape to ensure Right There takes appropriate actions
- Report and advise on development potential together with future opportunities and risks through robust business cases and relevant cost/benefit analysis
- Identify ,develop and implement CRM solution for Right There income generation and contract management in collaboration with programme delivery colleagues across the organisation

Contracts, Bids & Tendering

- Lead the submission of high-quality tenders and funding bids (both contract and non-contract) that effectively demonstrate Right There's expertise and value as a service provider
- Project manage all aspects of the tendering process, working closely with the Director of Programmes and operational colleagues, while providing a customer-focused internal consultancy service throughout the commissioning and procurement process
- Implement robust systems and procedures to assess and evaluate tender opportunities and ensure the effective preparation and submission of bids
- Develop and maintain a contract register and tracking system, leveraging technology to monitor contracts and support strategic decision-making
- Maintain a full audit trail for all projects and working with operational colleagues to ensure effective contract implementation, management and compliance
- Lead cross-functional reflection and learning sessions to analyse post-bid outcomes, applying insights to enhance processes, content, and organisational competitiveness
- Represent Right There effectively at all stages of public sector commissioning and procurement cycles
- Oversee the timely preparation and submission of monitoring reports for commissioners and external funders, ensuring a consistent approach to submissions that effectively showcase the potential impact of Right There's programmes and interventions, aligned with agreed targets
- Ensure the Contracts and Tendering Manager keeps abreast of current / future opportunities through the regular and ongoing review of commissioning portals, horizon scanning, prospecting tools and tendering notifications and delivers to agreed timescales

Fundraising

- Develop and implement a comprehensive fundraising strategy to create a sustainable and growing income stream
- Design bespoke donor engagement, stewardship, and retention strategies across all donor segments, including major donors, trusts & foundations, corporate partnerships, events, and individual giving
- Oversee and foster all fundraising initiatives and campaigns to achieve agreed income targets and increase volunteer engagement



Communications

- Lead the organisation's internal and external communications, ensuring a clear, engaging, and consistent brand presence across all channels
- Be accountable for all communication messaging, working closely with the Communications Agency and in-house Communications Lead to maintain the organisation's brand, tone of voice, and positive style
- Ensure fundraising and programme activities are effectively promoted and aligned with Right There's overall messaging and brand strategy
- Foster engagement and connectivity across the organisation by leveraging a diverse range of communication tools, channels, and measurement approaches to engage employees and volunteers

Stakeholder Engagement

- Identify, establish, and nurture strategic relationships aligned with Right There's organisational goals to secure long-term, sustainable support
- Work cross-functionally to develop strong internal relationships, ensuring diverse perspectives are integrated into strategic planning

Team Leadership

- Provide strategic leadership and operational management, championing best practices and continuous learning
- Develop and empower managers and staff, ensuring high performance and alignment with the organisation's annual business plan
- Establish and monitor performance metrics to foster a culture of continuous improvement

Governance, Risk & Compliance

- Ensure robust governance structures are in place for data security, risk management, business continuity, and system integrity
- Establish and uphold performance metrics to ensure compliance with legislative and regulatory requirements
- Stay ahead of legislative changes impacting the Income Diversification and Messaging team, providing timely updates to the Leadership Team
- Maintain a full audit trail for all projects to ensure effective contract implementation, management, and compliance



With an entrepreneurial mindset, you will bring a proven track record of developing and implementing successful income generation and diversification strategies across multiple revenue streams. Results-driven, innovative, and proactive in seeking new opportunities, you will also have experience leading high-performing teams, setting strategic direction, and achieving measurable growth targets.

While direct experience with local authority commissioning is not essential—this expertise will be provided by the Contracts and Tendering Manager—the successful candidate will be expected to quickly build a strong understanding of this core area, as it is integral to Right There’s business and future growth plans.

Key Skills and Experience

- **Exceptional leadership skills** – an inspiring and motivational leader who acts as a behavioural role model and fosters a collaborative, inclusive team culture.
- **Proven track record in income generation** – success in securing income through diverse channels, including major gifts, corporate partnerships, trusts & foundations, events, and digital fundraising.
- **Strategic and commercial acumen** – ability to identify, evaluate, and capitalise on new income and funding opportunities.
- **Experience in bid development** – direct involvement or oversight of tenders and funding applications.
- **Excellent relationship management and influencing skills** – ability to initiate, build, and sustain relationships with a range of stakeholders, including funders, corporate partners, and senior decision-makers.
- **Financial and business management expertise** – experience in managing complex budgets, financial planning, and contract management.
- **Strong understanding of fundraising regulations and compliance** – ensuring all income-generation activities adhere to best practices and legal requirements.
- **Highly developed communication and negotiation skills** – able to articulate complex ideas and secure buy-in from diverse audiences.
- **Data-driven decision-making** – ability to analyse and leverage data and insights to inform strategy and demonstrate impact.
- **Entrepreneurial and innovative mindset** – creative in the pursuit of new income opportunities within a commercially focused environment.
- **Integrity and resilience** – a steadfast commitment to ethical fundraising, with strong analytical and organizational skills.



Salary:	£70,736 – £76,897 per annum
Company Pension:	You will be automatically enrolled into the People's Pension in the month that you will complete 3-months of employment, provided you meet the auto-enrolment criteria
Holiday Entitlement:	30 days year 1 and rising to 40 days year 2, inclusive of public holidays
Additional Benefits:	Read more about our benefits by visiting https://rightthere.org/

The Recruitment Process

Interested candidates should provide a CV and covering letter, outlining their interest and suitability, to Douglas Adam at douglasadam@livingstonjames.com

First stage interviews will be conducted by Livingston James, our retained advisors, prior to discussing candidates with Right There at the shortlist meeting.

