

## Job Description

<b>Job Title</b>	Area Fundraising Manager
<b>Immediate Line Manager:</b>	Head of Fundraising, St. Margaret of Scotland Hospice
<b>Date Approved:</b>	05 August 2025

## Job Purpose

St Margaret of Scotland Hospice was the first in Scotland and remains unique in our delivery of palliative and end of life care. Over a 75-year timeframe, the Hospice has served the localities of East and West Dunbartonshire and Northwest Glasgow, but its reach extends to almost every part of Scotland.

The Hospice offers a peaceful, tranquil environment for patients and their families. All care and support is delivered free at the point of need and there is no specific limit to the length of time a patient and family may stay in the Hospice. Once referred to the Hospice for inpatient care, we remain on the journey until our compassionate support is no longer required.

To operate with ease, the Hospice Team must raise approximately £50,000 per week, and to achieve this goal, we are reliant upon generous grants, legacies, fundraising and donations from our wider public.

This role sits within our Fundraising Team, which raises funds from a variety of sources including companies, schools, community groups, trusts and individuals within our community. The role is pivotal in the planning and implementation of fundraising events, campaigns and activities to ensure our supporters are active, and that they have an excellent experience of fundraising for St Margaret of Scotland Hospice.

### Fundraising Management:

- Work closely with the Head of Fundraising to develop an active community fundraising programme, including empowering and training staff, volunteers and volunteer supporter groups to manage community fundraising initiatives.

- To develop, own, and implement a sustainable area fundraising plan for St Margaret of Scotland Hospice.
- Operate as a lead ambassador for fundraising across the charity engaging key funding partners, donors and influencers to identify the most impactful fundraising opportunities and build sustainable fundraising relationships.
- Strengthen existing relationships with key supporters to take forward fundraising priorities.
- Develop long term relationships, with clear, focussed stewardship plans, to maximise future funding potential.
- Initiate, develop and manage fundraising campaigns, liaising with internal and external contacts to create impactful storytelling and supporter engagement as an integral part of fundraising activity.
- Provide support to high value fundraising bids and donor acquisition, ensuring the relationships, communications and approach are well managed to a high standard.
- Work collaboratively with colleagues across the charity to develop compelling and inspiring donor and supporter communications and materials to strengthen the donor journey and fundraising targets.
- Lead and manage the Fundraising Officer, fostering an inclusive, open and innovative culture.
- Provide specialist knowledge and advice on fundraising policy, regulations and management to ensure our fundraising activity is well managed and compliant.

### **Area Fundraising**

- Lead on the development of a speaker's programme to gain support from local clubs, groups and associations to raise income and awareness of the Hospice services.
- Build and maintain a Fundraising Pipeline Tracker to provide a schedule of reporting requirements for all 'in aid of' and do your own thing fundraisers.
- Work with colleagues and volunteers across the charity to proactively identify fundraising opportunities where our values are aligned and we can achieve the biggest positive net profit for the Hospice.
- Support the development of the charity's events e.g. Festive & Summer Events.
- Identify strategic corporate fundraising partners to develop a diverse portfolio and sustainable corporate fundraising streams.

- Represent the Hospice at networking opportunities both online and in person and link with partners and organisations for mutual gain.

### **Campaign Implementation**

- Lead in the development of the annual fundraising campaigns; from initiation, case for support, audience segmentation, data specification, production, fulfilment, monitoring to results analysis and reporting.
- Manage cultivation and stewardship plans for donors.
- Build relationships with long term supporters to appropriately reflect their support.

### **Reporting**

- Reporting to the Head of Fundraising
- Work within St Margaret of Scotland Hospice policies and procedures contributing to the delivery of an effective fundraising service that promotes our mission, vision and purpose.
- Be aware of and comply with all relevant hospice policies and procedures including those relating to health and safety, fire safety, data protection, IT and standing financial instructions.

### **Personal Development**

- Identify own learning and development needs to meet the key requirements of the post.
- Take responsibility for own continuing development by undertaking specific areas of work/projects to develop new skills.

This role requires some flexibility. The post holder must be able to support fundraising activity and attend hospice fundraising events which will include some evenings and weekends. These will be agreed in advance and time off in lieu will be given.

The jobholder is directly accountable to the Head of Fundraising, and review of performance is undertaken through the agreement of performance objectives and individual performance appraisal by the Head of Fundraising and the Executive Director of Corporate Services.

Formal appraisal is annual but regular informal reviews will take place between the jobholder and the Head of Fundraising.

### Qualifications, Experience and Knowledge

The role includes a wide range of responsibilities across the strategic planning, finance, fundraising, and governance functions of the Hospice.

The Fundraising Manager will need to have a range of experience and knowledge, including the following:

1. Ability to create, develop and implement plans and strategies to increase fundraising.
2. Experience in developing funding propositions, create compelling communications and manage stewardship and cultivation plans.
3. Excellent budget management skills and ability to make accurate forecasts of fundraising income and return on investment.
4. A high level of interpersonal, strategic, and technical skills with a visible and authentic leadership style.
5. In depth knowledge of the fundraising landscape and the role of Hospices in the delivery of healthcare, including palliative care.
6. Understanding of the Code of Fundraising Practice as set out by the Fundraising Regulator and as applied in Scotland.
7. Understanding of the principles of good fundraising governance and best practice.
8. It is desirable but not essential that the postholder has experience of working with volunteers or of being a volunteer.

This job description is not exhaustive and may be amended as necessary. Other duties within the general level and scope of the post may be required.