Catherine McEwan Foundation

Recruitment pack

Engagement Lead

Welcome to Catherine McEwan Foundation

I'm Derek, founder of Catherine McEwan Foundation, a Scottish charity that inspires hope for anyone affected by Inflammatory Bowel Disease.

We were formed in 2003 in memory of my mum, Catherine, who lived with Crohn's disease for 21 years.

Her grace, strength, determination and humour shape everything we do. In February 2019 we became a registered charity.

Our vision is simple: one day, IBD won't stop anyone from living the life they want.

Until then, we're here to give hands-on, practical support to anyone in Scotland who needs it.

We do that by listening, creating connections, building community, and inspiring hope when it isn't easy to find.

This is a really exciting moment for our charity.

We're moving into a new home Katie's House at Water Row in Glasgow, which will give us a permanent base for drop-ins, community events and the kind of face-to-face connection that defines us.

When we recruit, we look for people who genuinely live our values —understanding, innovative, energetic and inspiring.

Community is at the heart of who we are. We've built something quietly powerful over more than 20 years, and a huge amount of that comes down to how we treat people.

Supporters, families, partners, the people we exist to support and every relationship is personal to us.

This role is a key one for us. It's the glue that holds everything together - engagement, stewardship, communication, and relationships. It sits at the heart of how we look after our community of supporters.

You'll be working alongside me and our small team, with the support of our board and the wider community we've built over more than two decades.

You'll get a competitive package, private medical insurance, death-in-service cover, a pension, and a working pattern that recognises life happens. There's some weekend and evening work for events, but we use TOIL properly so it balances out.

Best wishes,
Derek McEwan
Founder & CEO

0141 648 8800
hello@catherinemcewanfoundation.com

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The Catherine McEwan Foundation is a Scottish Charitable Incorporated Organisation (SCIO). Charity Number SC049063.

Introducing the role

Role:	Supporter Engagement Lead
Reports to:	CEO
Contractual status:	Permanent, full time [hours TBC – circa 38 per week]
Salary:	£30,000-35,000 (DOE)
Annual leave:	33 days per year inclusive of bank holidays

Additional benefits

Private medical insurance
Death-in-service cover
Pension (employee/employer contribution)
Working-from-home Wi-Fi contribution (where applicable)

Working pattern will include some evening and weekend work for events, with TOIL

Office base: Katie's House, Water Row, Water Row Place, Glasgow,G51 3UW

More about the role

The relationships we build with our community, our supporters and our partners are everything. They're what make the rest of our work possible.

This role is the engine room of that.

At the heart of the role is our community of supporters; making sure every one of them feels properly looked after, from the moment they first hear about us, through their fundraising journey, and beyond.

That means owning the supporter journey communications and stewardship touchpoints, and being the warm, consistent voice supporters know they can come to.

The fundraising infrastructure sits with you too, setting up pages and tools like Givergy, Enthuse and JustGiving so people can support us easily. You'll also keep on top of our CRM so it's accurate, in order that we can make sure we're reaching everyone we should be reaching.

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Our strategic comms agency Electrify handles our wider engagement and campaign communications, and you'll work closely with them, feeding in supporter insight and stewardship needs.

We've got a significant community and fundraising events programme.

You'll play a real part in it, on the ground at events, behind the scenes in the planning, on the phone, in person at Katie's, out at stakeholder meetings.

This role has been described as "the glue between everything", and that's the right way to think about it. You're the connection between people in our community.

If you have a knowledge of Inflammatory Bowel Disease, that's a real bonus, but it isn't a requirement.

The same goes for tools like Givergy, Enthuse and JustGiving, but we'll walk you through them.

What we can't teach is warmth, energy and people skills. That's what we're looking for.

The successful candidate will work directly with our CEO, our board, and our wider community.

We're a small team and we work closely together. Everyone matters and everyone contributes.

We will support your growth and development and you'll have honest, regular conversations about how things are going and what you want to learn next.

This role is primarily based at our new home in Katie's House.

We need someone in the building on a regular basis for drop-ins, supporter visits and the day-to-day rhythm of community work.

There's flexibility for occasional working from home where it suits the work, agreed with your line manager.

If that sounds like you, keep reading.

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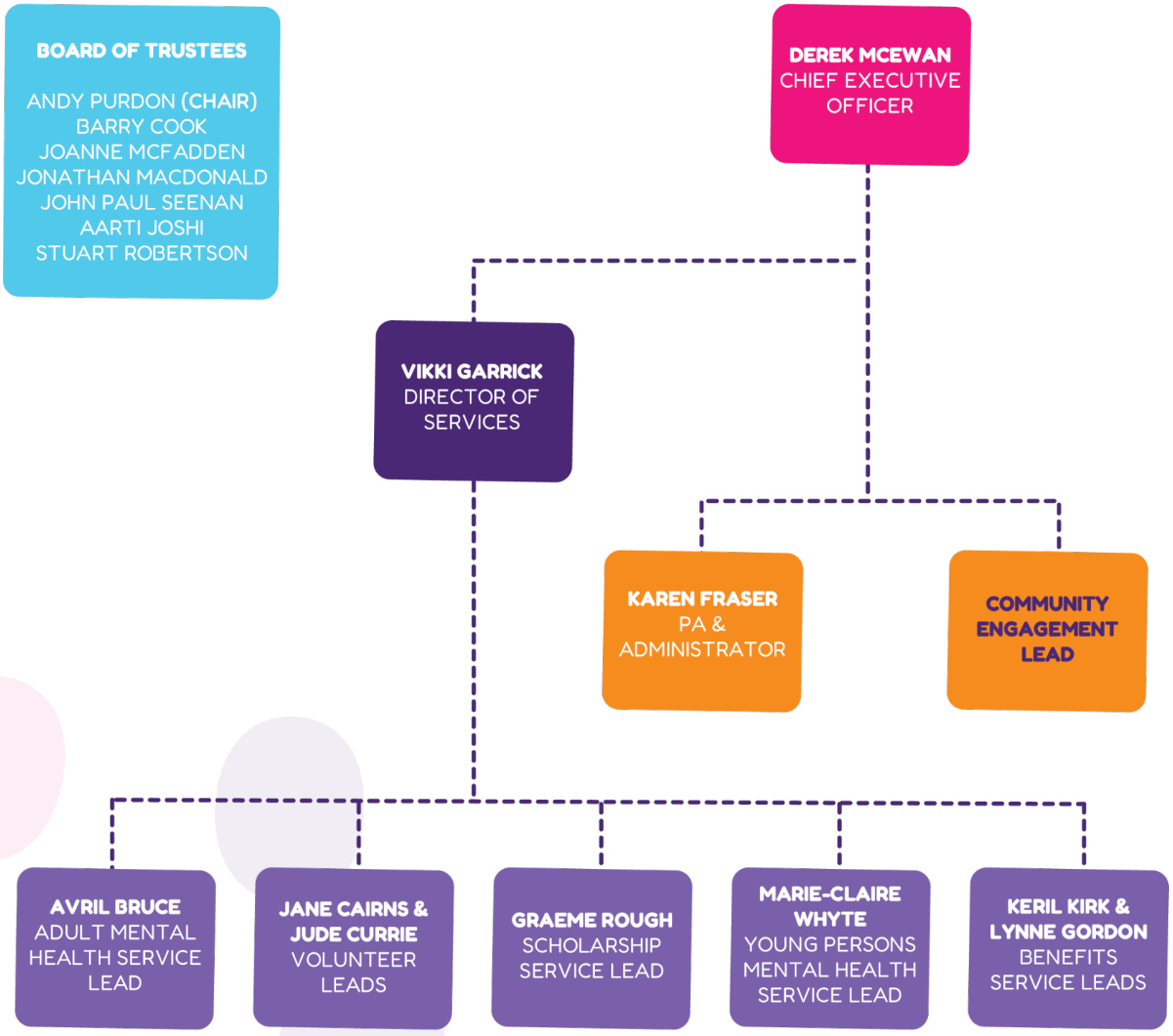
Where the role sits

The role reports directly to the CEO and works closely with the wider team and the board.

There are also key working relationships with Electrify (our marketing and communications partner) and the network of healthcare professionals, support groups and partner organisations we collaborate with.



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What you'll be doing

Here's a flavour of the type of things you'll be doing. This isn't an exhaustive list, but it gives you a sense of a normal week.

Community engagement - Speaking with and listening to our community, building trust and lasting relationships

Supporter stewardship - Looking after supporters with effective comms at every stage of their journey

Fundraising admin - Setting up fundraising pages, supporting tools like Givergy, Enthuse and JustGiving

Events support - Supporting our community and fundraising events, on the ground and behind the scenes

CRM & data - Keeping supporter records clean, accurate and GDPR-compliant in our CRM

Reporting - Tracking performance, capturing insights and preparing reports

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Role profile

Role focus: Strengthening relationships with our supporters and community, and building the engagement infrastructure that powers everything we do

Community & supporter engagement	• Build trusting, lasting relationships with our community of supporters, partners and people affected by IBD • Be a warm, confident voice for the Foundation on the phone, in person and in writing • Respond empathetically to supporter concerns, questions or feedback, in line with our values • Represent our charity at community events, health fairs and stakeholder meetings
Supporter journey & stewardship	• Own the day-to-day stewardship touchpoints that keep supporters connected and feeling valued • Develop accessible information and materials about IBD, our services and how people can get involved • Work with our comms agency on wider engagement communications, providing supporter insight, content and approvals • Ensure all communications meet fundraising best practice, regulations and our charity values
Fundraising delivery & admin support	• Set up and manage fundraising pages and tools (Givergy, Enthuse, JustGiving) • Provide strong administrative support that gives our fundraising work a solid foundation • Work with Electrify on the delivery of cross-channel fundraising appeals across email, direct mail, social media and paid advertising • Test and measure new approaches so we keep improving
CRM, data & compliance	• Use our supporter database (CRM) to pull targeted lists for appeals and engagement • Maintain accurate, confidential records in line with GDPR and charity sector regulations • Ensure compliance with safeguarding guidelines and data protection laws

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Events	• Support our community and fundraising events, on the ground and behind the scenes • Help create the kind of experiences our community values
Evaluation & reporting	• Track performance metrics and prepare regular reports • Gather supporter insights to inform service development and fundraising priorities • Support grant applications and fundraising campaigns by sharing impact stories with appropriate consent

What we're looking for

Here are the things we're looking for in a candidate:

A natural 'people person'. Whether it's on the phone, face-to-face, or over email, you build trust quickly and make people feel heard, valued and welcome.

High energy with a positive attitude. You bring enthusiasm, drive and a genuine passion for helping others, while staying calm and reliable when things get busy.

Empathetic and community-minded. You understand that many people come to us during difficult moments, and you respond with warmth, kindness and care every time.

Adaptable and proactive. No two days are the same here. You're happy switching between tasks, solving problems on the go, and jumping in wherever needed.

Curious and eager to learn. We'll support you in learning about IBD, our supporters and the work we do - you just need to bring the willingness and enthusiasm to grow.

Organised and dependable. You keep on top of details, communications and priorities, helping everything run smoothly behind the scenes.

The glue that brings people together. You love connecting with others and thrive on building relationships across our office, supporter community and IBD family.

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Learn more about us

Our charity inspires hope for anyone affected by Inflammatory Bowel Disease.

We're here for people living with Crohn's or Colitis – and everyone around them.

One day we hope these conditions won't stop anyone from living the life they want. Until then, we're here to give hands-on, practical support to anyone in Scotland who needs it.

Inspiring us every day is our founder Derek's mum, Catherine McEwan.

Catherine was taken from us at just 37, after spending 21 years living with the debilitating effects of Crohn's disease.

Her grace, strength, determination and humour shape everything we have done, since our formation in 2003.

We support people wherever they are on their Inflammatory Bowel Disease journey.

And we do this by listening, creating connections, building community, and inspiring hope, when it isn't easy to find.

Our vision
One day, Inflammatory Bowel Disease won't stop anyone from living the life they want.

Our mission
To give hands-on support to anyone in Scotland affected by Inflammatory Bowel Disease.

What we do

- Mental health & wellbeing - supporting mental health and wellbeing for young people and adults
- Practical support - help and advice about things that affect everyday life
- Create community - build community through events and experiences

Find out more at our website and read Catherine's story. You can also follow us on Facebook and Instagram.

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Our values

Our values really matter to us. This is how we work together, with supporters, and with the people we support. If we invite you to interview, we'll want to hear how you can live these values.

Understanding
Our understanding is because we've been there and care deeply. We listen actively and respond with compassion.

Innovative
Our approach is innovative, we really think outside the box, develop bold ideas – with the commitment to deliver them.

Energetic
We're on it, we're energetic, bringing a determination to fight for our community, rallying others to do the same, too.

Inspiring
Our charity is inspiring, dedicated to Catherine's memory, empowering people by building confidence – and hope.

Our view on qualifications

You may have relevant qualifications, and that's great. But it isn't the deciding factor for us.

What matters more is personality, character and a real track record of building genuine relationships. A lot of what we're looking for is pretty natural. Some people just have it.

If we invite you for an interview, we'll ask you to talk about your experience and how it relates to the role. The more practical and specific you can be, the better.

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How to apply

If this feels right, please get in touch quickly. We'll appoint someone as soon as we find the right person.

Here's what we need

- A covering note (email is fine). Introduce yourself, and tell us about yourself and why you're interested in joining us
- A copy of your CV - we strongly recommend you tailor it to this role
- Confirmation that you have the right to work in the UK - we're unable to sponsor international visa applications

Send everything to: hello@catherinemcewanfoundation.com.

Our CEO Derek is happy to discuss the role and answer any questions. Please get in touch via the same email address.

Please note

Every applicant will hear back from us

We'll close applications as soon as we have the right candidates to interview, so there's no fixed closing date. Please apply as quickly as possible

If you're intending to apply but aren't quite ready, let us know and we'll do our best to hold things for you.

Our community is made up of people from every walk of life, and we want our team to be too. Whoever you are, wherever you're from, please apply. If there's anything we can do to make the process work better for you, just ask.

Interviews will take place in person, in Glasgow, with Derek and members of our board.

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