



## Job Description

### Fundraising Manager

Full time (37 hours per week)

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness.

We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures. That's why all our work is values-led and relationships-based. We meet people where they are and support them towards where they want to be.

Our mission: To tackle the causes and consequences of homelessness through learning from lived experience; by delivering targeted services which focus on prevention, early intervention and support into a home; and by influencing changes in legislation and policy.

**Compassion | Respect | Integrity | Innovation**

[Read more about us and our values](#)

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## 1 Overview

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### About the role

Our small but brilliant Fundraising Team is growing and, in leading it, this role will focus firmly on generating unrestricted income and developing first-class supporter engagement.

Working closely with your colleagues in Trusts & Grants, Policy & Public Affairs, Marketing & Communications and across all our Services, you will bring the team together, creating a collaborative, supportive and innovative approach to fundraising in line with our mission, values and long-term goals.

As we seek to navigate a challenging funding landscape, our fundraising will focus on the short, medium and long-term opportunities across individual giving, community, corporates, events, legacies and major donors.

You will work with the Senior Manager and your team to translate the fundraising strategy into operational plans to continue to build a financially sustainable organisation capable of meeting its strategic ambitions for those we exist to support.

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## **2 Tasks and Responsibilities**

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### ***Fundraising Strategy***

- Work with the Senior Fundraising Manager to inform and develop our strategic approach to achieve income targets in line with Cyrenians' values
- Engage colleagues around the organisation to ensure everyone is aware of how their role relates to fundraising
- Translate strategy into smart objectives and operational workplans focusing on individual giving, corporate partnerships, community fundraising, major donors, legacies and sponsored events
- Develop the annual fundraising budget, which includes clear targets for income generation and a plan to deliver these.
- Scan cultural and political landscapes to ensure we are responsive and proactive, communicating this as appropriate to your Senior Manager
- Identify new income opportunities by understanding our supporters and their motivations and being unafraid to suggest and test new initiatives and activities

### ***Supporter Development***

- Lead a team that delivers empathetic, inspirational and efficient supporter journeys across all our fundraising streams
- Derive the optimum balance between efficient use of resources and warm, engaging and appreciative communications with our supporters
- Encourage and support the initiation and development of and investment in long-term relationships with key supporter groups, by developing cultivation and stewardship plans that will bring them closer to Cyrenians.
- Support the team by embedding efficient processes and systems that facilitate supporter engagement
- Create and deliver a collaborative and cohesive calendar of innovative and appropriate events, increasing supporter engagement and ensuring each is measured accordingly
- Identify, develop and maintain policies and procedures relevant to fundraising in line with legislative and regulatory requirements, championing best practice supporter engagement

### ***Line Management***

- Work with your team to co-create a culture that is both supportive and collaborative
- Inspire and motivate your team by encouraging new ideas, empowering them to take ownership, setting and achieving aspirational objectives and utilising individual strengths and attributes to best advantage
- Ensure all objectives follow the SMART principles and are in line with the charity's mission and strategy
- Develop and support team members in line with Cyrenians' policies and procedures
- Regularly review individual performance, in line with Cyrenians' guidance, providing constructive feedback to support development
- Encourage the Fundraising Team to work collaboratively with the wider Cyrenians team, leading by example, enabling colleagues to feel supported as we develop organisation-wide fundraising
- Review how we engage and support volunteers, ensuring that there is a strong culture and practice of learning, development amidst a supportive environment.

### **Data, Evaluation and Reporting**

- Create and communicate regular reporting of progress against fundraising targets and objectives
- Establish and maintain a set of dashboards that clearly tell the story of our supporters and activity
- Increase understanding of our core and aspirational audiences and embed this in our planning process
- Lead a Plan, Do, Review approach to all project and campaign management, giving time to share and explore learnings for future activity
- Ensure effective and efficient systems are in place for the timely and accurate input into and use of data in line with data legislation and best practice
- Own the fundraising management accounts, regularly reviewing progress with the Senior Manager and the Fundraising Team

This post may require occasional evening or weekend working and occasional travel.

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## **3 Person Specification**

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<b>Knowledge and Experience</b>	
Empathetic and inspirational leader with experience in a team management role	Essential
A proven track record of generating fundraised income across a range of income streams and activity	Essential
Able to translate strategy into operational plans	Essential
Sound knowledge of fundraising legislation, best practice and the current fundraising environment	Desirable
Experience of financial planning, forecasting and ROI measurement	Desirable
<b>Skills &amp; Attributes</b>	
Collaborative approach, linking well with others to create, implement and evaluate campaigns, events and activity	Essential
Ability to manage multiple projects and work to deadlines	Essential
Confident and concise communicator	Essential
Enthusiastic, positive and adaptable approach to work	Essential
Values-led, positive, and committed to Cyrenians' mission	Essential
Confident user of CRM systems and strong IT skills	Essential
<b>Qualifications</b>	
Member of Chartered Institute of Fundraising or other relevant, recognised professional body	Desirable
Driving licence and access to own vehicle	Desirable

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## **4 Terms & Conditions**

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Employer:	Cyrenians
Line Manager:	Senior Manager - Fundraising
Reporting:	Report to workplan at regular support and supervision meetings.
Workplace:	Based in Edinburgh (Norton Park), with hybrid working available within company guidelines. Expectation of being office based for 2-3 days per week.
Working Hours:	37 hours per week which may include occasional evening and weekend work
Annual Leave	28 days plus 10 public holidays (pro rata)
Salary:	£35,978 – £41,000 per annum (salary scale points 31 to 36)
Pension:	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme paid by salary exchange. Current contributions are 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
Status:	Permanent
Disclosure:	Not required

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## **5 Application Deadline and Interview Dates**

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Closing date:	12 noon on Monday 15 <sup>th</sup> June 2026
Interview date:	Tuesday 23 <sup>rd</sup> June 2026
Second stage:	Thursday 25 <sup>th</sup> June 2026

Please refer to the Recruitment Information leaflet for further information on completing and submitting your application form.