

Job Description And Person Specification

Fundraising & Communications Manager



**rock
trust**

ending
youth
homelessness

Fundraising and Communications Manager

May 2026

Job Description

Job Title:	Fundraising and Communications Manager
Contract:	Permanent. 35 hours
Location:	Edinburgh with some home working and travel across Scotland.
Salary:	£38,716.05 to £43,600.56

Mission Statement

Our long-term vision is to end youth homelessness. Our more immediate mission is to ensure that every young person in Scotland has access to expert youth specific services to assist them to avoid, survive, and move on from homelessness; making it rare, brief, and non-recurring.

Context

This is an exciting opportunity to join a growing organisation and lead a growing and ambitious Fundraising and Communications (F&C) team.

The primary role of the Fundraising and Communications Manager is to ensure the delivery of all fundraising and communications activity for the organisation, in line with the F&C strategies, policies and procedures.

The F&C manager will have the opportunity to shape our ongoing fundraising strategy, paying particular attention to key growth areas including Individual Giving and Events, while supporting colleagues across multiple other fundraising disciplines.

The F&C Manager holds responsibility for the development and management of our funder relationships with the overall goal of increasing our supporter base and income in line with strategic KPIs. They hold

shared responsibility for promoting development, co-operation and efficiency throughout the organisation.

Reporting to

Head of Innovation and Partnerships

Responsibilities

Fundraising

- Lead, maintain and develop the Fundraising strategy and sub-strategies.
- Identify and pursue new and innovative ways to grow and diversify Rock Trust's income across fundraising disciplines and areas.
- Lead the team to grow Rock Trust's supporter base, including individuals, community, corporates, and grants.
- Lead on the planning and delivery of major fundraising and cultivation events.
- Lead on the planning and delivery of major fundraising campaigns.
- Lead on the delivery of our individual giving stream
- Collaborate with colleagues to submit high-level funding bids, and effectively report back to funders.
- Lead on the management of relationships across our funder and supporter bases
- Hold budgetary responsibility for the F&C team.

Communications

- Oversee the communications strategy and sub-strategies.
- Manage the planning and delivery of major communications campaigns.
- Oversee the development and implementation of Rock Trust's brand, communications guidelines, processes and policies.
- Work cross-departmentally to help managers and teams to understand, report and communicate findings, outcomes, research, stories and impact analysis.
- Work closely with the Policy Officer and Senior Management Team to increase our PR and media coverage, growing Rock Trust's reach and influence.

Monitoring and Reporting:

- Ensure accurate and timely recording of fundraising and communications activity on our CRM database.
- Support the Head of Innovation and Partnerships to work with Senior Management Team and Managers to embed the use of our CRM database in day-to-day relationship management.
- Lead on analysis of our fundraising and communications activity to inform strategy and ensure continual improvement and progress.
- Provide data and insights for quarterly and annual reports.

Quality & Governance

- Liaise with the Finance team to ensure income and expenditure is accurately coded.
- Ensure that all data is stored and used in compliance with GDPR.
- Lead on developing, reviewing, and updating all of Rock Trust's fundraising policies and procedures, including carrying out due diligence and continually assessing and communicating risk.
- Ensure the F&C team have appropriate training and learning & development opportunities required to maintain standards, and support performance and growth.

Leadership and Development:

- Line manage and provide formal and informal support to allocated staff, students and/or volunteers, as required.
- As part of Fundraising and Communications Team, provide effective and professional leadership, supporting and promoting the activities of Rock Trust and contributing significantly to building a high performing organisation.
- To provide visible leadership and motivate staff to ensure that delegated responsibilities are achieved, and effective communication maintained.
- Nurture a culture of Respect, Safety, Positivity and Fairness, that allows our colleagues to thrive, take appropriate risks and learn from mistakes.
- Increase our management level networks, building relationships with leaders, partners, commissioners and funders.
- Identify and make recommendations for improvement to contribute to the continuous operational improvement of the organisation.

Other

- To act in accordance with Rock Trust values.

- To work with senior managers and the Board of Trustees.
- To undertake other duties in line with the role as required.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the Rock Trust at any time after discussion with the post holder.

Person Specification:

Essential

- Minimum of five years' experience working as a fundraiser for a registered charity or combination of demonstrable fundraising experience and relevant qualification.
- Experience of managing a team
- Experience of developing fundraising and communication strategies.
- Experience of establishing and managing high stakes relationships with major supporters and/or clients.
- Demonstrable experience of securing significant donations from funders, individuals and/or businesses.
- Demonstrable experience of growing income levels and/or donor numbers
- Experience of budget setting, monitoring, and forecasting
- Excellent communication skills, including ability to negotiate and inspire trust.
- Strong written and story-telling skills and experience of tailoring communications messages for different audiences.
- Knowledge of fundraising best practice and regulations.
- Experience of managing external agencies, contractors or consultants in a business setting.
- Good working knowledge of digital media and Microsoft Office Suite.
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- Experience of using a CRM database in a fundraising context.
- Excellent organisational and time-management skills.
- Excellent presentation skills and experience of public-speaking.
- Willingness to work on a flexi time system involving attendance at events outside of office hours.
- A desire to learn about issues of youth homelessness and inspire others to engage and make a difference.
- Willingness to travel to Rock Trust's regional offices as required.

Desirable

- Experience of growing and supporting high-performing teams.

- Experience of engaging with high profile ambassadors, influencers, politicians and/or senior public sector officials.
- Understand the issues facing socially excluded individuals, particularly young adults
- Design skills using online design tools and software
- Media trained
- Member of the Chartered Institute of Fundraising