

Role title	Head of Fundraising & Engagement
Responsible to	Director of Fundraising & Operations
Location	Glasgow

About Alzheimer Scotland

Alzheimer Scotland is Scotland's national dementia charity. Our aim is to make sure nobody faces dementia alone. We provide support and information to people with dementia, their carers and families, we campaign for the rights of people with dementia, support vital dementia research and promote positive brain health.

Alzheimer Scotland is committed to fair work and to enabling an environment of trust, integrity and respect, for which everyone in the organisation has a responsibility. We encourage creativity and innovation as we strive to continually improve the ways we support people with dementia, their families, and carers. Our employees and volunteers work collaboratively to provide the best outcomes for those who rely on our services, so that together we can deliver on the charity's vision to make sure no one faces dementia alone.

All Alzheimer Scotland employees and volunteers are encouraged to fully engage in activity within the organisation, and we actively promote effective voice so that the views of those who work with us are sought out, listened to, and can make a difference. We advocate continuous development across all our teams, providing opportunities to learn in an environment that is safe and supportive.

About the role

The key purpose of this role is to lead and embed a dynamic and sustainable fundraising portfolio, that supports the organisations self-funded services (such as, but not limited to; Dementia Resource Centres, 24hr Freephone Dementia Helpline and national dementia advisory service) to deliver on our mission to ensure nobody faces dementia alone.

The Head of Fundraising & Engagement will support the Director of Fundraising and Operations to create and deliver the Fundraising & Engagement strategy, whilst having specific responsibilities to lead and deliver on key projects areas, including relevant budgetary autonomy. Emphasis will be paid to increasing retention rates with current supporters (such as, but not exclusive to; members, major donors, volunteers & regular donors), diversifying our calendar of engagement opportunities, whilst proactively securing new ways to attract new demographics to our cause. You will cultivate and drive forward a culture of confidence, innovation and collaboration in order to deliver, sustain and thrive on income generation activities.

The role will lead a team of twelve, covering various incomes streams, such as community fundraising, fundraising volunteers, corporate partnerships, Trusts, regular giving, third party events, major donors and the organisations annual mass participation fundraising events, such as Shooting Stars, Memory Walk and Tea & Blether.

Given the relationship-first approach the organisation has embedded within its fundraising team, along with the collaborative nature the organisation has cultivated, you will have fantastic interpersonal and communication skills. You will be able to work strategically with other internal teams, such as but not limited to Communications & Campaigns, Finance, and our Locality teams. In addition to leading the rest of the organisation to confidently adopt an ethos and daily practice which supports fundraising engagement, you will be able to grow and sustain new external relationships for the benefit of sustaining the organisations voluntary incomes reserves.

Key responsibilities

Role specific responsibilities

- Support the Director to embed the Fundraising & Engagement strategy, whilst positively championing and supporting the wider organisational strategic plan.
- Increase our engagement and understanding of our core audiences by conducting an annual stakeholder audit and developing a responsive and personalised supporter journey, across all funding streams, to ensure our supporters receive the most relevant and engaging content, therein increasing retention rates, whilst highlighting areas for improvement/focus within our current reach.
- Using the data from our annual stakeholder audit, build on our current income streams to expand our supporter database, for further growth and opportunities.
- To research and instigate new initiatives that support increased engagement and income for the charity.
- Deliver an annual programme of supporter communications that demonstrates the impact of fundraised support. This will include four key re-engagement milestones, throughout the year, at a minimum. Focus to be given to the enhancement of volunteers, regular givers, one-off donations, members and corporate memberships, with storytelling at the heart of all our communications (offline and online).
- To propose and set budgets, in conjunction with the Director, for team projects and initiatives, including the participation in budgetary meetings and monthly reviews.
- To lead on various team projects, including setting and delivering on preidentified/agreed key performance indicators.
- Analysis, create and deliver an annual calendar of stakeholder engagement events, including, but not limited to a series of challenge events, community fundraising initiatives, a corporate programme and building an ambassador network.
- Complete post-project evaluations, with specific highlights to success factors and areas for improvement.
- Ensure volunteering opportunities are weaved into every area of the team function.
- Work with localities to increase knowledge of all fundraising activities throughout the year, along with providing a suite of materials to raise awareness of the need for fundraised income.
- Ensure you have a sound understanding of all organisational projects in order to identify funding opportunities.
- In conjunction with the Director, deliver a multifaceted marketing plan for internal and external activities, that support further engagement with regards to retention figures, and attraction.
- Conduct annual market research to receive feedback on how supporters/non-supporters

view Alzheimer Scotland, to aid the evolution of how we deliver our message, as per above aim.

- Revamp the fundraising section of the website, to articulate the difference fundraised support has and why it is so vital for Alzheimer Scotland to be able to continue to provide vital dementia support for the people of Scotland.
- Work with Communication & Marketing colleagues by contributing to the production of monthly e-newsletters, organisational magazine, annual review & information provision to regular showcase the difference fundraised support has made. Ensure these communications are circulated to all supporters and utilised to maintain, and enhance, supporter relationships.
- Deliver a suite of clips that can be utilised in multiply arenas, that highlights the difference fundraised support makes to the lives of people living with dementia, their family members and carers.
- Review the use of Raisers Edges, with other internal functions, to ensure it remains fit for purpose, including implementing any adaptations needed to ensure accurate supporter journeys are recorded, to aid enhanced supporter journeys, which include personalisation and automation.
- Conduct an annual review of all suppliers, to deliver fundraising initiatives, such as our online shop, fundraising fulfilment and digital platforms, to ensure they remain fit-for-purpose with regards to evolving developments within the sector.
- Line manage multi posts, within the team, including supporting individuals' development, such as the Fundraising Engagement Leaders, Coordinators & Administrators, and ensure all roles have clear success measurements in place.
- Foster a positive team spirit, within the Fundraising Team, encouraging collaboration, support, and a can-do attitude to aid a fast pace, target driven environment.
- To proactively build strong connections and stakeholder relationships within the third sector, to ensure a competitive edge and constant feedback is maintained.

Other responsibilities

- Ensure Health and Safety is actively monitored and implemented and identify and manage risk in line with Alzheimer Scotland's operational guidance.
- Use IT systems appropriate to the role, including Microsoft Office suite, ALIS (intranet), and iTrent (HR and People system) and ensure all required measures to relating to the safe and secure use of sensitive and personal data are adhered to at all times.
- Actively collaborate with peers and colleagues both internally and external to the Charity, as appropriate to the role, in developing positive working relationships and collaborative, flexible approaches.
- Operate within the context of all Alzheimer Scotland policies and procedures.
- Participate fully in team meetings, learning and development opportunities and CPD/ CPL activities, and personal review and appraisal meetings.
- Adopt and maintain a positive approach in supporting, contributing to, and enabling effective employee voice.

- Actively support and promote the integration of volunteer activity and effective volunteer voice.
- Work flexibly and undertake any other appropriate duties commensurate with the general remit of the role, as required.

General

This job description remains subject to review by the Charity at any time and does not form part of the postholder's contract of employment unless explicitly stated.

Reviewed: June 2025

Person Specification

Head of Fundraising & Engagement

This person specification should be read with the above job description for the post of Head of Fundraising & Engagement. Please note that these competencies are not ranked in order of priority.

The following criteria will be used in selecting a candidate:

	Essential	Desirable
Evidence of leading and managing projects/teams/ peers through successful collaborations	x	
Excellent digital skills and awareness of the potential of digital to deliver improved outcomes for people living with long term health conditions		x
Ability to self organise, prioritise and meet deadlines	x	
Ability to work under pressure while paying attention to accuracy and detail	x	
Ability to analyse problems and develop solutions	x	
Demonstrable strong project management abilities	x	
The interpersonal and relationship building skills when working with internal and external stakeholders.	x	
Dynamic, self-motivated person who has the ability to work unsupervised whilst also being a team player	x	
Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing	x	
Ability to create and present engaging presentations using a variety of multi-media formats	x	
The ability to act proactively and with limited direct supervision, while at the same time recognising when matters need to be referred to more senior managers.	x	
Strong leadership skills	x	

Awareness of digital accessibility issues		x
Awareness of Health and Social Care Partnership and NHS structures		x
Evidence of horizon scanning and embedding projects to evolve an organisation		x
Strategic thinker	x	
Ability to drive the implementation of plans to achieve objectives	x	
Creative approach		x
An enthusiastic, can-do, positive approach to work	x	
Empathetic to the aims and values of Alzheimer Scotland	x	
Flexible to work occasional unsocial hours including evenings and weekends	x	
Flexible in approach	x	
Proven track record in building and developing partnerships	x	
Experience of planning, developing, implementing, evaluating and reviewing strategic and operational activities.	x	
Experience of project management including planning, developing, implementing, monitoring, evaluating and reporting on performance and dealing with competing priorities	x	
Evidence of continued professional development		x
Experience of working collaboratively and in partnership with individuals, groups, organisations and stakeholders internally and externally	x	
Full and valid driving licence and access to a vehicle.		x
Evidence of 1-3 years' experience in a similar role	x	