

Fundraising Manager

Job Title:	Fundraising Manager
Service Sector:	Finance and Resources
Organisational Relationships:	Director of Finance & Resources
Line Manages:	Fundraising Administrator Communications Officer Collection Box staff and volunteers

Job Purpose:

To develop and implement the Fundraising Strategy for Capability Scotland, and manage, direct and support the fundraising & communications team to meet ambitious annual targets whilst keeping expenditure within agreed limits.

To maximise income with a focus on individual, legacy, community and corporate fundraising, charitable trusts and grant funding.

To raise the profile of Capability Scotland with a focus on brand management, website development, internal and external communications, and direct marketing to cover the full marketing mix across multiple media channels.

To work in partnership with colleagues across Capability Scotland in the development of fundraising projects.

Main Activities

- Developing and implementing the fundraising strategy, including a programme of activities to be monitored and reviewed on an annual basis
- Developing and implementing Capability Scotland's individual giving programme to include the recruitment, reactivation and retention of regular donors
- Developing and implementing community fundraising activities in order to maximise income from a variety of community-based sources, including challenge/sponsored events, bespoke Capability Scotland events, static collection boxes, fundraising volunteers and local businesses
- Developing a pro-active approach to corporate fundraising including the introduction, cultivation, stewardship and account management of corporate partners to maximise income
- Developing briefs and preparing outline budgets for fundraising initiatives
- Overseeing the development and upkeep of the fundraising database and maintaining complete and accurate records relating to all fundraising, marketing and communications activities and report on their performance on a regular basis to senior management
- Overseeing the development of the communications strategy, including internal and external communications, website development, and the use of various media channels
- Raising awareness of the work of Capability Scotland through effective branding, working with colleagues across the organisation to promote key messages and campaigns
- Ensuring consistency of the Capability Scotland brand across all marketing activities
- Developing and reviewing policies and procedures relating to fundraising, marketing and communications

- Any other duties as required.

Applicable for all roles:

To undertake any other duties related to the responsibilities of the post and which may be delegated by Capability Scotland management.

Agreement

Job holder:

Name:

Date:

Management Representative:

Name (Line Manager):

Date:

Trade Union Representative:

Name:

Date: