

Join us to help improve the lives of disabled children and their families by becoming our next Philanthropy Manager



**Job Title:** Philanthropy Manager (Individual, Community & Events)

**Hours:** 37 hours per week

**Location:** Hybrid working with a minimum of 2 days per week in the office

**Salary:** in the region of £37,000

### JOB PURPOSE

Running for almost 40 years, The Yard is an award-winning charity that aims to build a community of support for disabled children and young people through adventure play and in doing so creates opportunities for fun and friendship and wrap around support for the whole family.

Coming to The Yard provides a great sense of belonging - children have fun and parents have a space free from judgement, where everyone they meet comes from a place of kindness and understanding. One real strength of our service is that we work with disabled children from birth to twenty-five, so families are on one journey. Having that consistency of support is invaluable to families.

Our parents often refer to The Yard as a home from home, as for many it is one of the only places where they can relax as a family and just be themselves. As a result, families feel less isolated as they have a chance to meet others facing similar challenges and build up crucial support networks. One parent summed up the difference the service made to their family: *"I love The Yard because the smile it puts on my son's face is priceless. It's helped him grow as a person, become more open to allowing others into his space, and makes him feel safe and accepted. The staff and volunteers are amazing with all the children."*

Your role will be to help generate the income required to help us continue our amazing services, keep our existing supporters engaged and inspire new supporters to come on board. You will do so by leading and driving our Individual, Community and Events fundraising across our four sites in Edinburgh, Glasgow, Dundee and Fife.

This is an exciting time to join our team - The Yard is growing, and it is a great time to join a much loved and well-respected charity and help us support even more disabled children and their families across Scotland.

### ORGANISATIONAL STRUCTURE

You will work within the Development Team across all our offices, with some home working. The team is currently comprised of Head of Fundraising, Corporate Partnerships Manager, Philanthropy Manager (Trusts and Grants), Fundraising Assistant(s) and Communications Manager. This post will report to Head of Fundraising.

### KEY RESPONSIBILITIES

Scotland Yard Adventure Centre (known as The Yard) is a registered Scottish Charity SC002538 and Private Limited Company registered in Scotland 101671.

You will work as part of a team helping to implement our ambitious fundraising strategy. You will develop and nurture relationships with individuals and groups who donate to The Yard or fundraise on our behalf. You'll also have responsibility to develop and grow the income from events (including challenge events, those organised on our behalf and our own events.)

### **Main Responsibilities**

- Working collaboratively with the Development Team, you will lead on the delivery and implementation of our individual, community and events funding streams to reach agreed income targets
- Proactively seek out new supporters, steward existing donors and follow up on all prospects
- Develop and maximise donations from individuals, including regular givers.
- Develop and maximise community fundraising activity and manage all community fundraising volunteers
- Promote The Yard with community local schools/universities, churches, special interest groups and workplaces to develop longer term relationships.
- Secure and undertake speaking engagements and opportunities to raise awareness and funds for The Yard
- Manage, deliver and ensuring the effective marketing of our programme of Challenge Events and recruit supporters to take part in various activities to raise money for The Yard
- Lead on our stewardship programme to keep our supporters informed and develop a programme of activities to keep our supporters informed and engaged.
- Take responsibility for accurately monitoring income and providing reports and regular updates as required by donors
- Work within the Development Team to keep the general upkeep of the CRM system (Donorfy) to a high standard and support other members of the team with the administration
- Assist the Head of Fundraising in identifying new opportunities to expand this area of support to allow us to continue to grow our service
- Lead on the successful execution and delivery of high value events, with support from other members of the team
- Monitor on-going performance against agreed plans. Regular monitoring and reporting on income and providing reports as required
- Contribute to the preparation of annual budgets, targets and plans
- Support the Fundraising Assistant(s) to ensure compliant and effective fundraising administration support, income processing and stewardship
- Lead by example; sharing your energy, knowledge, ideas, and insights to inspire confidence and drive forward the development of this important income stream at The Yard
- Work with the Communications team to generate social media and website content
- Coordinate the supporter newsletters as well as contributing to communications-led newsletters to other stakeholders and staff
- To further engage with third party supporters to secure long term support

### **AUTHORITIES AND LIMITATIONS**

- The Head of Fundraising will be responsible for setting and reviewing your work.
- You will have regular support and supervision meetings and will receive quarterly reviews and an annual appraisal

- You will be appointed for an initial six-month probationary period
- There are no financial authorities for this role

## **KNOWLEDGE, SKILLS, QUALIFICATIONS, COMPETENCIES**

### **Essential qualities and experience:**

- Demonstrable experience of the key qualities required for this role, alongside individual thought, analysis and working to time scales.
- Up to date knowledge of the latest trends in fundraising and marketing
- At least four years' experience working in a role within a fundraising or equivalent marketing, business development or events environment with demonstrable success in meeting financial targets
- Excellent oral and written communication skills
- Excellent interpersonal and relationship building skills, with a positive attitude and a friendly, approachable manner
- Excellent organisational skills
- A strong team player
- Experience of using a variety of marketing channels to promote events and/or fundraising activities
- Experience of utilising a CRM or database system to maximise relationship management
- This post will be subject to a Disclosure Scotland check

### **Desirable qualities and experience:**

- Relevant qualification – e.g. fundraising, marketing or events management
- Working knowledge of a range of social media channels
- Experience of managing digital paid advertising
- Working knowledge of AI within fundraising or marketing
- Experience of effective line management and/or leadership
- Volunteering at a charitable or child focussed organisation
- Driving license, although not a requirement, would be beneficial