



Fundraising and Marketing Manager

Prepared for:	SensationALL
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Role Details

Location – SensationALL, The Old Schoolhouse, Westhill, Aberdeenshire (some home/remote working available where appropriate)

Hours – 30 hours per week with flexibility for evening and weekend working as necessary.

Salary - £30,000-35,000 per annum (dependent on experience)

Reports to – Chief Executive

Responsibility level – Senior management team

Line managing – Fundraising & Volunteer Coordinator and Funding Officer

About SensationALL

SensationALL is a growing charity providing services in the northeast of Scotland that improve the lives of neurodivergent people and those with additional support needs and their family members.

The charity was named to reflect its ALL inclusive ethos as we are committed to supporting and empowering people with additional needs who require a safe place where they can make friends, improve their confidence and self-worth while building skills such as emotional regulation and coping strategies.

Each year we directly interact with more than 500 people through our group activities, 1:1 support and training sessions. We mostly operate from our Westhill headquarters with outreach activities in Aberdeen city and across Aberdeenshire.

Job overview

We are looking for an experienced income generator to join our team to lead and drive the charity's fundraising by proactively securing sustainable income in order to shape growth and create financial stability. The Fundraising and Marketing Manager (FMM) is a senior management role, and the post holder will work closely with the CEO to deliver the charity's financial objectives.

The FMM will line-manage the fundraising team (currently 2 positions) who are responsible for all non-service income generation including grants from private trusts & foundations, corporate donors and individual supporters. The FMM will also lead the planning of all fundraising campaigns and events to engage donors and supporters in raising money for the charity.

This post also has responsibility for the charity's marketing functions, communications and digital presence to increase our profile and develop supporter audiences across the northeast of Scotland.

Main duties

Fundraising:

- Manage a fundraising strategy to meet and exceed the financial targets as set by the CEO.
- Source funding sustainably from a mix of income streams with a strategic focus on high-value opportunities that will achieve organisational growth.
- Manage and monitor a robust grants funding pipeline to identify and qualify opportunities then work closely with the Funding Officer to produce high quality funding proposals aligned with organisational objectives.
- Produce regular reports for the CEO and board of trustees on fundraising performance.

- Lead on all monitoring and reporting requirements to ensure high quality information is supplied to funders and stakeholders within deadlines.
- Create engaging fundraising campaigns to maximise income while adhering to good fundraising practice, legislation and OSCR guidelines.
- Lead the delivery of a vibrant and profitable fundraising events calendar.
- Proactively network corporate and business organisations to engage them in fundraising activities.
- Oversee and strengthen the supporter journey across all streams to enhance the donor experience and encourage repeat support.
- Build and develop long-term relationships with high-value and corporate donors.
- Maintain accurate records of donations, grant applications/awards and supporter databases.
- Keep abreast of and react to evolving giving/donor trends, fundraising good practice, and third sector developments locally and nationally.
- Oversee development of all fundraising materials including print and digital.
- Oversee the charity's presence on third-party digital giving platforms, assessing the most effective channels and platforms.
- Identify and develop fundraising partnerships with other charities and/or third-party events.

Marketing & Communications

- Lead the charity's internal and external communications and messaging to raise the organisation's profile.
- Manage the charity's branding, ensuring brand guidelines are met and followed by all departments.
- Ensure compelling and emotive storytelling is at the heart of the marketing activities in order to share our purpose and impact with public audiences, funders and other stakeholders.
- Oversee the charity's social media channels, content creation and messaging.
- Manage the upkeep and development of the charity's website.
- Develop marketing campaigns to in relation to fundraising activities, the sharing of clinical content and raising the charity's profile.
- Monitor creation of all marketing materials including printed and digital.
- Ensure the charity adheres to our media consent and GDPR policies and practices in line with current legislation.

Other

- Deputise for the CEO when required.
- Support the CEO to maximise external partnerships, relationships, and opportunities.
- Attend charity board meetings and the annual general meeting.
- Advise on the charity's volunteer programme and support volunteers when necessary.
- Liaise with the service delivery team to ensure good lines of communication exist between departments.
- Be willing to work flexibly to fulfil fundraising responsibilities. (Time off in lieu will be given for evening and weekend working.)

Personal Specifications

Experience and Qualifications	Essential	Desirable
Experience working in the third sector or a not-for-profit environment		X
Minimum 3 years in a fundraising or business development role working to income targets	X	
Experience of strategy planning and development	X	
Outstanding interpersonal skills and ability to build relationships with donors and funders.	X	
Minimum 3 years' experience in a supervisory role	X	
Events planning and delivery experience (ideally fundraising focused)	X	
Marketing and/or communications experience in similar role with demonstrable experience	X	
Social Media Management experience across main platforms and understanding of content trends and themes	X	
Experience working with databases and/or CRM systems	X	
Experience using digital giving platforms (e.g. Just Giving and Give Star)	X	
UK full driving licence and own car insured for business use	X	
Knowledge and understanding		
Demonstrable understanding of SensationALL's work and values	X	
Understanding of neurodivergence, additional support needs and inclusion philosophy. (Lived experience of neurodivergence would be advantageous but not essential.)	X	
Awareness of safeguarding policies and practices		X
Understanding of third sector funding streams and income opportunities	X	
Understanding of fundraising trends and donor engagement strategies	X	
Awareness of fundraising regulations and best practice	X	
Understanding of charity financial processes/management		X
Knowledge of the Aberdeen and Aberdeenshire area and corporate/business markets with good networks and connections		X
Skills and Abilities		
Excellent networker/presenter, able to engage with both internal and external stakeholders of all levels	X	
Excellent written and verbal communication skills	X	
Proficient in the use of computers & Microsoft packages for word processing, financial management, e-mail, internet, report writing and presentations	X	
Ability to forecast, maintain and report on budget, income, and expenditure	X	
Ability to effectively represent the charity ensuring the values and purpose of the charity are clearly conveyed to all	X	
Ability to manage staff, providing support, guidance and motivation and overseeing the delivery of relevant objectives	X	
Excellent organisation skills able to prioritise, coordinate and project manage a diverse workload	X	
Skilled in positively influencing and leading others to achieve results	X	
Must have a problem-solving attitude and be able to work collaboratively and creatively to overcome challenges	X	
Ability to monitor progress towards goals, targets and track metrics such as financial data, charity output statistics and activities	X	

Ability to have excellent attention to detail while managing multiple tasks simultaneously	X	
Personal Attributes		
Personal outlook aligned with the SensationALL's values of inclusion, community, compassion and respect	X	
A strong business ethos with third sector perspective	X	
Friendly, enthusiastic and approachable	X	
Proactive outlook and highly motivated	X	
Collaborative team worker	X	
Commitment to flexible working, able to adapt in a changing work environment as the needs of the charity grow and evolve	X	
Willingness to work weekends and evening events as required	X	