



**Edinburgh**

**Dog  
&  
Cat**

**Home**

**Interim Head of Income and Engagement**  
**Full Time, 13 month Fixed Term Maternity Cover**  
**Application Pack**





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**Dog  
&  
Cat**

**Home**

# WHO WE ARE

**Here at Edinburgh Dog and Cat Home, we strive to make sure that every pet has the loving home it deserves, and we get our claws into our cause.**



# OUR MISSION

**When a pet is part of the family and already has a loving home, we want to keep them there whenever possible. But sometimes, caring for dogs and cats means coming to the Home and finding a new loving family is best for them.**

**We're here to help pet owners, for when circumstances have changed through our Pet Foodbanks, by offering training or through raising awareness of issues for pets to deliver lasting change. Our priority is to help keep families together and be there when people and animals are in need.**

**We're a small but dedicated team united by our unconditional love of animals and our dedication towards their care, whatever it takes!**





## **ROLE DESCRIPTION**

### **PURPOSE OF THE ROLE**

The Interim Head of Income and Engagement is responsible for providing strategic leadership and vision to fundraising, leading on the growth and development of the fundraising team function. You will motivate, inspire and lead the Income and Engagement team to grow existing income streams, establish new income streams and fundraising activities, to deliver growth to raise c. £3m by end 2027.

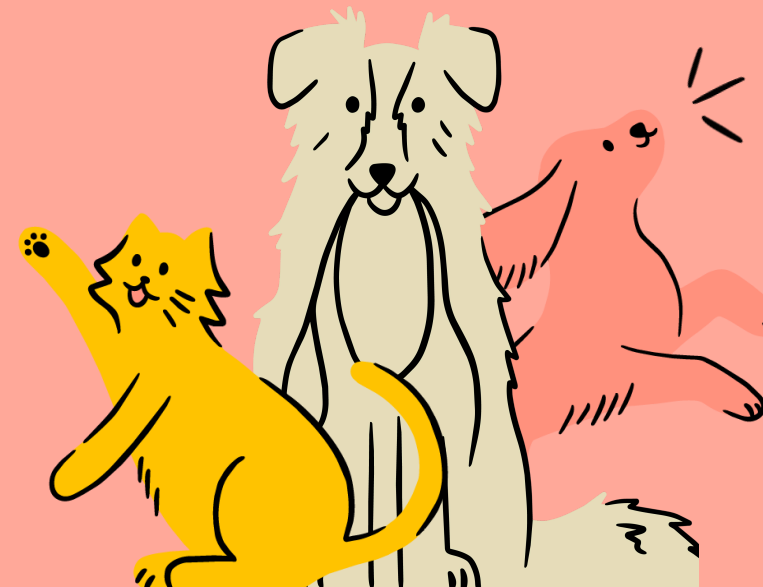
# **KEY RESPONSIBILITIES**

## **STRATEGIC FUNCTIONS**

- **Provide vision, leadership and accountability for the Income and Engagement team furthering the Home's strategic and operational objectives.**
- **Contribute to the development of the annual plan and associated budget and delivery plans focused on outcomes. Prepare insights and actionable data in year to inform future plans and further the Home's impact.**
- **Contribute to the development of the new three-year fundraising strategy, ensuring we are always looking at diversifying income streams to future-proof the Home and its activities, and create operational plans to implement it.**

# STRATEGIC FUNCTIONS

- Working with the CEO, and fundraising colleagues, contribute to the ongoing development of the Home's fundraising strategy.
- Work with your CEO and Income and Engagement team to determine and meet agreed KPIs and income targets.
- Keep track of competitor activity and new trends in the fundraising sector to develop new fundraising ideas for the Home.



# **PARTNERSHIP DEVELOPMENT AND COLLABORATION**

- **Work collaboratively with the communications team to develop marketing and communications support and maximise promotional activities in relation to our income streams and ensure alignment of strategies.**
- **Championing fundraising across to secure support for fundraising activities and foster good working relationships, including resource planning ahead of fundraising campaigns and activities.**
- **Work with the CEO and Executive team to create a culture of ‘one team’ across fundraising.**

# **PARTNERSHIP DEVELOPMENT AND COLLABORATION**

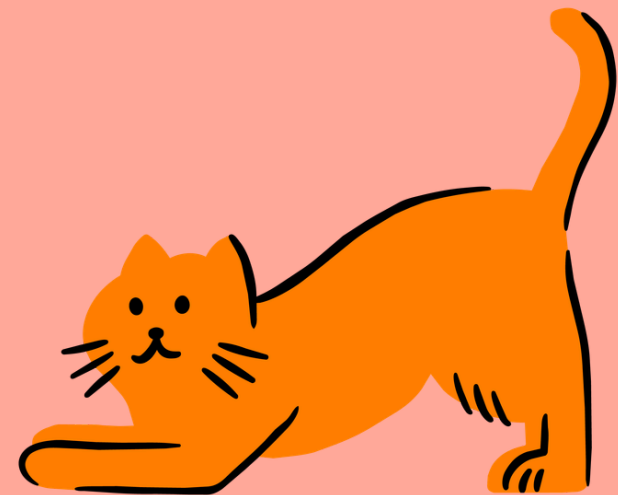
- Building and maintaining excellent relationships with supporters, major donors, partners, businesses, organisations, other charities, agencies, suppliers and supporters of the Home.
- Provide guidance to senior colleagues with the management of high value relationships and ensure key relationships are stewarded by the most appropriate member of the Home's staff or Board.





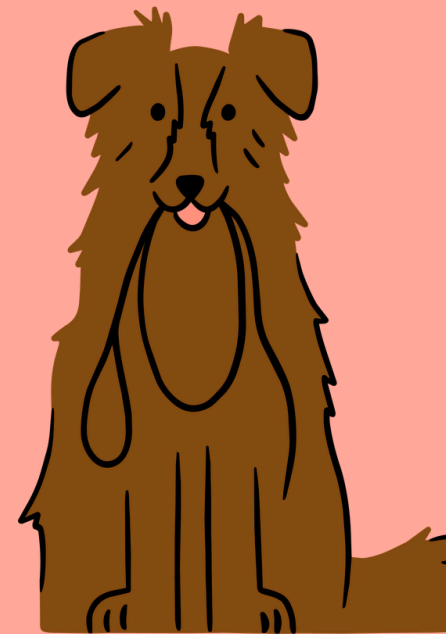
# **FINANCIAL MANAGEMENT AND INCOME PERFORMANCE**

- Prepare and manage the fundraising annual budgets.
- Oversee the departmental budget ensuring all activities achieve a good return on investment and are delivered within budget and achieve target income.
- Working with the Finance Manager during the budgeting process and remaining up to date with income against target.



# **CHANGE MANAGEMENT AND TRANSFORMATION**

- Driving innovation and empowering the team to test new concepts and secure new areas of fundraising income, focusing on sustainable income.
- Embed culture change reflected in behaviours and values which support improved ways of working, drive efficiencies and service excellence.
- Remain agile and flexible to the ever-changing fundraising landscape and adapt plans accordingly.
- Keep abreast of current sector specific legislation and best practice, sharing knowledge with colleagues as appropriate.



# **GOVERNANCE AND ADMINISTRATION**

- **Provide regular reports on key activities for the month and the performance, achievements and areas of growth against income streams, and propose mitigation for areas of risk.**
- **Lead on development of management information and regular dashboard reports to support strategic, operational and tactical decision making.**
- **Monitor the performance of fundraising programmes, campaigns and events to ensure appropriate strategic focus.**



# **GOVERNANCE AND ADMINISTRATION**

- **Support the CEO with Board engagement for the effective running of trustee meetings.**
- **Ensure that all fundraising activity complies with legal requirements and policies, including staying up to date with changes to regulation and best practice and provide guidance and direction to colleagues.**
- **Supporting the Database and Insights Lead to ensure CRM is compliant and in line with the Home's policies and procedures and to allow them to guide the team in getting the best out of the Home's data.**

# KEY RESPONSIBILITIES

## ANIMAL WELFARE

You will have occasional contact with animals and pet owners who use our services as part of your role, so you must feel comfortable working with dogs and cats, empathy for animal welfare and tackling pet poverty.

Please note that this job description is not an exhaustive list and there may be other duties or responsibilities required that are not detailed in this document



# PERSON SPECIFICATION

|                        | ESSENTIAL                                                                                                                                                                          | DESIRABLE                                                                                                                  |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| EDUCATION AND TRAINING | Degree Level or Equivalent                                                                                                                                                         | Relevant professional qualification.<br><br>Member of relevant professional organisation such as Institute of Fundraising. |
| EXPERIENCE             | Highly credible and dynamic leader with a strong understanding of fundraising.<br><br>Developing and delivering fundraising strategies and income across different income streams. | Experience in animal welfare related fundraising.<br><br>Experience of fundraising for capital appeals.                    |

# PERSON SPECIFICATION

|            | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | DESIRABLE |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| EXPERIENCE | <p>Motivating and managing a fundraising team, both remotely and in person.</p> <p>Proven track record in reaching and growing fundraising targets.</p> <p>Developing and maximising relationships at all levels for impact and income.</p> <p>Compelling propositions and cases for support to secure support that generates income.</p> <p>Managing and developing budgets.</p> <p>Experience of project development, as it relates to fundraising.</p> <p>Motivating and managing volunteers.</p> |           |



# PERSON SPECIFICATION

|                      | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | DESIRABLE                                                                                                                                                                                                                                                                     |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKILLS AND KNOWLEDGE | <p>Using CRM systems to maximise data and insights.</p> <p>Strong fundraising skills and knowledge across different income streams.</p> <p>Strong communicator who can build effective relationships and inspire and motivate colleagues.</p> <p>Ability to negotiate and influence key stakeholders to get buy in to new strategies / initiatives.</p> <p>Track record of delivering results and continuous improvement.</p> <p>IT skills including extensive use of Microsoft Office and 365.</p> | <p>Using LinkedIn to build networks and attract support.</p> <p>Knowledge of animal welfare and the challenges related to fundraising for this type of organisation.</p> <p>Knowledge of capital appeal management.</p> <p>Networking skills that generate opportunities.</p> |

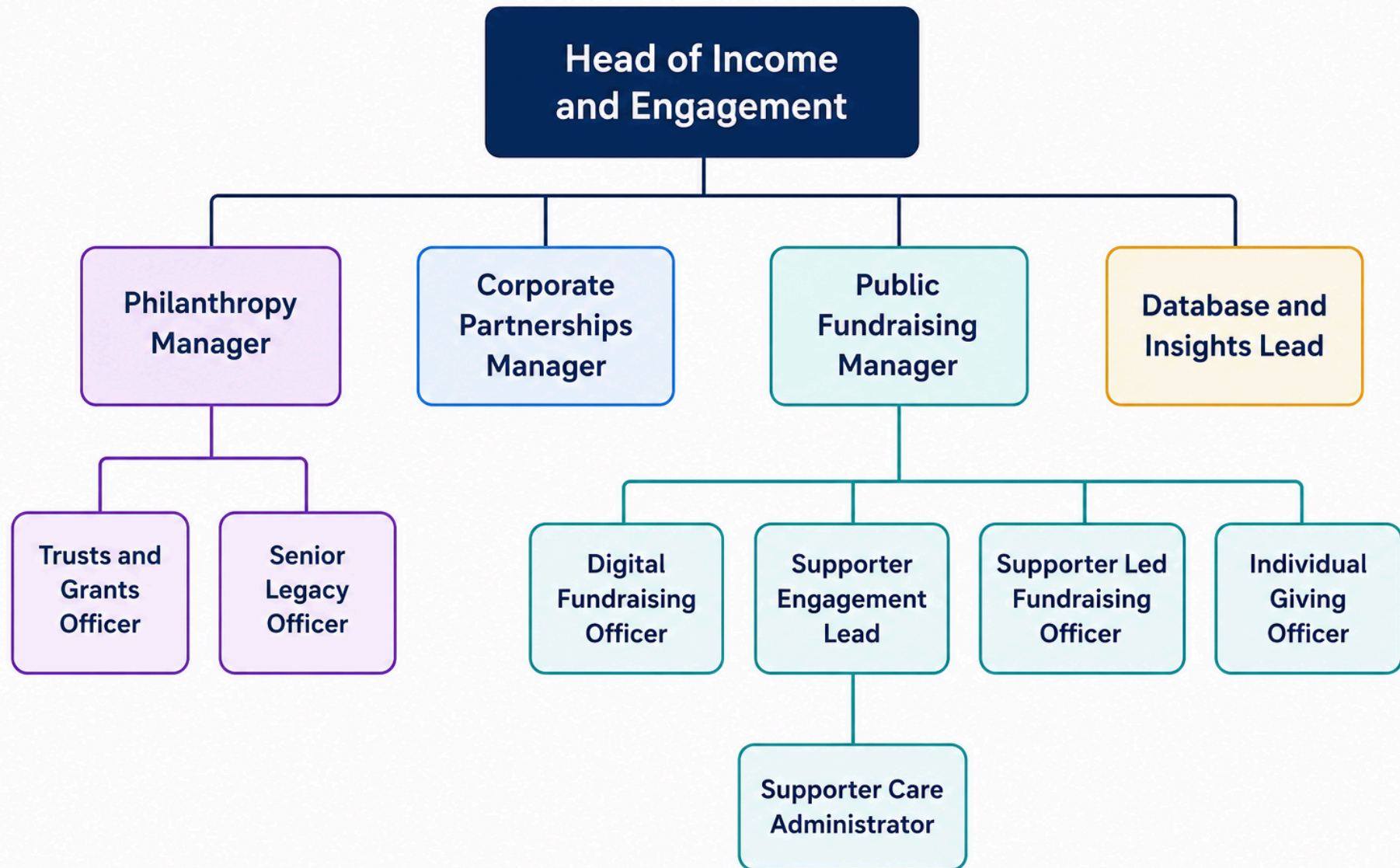
# PERSON SPECIFICATION

|                     | ESSENTIAL                                                                                                                                                                                                                                                                                                                                                                                                                     | DESIRABLE |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| PERSONAL ATTRIBUTES | <p>Values-led and focused on positive working relationships and partnerships which furthers the Home’s mission.</p> <p>Resilient and able to take a high level of personal responsibility, making decisions independently and appropriately.</p> <p>Analytical, creative and lateral thinker.</p> <p>Calm, solution-orientated and able to plan ahead.</p> <p>Diplomatic, confident, outgoing, approachable and positive.</p> |           |

# PERSON SPECIFICATION

|                    | ESSENTIAL                                                                                                                                                                                                                                                                                                    | DESIRABLE |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| OTHER REQUIREMENTS | <p>Interest and passion for animal welfare.</p> <p>You will have occasional contact with animals and pet owners who use our services as part of your role, so you must feel comfortable working with dogs and cats and have an understanding of and empathy for animal welfare and tackling pet poverty.</p> |           |

# TEAM STRUCTURE



# **Interim Head of Income and Engagement**

## **Reporting to:**

Chief Executive Officer

## **Location:**

Hybrid, with a minimum of 1 day per week in the office

## **Salary: £45,000**

35 hours per week (may occasionally include some out of hours and weekends). Flexible working options available

This is a fixed term maternity cover position, initial 13 month contract.

## **Staff Benefits:**

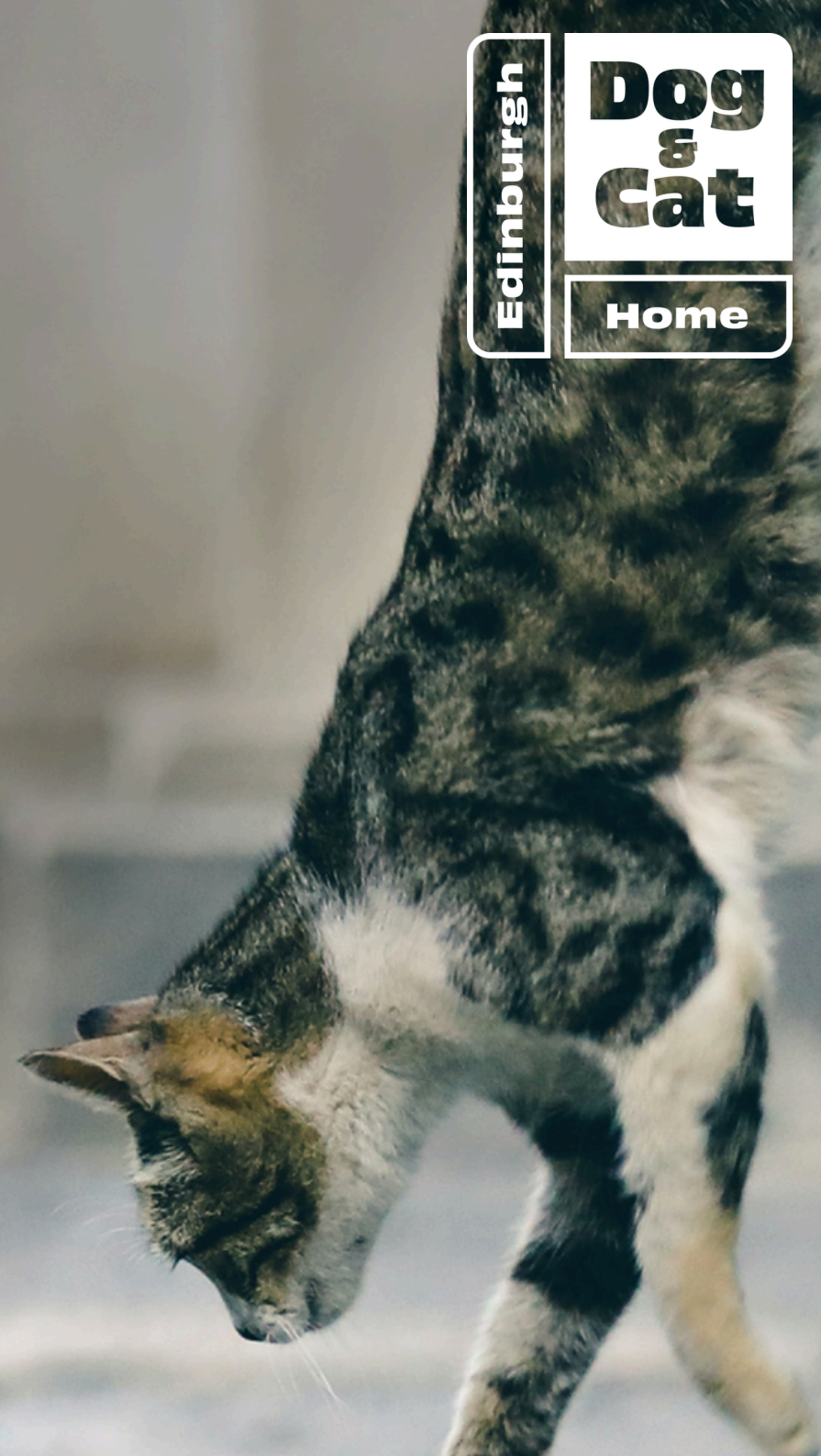
- Enhanced holiday + bank holidays, increasing with length of service
- Generous pension scheme
- Life Insurance
- Enhanced parental leave
- Employee Assistant Programme
- Staff wellbeing programme

**+Many more**

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# HOW TO APPLY

**Submit your CV and a covering letter to [recruitment@edch.org.uk](mailto:recruitment@edch.org.uk) by Sunday 27 September 2026.**

**Interviews will likely be held the week commencing Monday 5 October 2026.**