



JOB DESCRIPTION

Job Title:	Corporate, Community & Events Fundraising Manager
Hours:	F/T (35 hours per week) or P/T (21 – 28 hours per week)
Salary:	£35,030- £37,111 FTE
Reports to:	Head of Income Generation
Location:	Hybrid working from Hamilton office and from home

Introduction

The vision of Community Volunteers Enabling You (COVEY) is for children, young people and families to live happy and fulfilled lives. Our mission is to support children, young people and families to become more resilient, safe and better equipped to reach their full potential. We do this through providing 1-1 and group-based befriending, mentoring and family support across Lanarkshire.

Every day, we receive referral enquiries from a range of community-based partners (social work, education and third sector partners) who see the struggles of children and young people facing social isolation, trauma, mental health challenges, and family crises. These children and young people, aged 8 and above, often endure significant hardships, including poverty, family breakdown, care-experience, additional support needs and caring responsibilities. These young lives often bear burdens no child should have to carry.

No matter the challenges they face, COVEY is committed to working with each participant to build resilience and empower them to reach their full potential. With increased resilience, our young people and parent/carers transition to brighter futures, engaging in education, training, volunteering, or employment opportunities.

Values:

- Commitment - Having a positive attitude, reliable and consistent
- Collaboration - Working together with participants, statutory and third sector partners to deliver joined-up support that helps families thrive.
- Respect - Accepting and acknowledging differing viewpoints, being non-judgemental
- Innovation - Forward thinking, actively embracing change, solution focussed
- Passion - Having a strong belief in our mission, inspiring others positively.

Outcomes:

We support children, young people and families to work towards:

- Improving health and wellbeing
- Increasing confidence
- Strengthening connections and reducing isolation
- Improving attainment and positive destinations
- Improving financial capability and wellbeing
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The role

COVEY is entering an important period of growth. Our 2025–28 Strategy sets out ambitious plans to increase income, grow unrestricted funding, strengthen our external profile and develop wider community support for the charity.

This new role has been created to help COVEY build a more sustainable and diversified fundraising model, complementing our successful trusts, grants and statutory income work.

You will lead the development of corporate partnerships, community fundraising and events, with a strong focus on generating unrestricted income and building long-term relationships with businesses, supporters and community partners.

You will identify and develop warm introductions through existing volunteers, staff, trustees, supporters, funders, schools, employers, community partners and local networks. You will also play a central part in shaping and delivering campaign-led fundraising activity as COVEY approaches its 35th anniversary year in 2027, using this milestone to raise our profile, attract new supporters and create a legacy of long-term corporate, community and individual fundraising relationships beyond the anniversary year.

Key Responsibilities

Fundraising Strategy, Planning and Reporting

- Develop and deliver a corporate, community and events fundraising plan aligned with COVEY's 2025–28 Strategy and annual income generation targets.
- Build and manage a pipeline of fundraising prospects across corporate partnerships, community groups, schools, colleges, universities, challenge events, supporter-led fundraising, sponsorship and gifts in kind.
- Work with the Head of Income Generation to set and monitor income targets, budgets, forecasts, KPIs and return on investment for fundraising activity.
- Identify opportunities to grow unrestricted income and reduce reliance on restricted grants and short-term funding.
- Provide excellent stewardship to corporate, community and events supporters, ensuring they are thanked promptly, recognised appropriately and kept connected to COVEY's impact.

Corporate Partnerships

- Utilise our networks of volunteers, staff, participants and existing supporters to target organisations with CSR strategies aligned with COVEY's work, have nominated 'charity of the year' schemes or provide ad-hoc high value donations to the local community.
- Identify corporate ambassadors to use their influence and contacts to provide introductions to decision makers we have identified on our corporate prospects list.
- Collaborate with the Volunteer Engagement Manager to provide 'corporate volunteering' opportunities to corporate partners e.g. hosting a 'world of work' visit for young people or hosting a 'lunch & learn' session for other staff interested in volunteering or fundraising.
- Follow-up fundraising event participants who work for businesses we have identified have partnership potential and seek to convert into corporate partnerships.
- Work with our Young Ambassadors who can be involved in pitches to bring to life how COVEY has positively transformed their lives.
- Develop tailored corporate partnership propositions and pitch materials, working with the Head of Income Generation and Communications Lead.
- Develop partnership plans with corporate supporters, setting out agreed activity, income expectations, communications, recognition and reporting.
- Coordinate appropriate due diligence on corporate prospects and partnerships to ensure alignment with COVEY's values, safeguarding responsibilities and reputation.

Community & Events Fundraising

- Develop COVEY's community fundraising offer, creating clear and accessible ways for individuals, volunteers, community groups and local businesses to raise funds.
- Coordinate with the Volunteer Engagement Manager on awareness raising events for COVEY where there could be opportunities for fundraising alongside promoting volunteering opportunities.
- Collaborate with volunteers who are associated with community groups that could offer valuable fundraising possibilities.
- Create fundraising guidance, resources and materials for supporters organising their own fundraising activity, ensuring they feel confident, inspired and supported.
- Identify opportunities to convert one-off support into longer-term relationships, including repeat fundraising, regular giving, corporate introductions, event participation, volunteering or ambassador activity.
- Research third party events in Scotland (particularly awards dinners) constructing an analysis of those events that have a charity partner, level of income raised and input required from the charity.
- Lead COVEY's fundraising approach to established challenge events such as the Kiltwalk, increasing participation, stewardship, fundraising totals and supporter retention.
- Develop and deliver fundraising activity linked to COVEY's 35th anniversary year, creating opportunities for supporters, businesses, volunteers and community partners to get involved.
- Evaluate events and campaigns, reporting on income, costs, engagement, learning and future potential.

Compliance, Data and Administration

- Ensure all corporate, community and events fundraising activity complies with COVEY's policies and procedures, charity law, data protection requirements, fundraising regulation and the Code of Fundraising Practice.
- Ensure public fundraising, sponsorship, raffles, prize draws, events, fundraising volunteers and third-party fundraising activity are managed safely and appropriately.
- Maintain accurate records of supporters, prospects, donations, pledges, fundraising activity, communications and stewardship actions using COVEY's Salesforce CRM database.
- Keep up to date with fundraising trends, corporate social responsibility, community fundraising practice and local business/community opportunities relevant to COVEY.
- Work with the Communications Lead to ensure fundraising materials, campaign messages, supporter updates and recognition activity are accurate, compelling, on-brand and supported by appropriate consent.
- Carry out any other duties reasonably required by the Head of Income Generation or Chief Executive Officer.

Person Specification

Education and Qualifications:

- Educated to degree level, or able to demonstrate substantial relevant experience in fundraising, business development, sales, marketing, events, account management, corporate partnerships or community engagement in place of formal qualifications.

Skills and Experience:

- A successful track record of generating income and developing partnerships in a fundraising, business development, sales, events or sponsorship environment, ideally including corporate, community or events income.
- Experience of developing new leads, making approaches, presenting opportunities and converting prospects into active supporters or partners.

- Knowledge of corporate, community and events fundraising, including supporter stewardship, sponsorship, challenge events, employee fundraising, Charity of the Year partnerships and community-led fundraising.
- Ability to plan, organise and deliver fundraising events, campaigns or community activity, managing budgets, deadlines, logistics, risk and supporter communications.
- Excellent written and verbal communication skills, including the ability to produce persuasive proposals, pitches, supporter updates and fundraising materials.
- A confident networker and presenter, able to build relationships with businesses, supporters, volunteers, trustees and community representatives, represent COVEY professionally and make compelling fundraising asks.
- Commercial awareness and the ability to understand what motivates businesses, supporters and community groups to support a charity.
- Confident using CRM systems, databases or spreadsheets to record activity, track prospects, manage supporter journeys and report on progress.
- Good financial awareness, including the ability to manage event budgets, monitor income and expenditure, and assess return on investment.
- A collaborative approach, with the ability to work effectively with colleagues across income generation, volunteering, communications, services, finance and administration.
- A supporter-focused approach, ensuring people who raise funds for COVEY feel valued, informed and inspired.
- Sound and sensitive judgement when working with stories, images, case studies, volunteers, ambassadors or people with lived experience, ensuring consent, safeguarding and professional boundaries are maintained.
- Innovative and resilient, with the creativity and drive to establish new income streams, develop fundraising ideas and build momentum over time.
- A strong commitment to COVEY's mission, values and outcomes.

Other Requirements:

- Enhanced PVG required for this post.
- Full driving licence and access to a car for business use is desirable, given the need to travel across Lanarkshire and attend events, meetings and community activity.
- Available for occasional evening and weekend work where required.

This job description may be subject to review following discussion with the post holder and line manager. The duties and responsibilities of the post will be undertaken in accordance with COVEY's policies and procedures.