



**EQUALITY | RESPECT | LOVE**

## **Fundraising and Partnerships Manager**

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### **Job Description**

**Location:** Scotland wide / Glasgow National Office / flexible hybrid working

**Responsible to:** Business Development Director

**Responsible for:** Fundraising and Partnerships team

**Salary:** £35,175 - £41,383

**Contract:** Permanent

**Hours:** 35 hours per week (some evening/weekend work required)

### **Purpose**

Who Cares? Scotland is seeking a Fundraising and Partnerships Manager to play a pivotal role in advancing our mission by identifying and securing robust funding opportunities, cultivating strategic partnerships, and driving sustainable growth.

The role will encompass leading the Fundraising and Partnerships team and activities such as grants, trusts, corporate partnerships, community fundraising and events, as well as monitoring and tracking to set income targets.

You will work closely with the Business Development Director and manage key funding, corporate and other external stakeholder relationships; including our strategic partnership with the John Lewis Partnership; for the purposes of public education, business development, and income generation.

As part of the Business Development Directorate, you will liaise with our Creating Communities that Care team who are vital in developing and delivering our training offer to schools and external organisations. The work of this directorate is fundamental in contributing to the ongoing sustainability of the organisation enabling it to pursue its vision as set out in our Strategic Plan 2023-2027.

### **About Who Cares? Scotland**

Who Cares? Scotland is Scotland's only national independent membership organisation for Care Experienced people. Our strategic vision is to secure a lifetime of equality, respect, and love for Care Experienced people in Scotland.

At the heart of Who Cares? Scotland's work are the rights of Care Experienced people, and the power of their voices to bring about positive change. We provide individual

lifelong relationship-based independent advocacy and a broad range of imaginative participatory and engagement opportunities for Care Experienced people across Scotland.

We work alongside Corporate Parents and communities to broaden understanding and create change. We work with policy makers, leaders, and elected representatives locally and nationally to shape law, policy, and practice, working together to build on the aspirations of The Promise and secure positive change.

## **Key Duties of the Role**

### **Strategic Leadership**

- Represent Fundraising within the Leadership Team and contribute to the organisation's strategic direction
- Provide leadership and line management support to the Fundraising and Partnerships team
- Develop, implement and monitor budgets, plans, and income targets for all fundraising activities
- Maintain oversight of project funding and work with operational colleagues to plan for sustainability

### **Fundraising Development**

- Lead on developing and delivering a mixed-income fundraising strategy covering statutory funders, trusts and foundations, corporate partnerships, individual giving, community fundraising, and events
- Develop and deliver compelling propositions for corporate partners, aligned to the organisation's vision and demonstrating good return on investment
- Create and manage diverse pipelines across all income streams ensuring regular prospecting, cultivation, submissions, and reporting
- Develop and launch an unrestricted income campaign targeting individual donors and community fundraisers, with asks at key times of year
- Oversee donor and supporter journeys to ensure personalised stewardship, repeat giving, and increased donations

### **Partnerships and Stakeholder Engagement**

- Build and maintain strategic partnerships with key corporate partners (e.g., John Lewis Partnership) and other external stakeholders
- Develop and support steering groups and networks to access high-value relationships and increase reach
- Maximise engagement opportunities with corporate partners and high-net-worth individuals through events and campaigns

- Oversee engagement with community groups, clubs and organisations with potential to support Who Cares? Scotland

### **Operational Delivery & Compliance**

- Lead high-quality bid writing and oversee submissions prepared by others
- Manage all aspects of funder and donor relationships, stewardship, and reporting
- Ensure the fundraising database is up to date and fully utilised to maximise income and engagement
- Support the growth of fundraising volunteers in collaboration with the Volunteering team
- Develop and promote new income streams such as payroll giving and legacies
- Support cultivation and donor events, including logistical planning and relationship management
- Collaborate with the Evidence & Impact team to provide high-quality impact reporting for funders and supporters

### **Internal and External Communication**

- Present to internal and external stakeholders and represent Who Cares? Scotland at meetings, events, and partnership activities
- Ensure effective collaboration with other directorates, minimising silo working and maximising opportunities for business development

### **General**

- Undertake administrative tasks to support fundraising activities as required
- Carry out any other duties commensurate with the role, agreed with the Business Development Director
- Manage responsibilities within agreed budgets

### **Person Specification**

EXPERIENCE / ABILITIES	Essential	Desirable
Minimum five years' experience in fundraising at managerial level within the non-profit sector	X	
Proven track record of securing diverse income streams, including grants, sponsorships, and partnerships	X	

Proven success in securing and delivering income over £500k per year	X	
Demonstrable experience cultivating and managing diverse fundraising pipelines	X	
Experience of managing complex projects and being accountable to funders and boards	X	
Proficiency with fundraising CRM systems (e.g., Donorfy, Raiser's Edge)	X	
Strong leadership, strategic thinking and team motivation skills	X	
Ability to build and manage high-level partnerships	X	
<b>KNOWLEDGE</b>	<b>Essential</b>	<b>Desirable</b>
In-depth understanding of the funding landscape, statutory standards, compliance and risk management in business development	X	
Strong understanding of the care system in Scotland and issues affecting Care Experienced people		X
Relevant qualifications or equivalent professional experience	X	
Continued professional development in relevant areas		X
<b>PERSONAL ATTRIBUTES</b>	<b>Essential</b>	<b>Desirable</b>
Excellent written and verbal communication skills; able to produce persuasive proposals and reports	X	

Strong analytical, planning and data management abilities	X	
Flexible and adaptable, able to manage competing priorities and work under pressure	X	
Commitment to inclusive, rights-based practice and empowering young people	X	
Positive 'can-do' attitude that will enthuse prospective and current supporters, colleagues and volunteers	X	
Commitment to Children and Human Rights	X	
Supporting the implementation of The Promise	X	
Working inclusively with an understanding of equal opportunities practices	X	
Belief that young people can make transformative change happen in their lives if given the opportunity	X	
Working in partnership with young people, empowering them to make decisions about their own lives	X	
Being proactive, self-motivated and a strong team player	X	

### **Working Environment**

We are a flexible employer - the location of the postholder is flexible and can include home working. We have office locations in Glasgow, Edinburgh, Paisley, Bellshill and Kilmarnock. There would be an expectation that the post holder has a regular presence within the National Office in Glasgow. Some evening and weekend work required, to attend fundraising and member events, as well as Board Meetings.

### **Equal Opportunity Employer**

As an equal opportunity employer we are committed to diversity, equality and inclusion in our workplace. We positively encourage applications from suitably qualified and

eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.

### **Lived Experience Employer**

We welcome and encourage applications from those who are care experienced. The term "care experienced" refers to anyone who has been in or is currently in care. This care may have been provided in many different settings, such as: Kinship care, looked after at home, residential care, foster care, secure care -- living in a secure unit, and adoption.