

## **Senior Philanthropy Officer**

### **PACKAGE DESCRIPTION**

**Location:** George Watson's College, Edinburgh

**Contract Type:** Full time, Permanent

**Salary:** £36,721 - £41,838

**Benefits:** Eight weeks annual leave (two to be taken at Christmas and New Year, automatic enrolment in the contributory support staff defined contribution pension scheme, Membership of the Galleon Club (the school's fitness club)

### **JOB INTRODUCTION**

George Watson's College wishes to appoint a Senior Philanthropy Officer to lead the school's individual giving and legacy fundraising initiatives, and support major programmes and campaigns. Develop strong relationships with donors and our alumni community to grow philanthropic income and long-term engagement.

### **APPLICATION PROCESS**

To apply, please click the link below:

<https://apply.schooltalent.com/members/modules/job/detail.php?record=2698>

Please include a letter of application of not more than 800 words giving us more information about you and why you would like the role, addressed to Ms Emma Lacroix, Director of Development.

If you require more information about the School, please visit our school website.

Closing date: **11:59pm 26 July 2026**

Interviews are scheduled to take place on 5 August 2026

### **MAIN RESPONSIBILITIES**

#### **Individual Giving**

- Lead the planning, execution and optimisation of individual giving efforts. Manage campaign setup, timelines, assets, and donor experience.
- Monitor performance and analyse results to drive continuous improvement in participation, engagement, and revenue.

- Collaborate with Admissions and Marketing, and other internal teams, to source and develop compelling content.
- Along with the Head of Development, manage a fundraising communications calendar and play a leading role in content creation.
- Collaborate with the Admissions and Marketing team to ensure website content, landing pages, and donation pages support digital giving goals.
- Execute fundraising strategies in partnership with the Head of Development. Build, segment, code, and deploy emails to support giving campaigns and organisational priorities.
- Manage a portfolio of donors linked to specific programmes and campaigns.

### **Legacies**

- Plan and deliver multi-channel legacy marketing campaigns (print, digital, events)
- Build and maintain relationships with legacy pledgers and prospects
- Deliver high-quality, sensitive stewardship to recognise and retain legacy supporters
- Organise events and communications to engage legacy supporters
- Produce compelling and sensitive legacy messaging and materials

### **Campaign/Programmes**

- Manage and grow the patrons programme, including recruitment, retention, and upgrades
- Develop a clear donor journey, including benefits, communications, and recognition
- Monitor performance against income targets and KPIs
- Work in collaboration with Heads of the Creative Arts programmes to monitor and administer funds for maximum impact across the arts

### **Foundation Places and Enrichment Fund**

- Support impact reporting and administration of discrete aspects of our widening access programmes.
- Manage application process to the Enrichment Fund, including managing enquiries, disbursements and liaison with Finance.
- Any other duties related to these programmes as directed by senior staff.

### **IDEAL CANDIDATE**

**Essential:**

- Relevant degree, professional qualification or equivalent professional experience
- Demonstrable experience in Individual Giving, Direct Marketing or Legacy fundraising, with an annual income return of 6+ figures
- Proven track record of delivering successful multi-channel campaigns
- Strong understanding of supporter journeys, acquisition and retention
- Skilled in data analysis, performance tracking and forecasting
- Proficiency with graphic design tools, experience with Canva would be an advantage.
- Demonstrable experience with Raisers Edge, or similar CRM system
- Ability to manage complex projects and programs and deliver to set KPI and timelines
- Excellent written and verbal communication skills.
- Experience with content writing, brand voice, and digital fundraising best practices.
- Ability to build and foster relationships across business functions.
- Understanding of charity law, GDPR and best practices in fundraising
- Commitment to high level of professional standards
- Genuine appreciation of George Watson's College's mission and the ability to communicate it

**Desirable:**

- Fundraising or marketing qualification such as CIOF accreditation or CIM qualifications.
- Event management experience
- Experience of working in the education or charity sectors
- Understanding of the Independent School sector