

**THINK
Recruitment**



Candidate Pack: Fundraising Operations Manager

Location: Hybrid, with 2 days in Edinburgh Head Office (EH11 1PZ)

Salary: £39,501 - £43,696 per annum

Hours: Full time – 35 hours per week

Closing date: Midnight Tuesday 2nd June 2026



Welcome from Karen Hodgins, Head of Fundraising and Audience Development at Sight Scotland

Thanks for your interest in this role and working for Sight Scotland.

Sight Scotland is Scotland's leading charity providing specialist care, education and research for people with vision impairment. We have been in existence for over 230 years, and offer a variety of services in the community as well as education, transcription into alternative formats and residential care for adults and children.

Our sister charity, Sight Scotland Veterans, provides support to veterans with visual impairment, the majority of whom have age related sight loss conditions such as glaucoma. We see possibilities, not barriers, and by providing the right support we can help people achieve amazing things.

We know there are more people in Scotland who could benefit from our support. To increase our reach and engagement we need to raise more money than we have done historically. To do this we need the right people in the right roles. We have a lot of ambition and just need the right people to join us who can help us realise that ambition.

The Cause and Engagement Team is moving into the second year of our new strategy. Our team was re-designed in November 2024, following a review conducted by THINK in October 2023. I joined in February 2025, alongside a newly formed Fundraising and Audience Development Team. Together we've been getting to the know the organisation and building its fundraising capability.

Shortly after that initial recruitment campaign completed, we launched our new organisational strategy. Alongside our values of transform, unite and thrive, our new team structure, expertise, strategy and focus will set us on the path to deliver incredible success over the next few years. We are now at an exciting point where we have embedded the new structure, a year on we can see where we need additional growth and capacity to support Sight Scotland to achieve our mission. This role is one of those roles we have identified as being crucial to reaching our long term financial and strategic ambitions.

Sight loss can be a scary place to be. It can make us feel vulnerable and isolated. But it needn't be like that. With the right support, life can be very different. Which is where we come in.

Thank you for your interest, I hope you apply!

Karen



Background on Sight Scotland and the Cause and Engagement Team

The impact of vision loss is huge. Too often, it leads to people lacking or losing confidence and independence. People with vision loss are at higher risk of unemployment, isolation, mental health problems, and financial challenges. It can have an enormous emotional toll. But with the right support, people with vision loss can gain the skills to remain independent and active in their communities – to thrive.

That's why Sight Scotland and Sight Scotland Veterans are here.



For over 230 years, Sight Scotland has been supporting people impacted by vision loss. They believe they play an important role in continually shifting the conversation around sight loss, and contributing to achieving a fair, equitable society. Over the years, they've seen a positive shift in expectations, with individuals and communities increasingly empowered to live lives the way they choose, free of discrimination.

And they've had to transform too, so that their services reflect the times we live in and meet the changing needs of the people they support. They're now looking at how they continue to evolve so that they can achieve their charitable purpose of reaching everyone in Scotland with sight loss, currently more than 180,000 people – where and when they need support.

It's an exciting time to join the charity as they continue to change, grow and develop to ensure that they remain relevant and innovative – and, most importantly, provide support which responds to the needs of people with vision loss today. You could play a key role in making that happen.



The Cause and Engagement Directorate is responsible for profile, brand and relationships to generate income, communicate effectively and strategically with internal and external audiences as well as influencing society to improve the lives of people living with sight loss across Scotland. They place a great emphasis on digital innovations to drive fundraising and campaigning as well as putting lived experience at the heart of their policy and influencing work.

Sight Scotland's mission and values

Vision:

An inclusive Scotland where people of all visual abilities have the opportunity to thrive.

Mission:

Support, campaign and research for people affected by visual impairment.

Values

Our values reflect what Sight Scotland does, how we do it and why we do it.

These statements explain what each value means to us, in what we do as an organisation, and how we act as colleagues:

Thrive

- Be Curious: we care about those we work with and want them to flourish by being engaged and interested in purposeful learning
- Reflect to Grow: we thrive by taking the time to listen, understand, consider our approach and share knowledge

Unite

- Support and encourage: we maximise our impact by embracing accountability and supporting and coaching each other with encouragement and kindness
- Celebrate success: we recognise and celebrate our achievements in the vital work we do, and the collaboration with our partners and the communities we support

Transform

- Test, learn and adapt: we transform outcomes for people with visual impairment through collaboratively adapting our approaches and using our expertise to meet their needs.
- Challenge positively: we embrace change and constantly look for ways to improve through open, honest and respectful interactions.



Background on the Fundraising Operations Manager role

Why is this role vacant?

This role is brand new to Sight Scotland. As part of the new fundraising strategy the Fundraising and Audience Development team recognises that there are efficiencies within fundraising operations that need to be identified and implemented – this role will be critical to delivering that.

Organisational context

The Fundraising Operations Manager will report to the Head of Fundraising and Audience Development. They will work very closely with members of the Fundraising and Audience Development team and wider Cause and Engagement Directorate.

Within the Fundraising and Audience Development team the post holder will work closely with peer managers on areas such as supporter journey planning, developing CRM integration with platforms such as MailChimp for integrated marketing opportunities, providing accurate and useful reporting and CRM dashboards, and processes for prospect research and pipeline management.

They will work closely with colleagues in our Finance Team to support financial reporting. They will also work closely with colleagues developing our insight and impact data. They will also on occasion find themselves in cross organisational missions which relate to audience mapping and data capture.



They may also work with budget holders across Sight Scotland's services and service leads to develop a well-rounded understanding of funding requirements.

They have line management responsibility for the Fundraising and Engagement Administrator.

The role will also operate under the direction of the Insights & Impact Manager on data and insight practice across the organisation.

Areas of potential

The main area of potential for the post holder is that this role is completely new to Sight Scotland so there is the opportunity to provide a consultative approach and really own it from the start. There is ample chance for the post holder to advise, design and co-create.

The improvements needed present a lot of opportunities to provide positive impact and excellent return on investment across the entire Fundraising and Audience Development team. For example, areas that need focus include capturing and recording consent, gift aid, supporter journey automation – improvements across these areas would have positive ripple effects.

The Fundraising and Audience Development team is ambitious to create one of Scotland's most effective and successful fundraising functions. We will be building this together over the next few years.

Areas of challenge

The successful candidate will need to be able to not only identify areas for improvements and efficiencies, but also present solutions – and work with others to develop and implement those solutions. There is both the need to prioritise and collaborate at pace, whilst remaining mindful that not everything can be achieved at once. As such the role requires a blend of action, restraint and at all times a willingness and the patience to bring colleagues along with them.



The role: Fundraising Operations Manager

As the Fundraising Operations Manager, you will be responsible for coordinating and supporting the effective and efficient delivery of fundraising operations activities.

This role focusses on supporting the fundraising team through data management, system administration and process improvement activities to improve donor acquisition and support income growth.

As the Fundraising Operations Manager you will

- Help identify opportunities, trends and other insights to inform decision making and help to grow income for the charities
- Manage the operational, data, and compliance activities within fundraising to maximise income and supporter engagement
- Manage day-to-day supporter care activities to operationalise the team's gold standard stewardship approach
- Liaise closely with Finance colleagues to ensure accurate income processing and reporting



This role could be for you if you:

- Love spotting areas to improve processes and ways of working
- Enjoy working with other teams and departments such as Finance and Service Delivery
- Can work independently, seeking collaboration when required
- Are keen to line manage an administrative support role
- Enjoy thinking creatively and presenting solutions
- Have a background in fundraising; an understanding of how fundraising teams operate, and what they need from processes to support income delivery is essential for this role



The ideal candidate will:

- Be an ambassador for Sight Scotland's values in the way you work.
- Be audience-focused, seeking continuous improvement in processes while keeping the impact on audience and donor experience front of mind.
- Build productive and respectful working relationships with your Cause and Engagement Directorate colleagues, bringing healthy challenge and a positive learning approach to delivering for the charities.
- Develop a collaborative network with your colleagues across the charities, using this to build your knowledge and understanding of their current challenges.
- Keep up to date with trends, innovations, and best practices in the fundraising and non-profit sectors.
- Be comfortable and confident engaging with colleagues and volunteers at different levels within the charities.



Job Description: Fundraising Operations Manager

Key Responsibilities

CRM and Data Management

- Act as the main point of contact for the fundraising CRM, managing its day-to-day use and working with Technology colleagues to identify and support the implementation of system improvements
- Oversee the day-to-day management of the fundraising database, ensuring data is accurate, consistent, and maintained in line with agreed processes
- Contribute to cross-organisational data activity, including participation in relevant working groups (eg. Intelligence Hub), to support consistent data use and insight development
- Support staff to use agreed processes and monitor adherence to these processes

Operational Leadership

- Design and implement fundraising processes, ensuring compliance by the team and maintaining quality control
- Ensuring compliance with fundraising regulations, providing guidance to the Fundraising and Audience Development Team
- Manage day-to-day supporter care operations, including allocating and prioritising work, monitoring quality and ensuring deadlines are met
- Establish and manage Service Level Agreements and related Key Performance Indicators
- Keep up to date with funding policies and regulations, share updates and make recommendations to the Head of Fundraising and Audience Development as necessary
- To research and introduce new tools which support the work of fundraising operations

Cross-Organisation Working

- Support the delivery of overall Cause and Engagement strategic objectives by providing operational guidance and input into planning activities

Reporting

- Responsible for maintaining accurate and compliant fundraising data, and delivering reporting and insight to support fundraising performance and planning
- Develop and maintain reports to support fundraising activity, performance monitoring, and reporting requirements
- Identify trends and provide insight to support fundraising planning and decision making

Donor Stewardship

- Provide colleagues in Cause and Engagement with the tools and resources necessary to deliver consistent and effective stewardship of donors and supporters
- An integral role in the planning of campaigns, selecting appropriate data segments and supporting product evaluation
- Support the development and delivery of donor journeys and stewardship plans

People Leadership

- Lead by example, modelling organisational values and fostering a positive, learning-focused culture
- Contribute to a supportive team culture that promotes inclusion, professionalism, and quality outcomes for donors
- Engage in continuous professional development through coaching, feedback, and shared learning
- Set clear expectations and manage delivery for the Fundraising and Engagement Administrator, ensuring work is completed accurately and on time
- Provide regular supervision, feedback, and guidance to support performance and development
- Support the development of skills and knowledge relevant to fundraising operations, including systems, processes, and data management

Person Specification: Fundraising Operations Manager

Person Specification

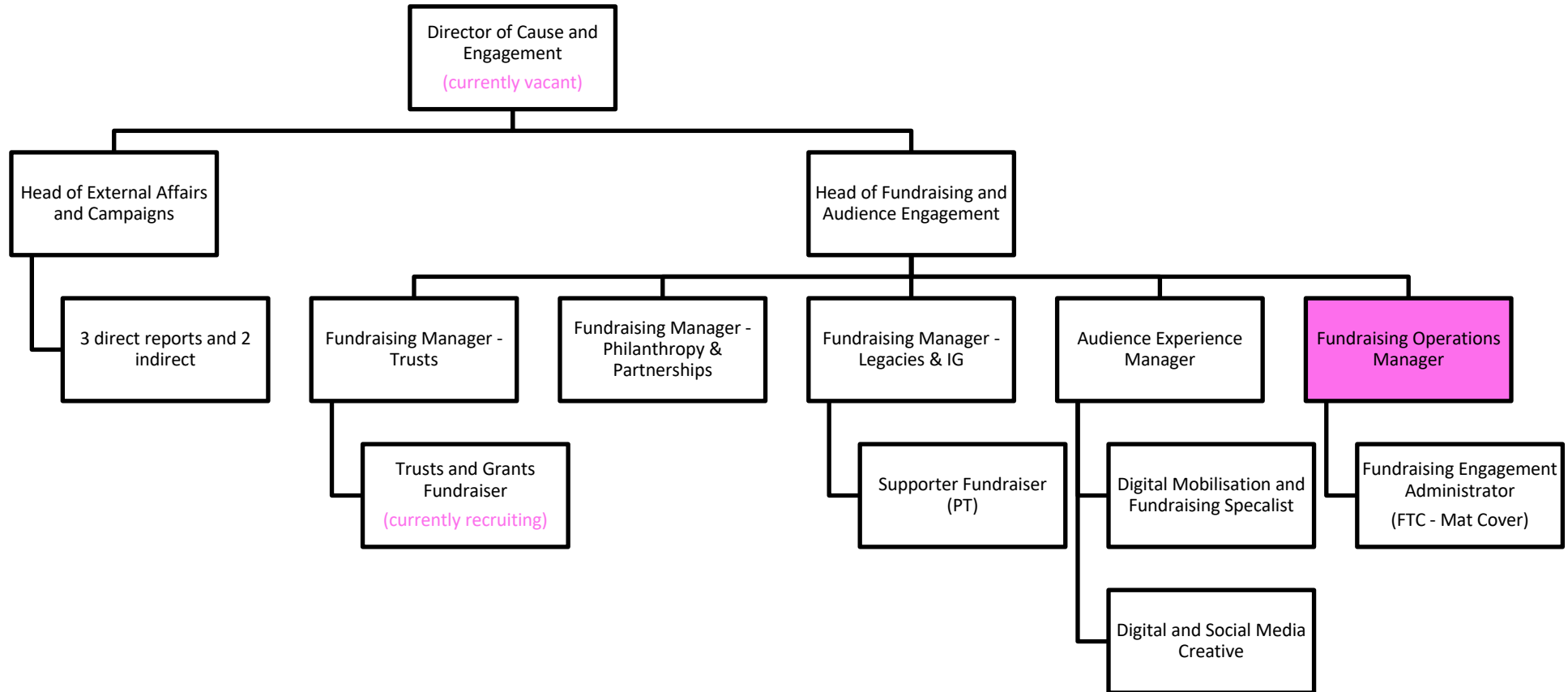
Essential

- Knowledge of fundraising regulations and compliance requirements with an ability to apply these in practice
- Experience of using Customer Relationship Management (CRM) systems and data analytics tools such as PowerBI, to manage data and produce reports
- Experience of analysing data to produce reports and insight to support fundraising activity
- Ability to manage multiple tasks, timelines and deliverables to support delivery of fundraising operation
- Experience of supporting or developing others, or maintaining standards across a team, and working collaboratively with colleagues, including senior stakeholders
- Ability to identify operational challenges and recommend improvements to processes or systems
- Knowledge of the fundraising landscape, including major donors, trusts, and corporate supporters
- Ability to communicate clearly in written and verbal formats with colleagues and stakeholders, and work collaboratively to resolve issues
- Ability to work independently while managing tasks and maintaining collaboration with colleagues

Desirable

- Specifically experience in using Raisers Edge NXT or other Blackbaud based CRMs
- Membership of Chartered Institute of Fundraising
- Understanding of the organisation's aims and services, and ability to reflect this in work and communication

The Cause and Engagement Team



Benefits & life at Sight Scotland

Salary	<p>Salary band is circa £39,501 - £43,696 per annum, full time 35 hours per week</p> <p>Candidates will be appointed along the scale based on level of experience and performance at interview.</p>
Location and travel	<p>This post is a hybrid based role from Sight Scotland's Edinburgh based office. The standard hybrid arrangement is 1-2 days a week working from the office.</p>
Annual leave	<p>37 day's paid holiday per year (inclusive of bank holidays).</p>
Flexible working	<p>The charity has a variety of flexible working options available, including compressed hours.</p> <p>As with all the Fundraising team, this role is contractually based in our Edinburgh office, but flexible working requests are considered. Employees may be required to work in other Sight Scotland locations on occasion and attend external meetings/events.</p>
Pension	<p>Contributory pension scheme through Royal London. Your contributions start at 3% of your salary, while employer contributions start at 6%. You can increase contributions, and they'll double it up to a maximum employer contribution of 12%.</p>
Family friendly policies	<p>Two days paid dependants leave, and two days carers leave per year.</p> <p>Maternity leave: first 6 weeks are payable at 90% of average weekly earnings, the next 12 weeks are paid at ½ normal basic rate of pay plus the standard SMP rate providing this does not exceed an employee's full pay. Statutory Maternity Pay provided during the final 21-week period.</p>
Enhanced sick pay	<p>Sick pay is provided from day one of employment, ranging from 5 weeks full/5 weeks half pay for 6-12m service, to 26 weeks full/26 weeks half pay for those with over 5 years' service.</p>
Other	<ul style="list-style-type: none"> • Free confidential employee assistance programme • Benefits hub • Discounts for carers • Cycle to Work scheme • Option to join the SCVO Credit Union • Paid time off for medical and dental appointments

If you have questions about the benefit package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via recruitment@thinkcs.org and we will be happy to find out the information you need.

Equality, Diversity and Inclusion

Sight Scotland and Sight Scotland Veterans are committed to the pursuit of inclusion and diversity in their workplaces. They want to create a working environment that is representative of and responsive to different cultures and groups, and where everyone has an equal chance to succeed.

Sight Scotland and Sight Scotland Veterans promote the inclusion and empowerment of people with visual impairment, and as such regard inclusion, diversity and equality in all its respects as something that should be inherent in their service delivery, their staffing and their management and governance.

Throughout all their activities they aim to:

Eliminate unlawful discrimination, harassment and victimisation and other prohibited practices.

Advance equality of opportunity between people who share a relevant protected characteristic and those who do not.

Foster good relations between people who share a protected characteristic and those who do not.



Sight Scotland is also proud to be a Disability Confident Employer. Disability Confident Employers are recognised as going the extra mile to make sure disabled people get a fair chance. They are committed to taking actions that will make a difference for disabled people. This includes things like:

- Making recruitment inclusive and accessible.
- Communicating vacancies.
- Offering an interview to disabled people.
- Providing reasonable adjustments which support disabled people in work.
- Supporting their existing employees.

If you have questions relating to Sight Scotland's EDI commitment, or would value seeing specific policies, please get in touch with recruitment@thinkcs.org and we can support.



How to apply

To express interest in this role, and to arrange an initial conversation with THINK Recruiting please email recruitment@thinkcs.org with a copy of your CV and contact information.

Our Recruitment Manager will have an informal screening conversation with all applicants prior to shortlisting. Rather than requesting candidates submit a supporting statement or cover letter, we will provide interested candidates with screening questions to answer which alongside your CV will form your application.

Please ensure you allow enough time to have a call prior to the closing date, as we cannot put candidates through to shortlist who have not been screened.

Screening calls with THINK Recruitment	Monday 11 th May – Tuesday 2 nd June
Closing date	Midnight Tuesday 2 nd June 2026
Invites to interview out to candidates	By midday Friday 5 th June 2026
Interviews	Thursday 11 th June 2026
Decision by	EOD Monday 15 th June 2026

Interviews will be held in person at Sight Scotland head office in Edinburgh. There will be an interview task, details of which will be shared in the invite to interview. Every effort will be made to keep the process to one stage.

if there are any reasonable adjustments THINK Recruiting can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.



Thank you for your interest, please do get in touch if you have any questions.

Jo McGuinness
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THINK Recruitment

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