

## **Job Profile – Head of Development and Communications; 9 month maternity cover (£38,000 - £42,000 pro rata)**

### **Reports to: Chief Executive**

**Role:** The successful candidate will have a track record in either Business Development or Fundraising (or preferably both). They will be able to hit the ground running, ensuring the existing income streams and strategies are implemented successfully and that the team has strong management and clear guidance and direction. They will also be expected to bring their own ideas, networks and leads to the table to contribute to developing the financial health and success of the charity.

### **PRINCIPAL ACCOUNTABILITIES**

#### **Development**

- Implement the existing workplan and develop relevant new initiatives for achieving existing income targets to support the strategic objectives of the organisation.
- Provide accurate and relevant reports of activity against the targets in fundraising plan and set and monitor against timelines and critical milestones.
- Lead a quarterly review of all activity, learnings, successes and failures against fundraising targets and assumptions with CEO, revising plan as required.
- Seek out new fundraising partnerships, maintain and develop these relationships to ensure growth and development of supporter base.
- Utilise your own networks, alongside existing networks of the board, CEO and management team effectively to help successfully implement the fundraising strategy and ensure all key stakeholders are kept informed and engaged.
- Identify opportunities to utilise ProjectScotland's network of supporters, volunteers and mentors to increase donations and income.
- Network and raise awareness of ProjectScotland, increasing awareness and attracting support from key influencers who may donate or fund our activities.

#### **Operations**

- Help in preparation for Board papers and when necessary and asked by the CEO, present to the Board on relevant activity.
- Ensure all activity is compliant with company and charity law
- Agree with the wider leadership team in advance of any funding applications which commit resource from the existing operations team, in order to ensure positive outcomes.

#### **Strategic**

- Contribute to strategic development of organisation
- Take lead with Chief Executive on building and regularly revising a business model which delivers organisation's objectives
- Ensure a fully up to date work plan on all fundraising and communications activity, with associated targets achieved.

#### **Marketing and Communications**

- Ensure that all ProjectScotland external communications and marketing meet the agreed brand guidelines, and tone of voice of the charity.
- Accountable for all aspects of marketing communications and associated audiences
- Accountable for delivery and analysis of all campaigns as per the agreed workplan
- Accountable for relationships with key suppliers to help deliver best value marketing and communications programmes.
- Ensure opportunities are sought and managed to deliver increased awareness of ProjectScotland

### **People Management**

- Manage, engage and motivate both direct line managed employees, and other members of Project Scotland team
- Ensure regular review, personal development and performance and appraisals are conducted with all line managed staff
- Manage all aspects of fundraising in an inclusive and engaging way, ensuring all members of staff are communicated with and to, and are listened to.

### **Finance**

- Work in collaboration with Business Support to ensure:
- All income targets are understood, tracked and met – with associated risks to delivery flagged to the CEO before the event
- To ensure spend does not exceed allocated fundraising and marketing budget
- Maintain accurate finance records and tracking

### **Person Specification**

- Energetic, driven individual
- Excellent planning skills
- Innovative and creative
- Results focussed
- Strong written English, verbal and excellent presentation skills

### **EXPERIENCE**

#### **Essential:**

- Good grasp of risk vs return on each potential fundraising activity, a proven track record in setting and achieving realistic fundraising targets.
- Significant experience in a fundraising/business development role in a reputable third sector organisation or organisations.
- Experience of strategic fundraising planning and innovation (especially within key fundraising streams such as Corporate, Trusts & Foundations & Individual Giving fundraising)
- Track record of delivering results
- Experience of building and articulating a persuasive case for supporting a good cause
- Empathy and commitment to ProjectScotland's values and vision. Experience of or an interest in helping young people would be advantageous
- Ability to travel and work flexibly where required including occasional evenings
- The post holder requires extensive knowledge of Scottish voluntary sector and best practice in relation to fundraising activities.

#### **Additional Desirable Experience**

#### **Desirable:**

- Knowledge of voluntary sector and challenges facing fundraising in the UK.
- Digital savvy and experience of different digital channels when promoting fundraising activity.
- Experience of donor databases
- Knowledge of supporter/individual giving trends.
- Event management experience

## RELATIONSHIPS

### Internal

- Daily contact with the Leadership Team, Chief Executive and members of the Marketing & Fundraising Team.
- Regular contact with the Board of Trustees, Partnership Team, Mentoring Manager and Business Support to understand the scope of work and identify needs of wider organisation.

### External

- Regular working contact with suppliers and third party event companies.
- Ensuring the team work closely with the Institute of Fundraising networking groups to ensure learnings.
- Building close relationships with fundraisers where appropriate.

**SCOPING OF THE ROLE** - The post holder reports to the Chief Executive.

The post holder will set specific team targets and ensure the deliverables are on track.

The post holder must ensure quality and consistency of Fundraising activities and that these are carried out in accordance with Scottish and UK Charity Law, Institute of Fundraising, FRSB and other fundraising regulatory bodies and operate to national requirements and guidelines of OSCR – Office of Scottish Charities Regulator.

### OTHER

This is a full-time roll (35 hours a week), Monday to Friday, 9am-5pm, based in ProjectScotland's Edinburgh office. Salary is £38,000 - £42,000 pro rata with 35 days of holiday per annum (includes public holiday allocation).

To apply, please send a covering letter explaining why you are suitable for the role and what your experience will bring to the position, & include a copy of your CV to, Paul Reddish, Chief Executive, at [paul.reddish@projectscotland.co.uk](mailto:paul.reddish@projectscotland.co.uk), or write for the attention of Paul Reddish to ProjectScotland, 20 Hopetoun Street, Edinburgh, EH7 4GH.

Closing date for applications is noon on **Monday 6<sup>th</sup> June**. The provisional dates for interviews are **9<sup>th</sup> & 10<sup>th</sup> June**.