

Senior Fundraiser - Individual Giving and Legacies (Recruitment and Development)

Information for candidates



Children 1st

Hello from the Head of Public Fundraising

First of all, I am delighted that you might be interested in joining our team at Children 1st. If you are ambitious and looking for a charity determined to change the world for children, then we will be a perfect match.

I joined Children 1st in June 2016 and in 2019, we launched our new fundraising strategy which is designed to inspire people in Scotland to put children first.

Since then, we've been implementing that strategy, we've been trying some new things and we've grown our net income.

We are a good size, not too big – so we are well connected to each other – but still big enough to get things done, to make a difference and to transform the lives of Scotland's children.

This is an exciting time for fundraising at Children 1st and the

Senior Fundraiser- Individual Giving & Legacies plays a critical role.

We have worked hard on our fundraising opportunities. The last two years has had its challenges, but we are incredibly proud to have stabilised and grown our Individual Giving portfolio. We are also very fortunate to be remembered through legacy Giving by an incredibly generous amount of people. We have now reached to point where we can invest in our fundraising further by introducing this brand-new role to the team.

I am excited about our work and our plans (I know you'd expect me to say that). If this pack has perked your interest, I'd invite you to get in touch for an informal chat (email me at Susan.Bradley@children1st.org.uk).

Thank you,

Susan



Our Vision and strategy

Our vision for fundraising

Inspiring people in Scotland to raise funds to put children first.

Strategic themes

To support the achievement of our vision the following five strategic themes have been developed:

- We will grow sustainable **income**.
- We will deploy a highly skilled fundraising **team**, who are connected to the cause, for greatest impact.
- We will create a **culture** where everyone understands how their role contributes to raising money.
- We will evolve our portfolio of opportunities to reach new and engage existing **audiences**.
- We will deliver outstanding **supporter** experiences.



Our leaders in Fundraising and Business Development

As well as our Philanthropy & Partnerships team, we have three other teams within our department:

- **Business Development & Trusts** which brings together our work to seek funding from statutory sources, local authorities and charitable trusts.
- **Public fundraising** which covers community, events, individuals and legacies.
- **Fundraising Development & Operations** provide our overall Supporter Care function to make sure that our supporters are able to make donations in lots of different ways, and that every supporter has a memorable experience.



Euan
Head of Business
Development & Trusts



Susan
Head of Public
Fundraising



Karen
Head of Fundraising
Development and
Operations



Jo
Head of Partnerships &
Philanthropy

Our team

We have three key income areas in the team:

- **Individual Giving** which inspires our donors to give on a regular basis to advance our work and provide some financial stability in the medium to long term for our charity.
- **Community Fundraising** which creates and delivers exciting fundraising activity inspiring our audiences to fundraise and then developing key quality relationships with these incredible supporters.
- **Legacy Fundraising** which manages our pipeline of legacy giving and marketing the opportunity of giving in the future, investing in generations to come.



Susan
Head of Public
Fundraising



Dean
Community
Fundraising
Manager



You
Senior
Fundraiser-
Individual giving
and Legacies
(recruitment and
Development)



Mairi
Senior Fundraiser-
Individual Giving
and Legacies
(Retention)



Eva
Public Fundraising
officer

What some of our Team say about working for Children 1st

"Knowing that children and families can get the support they need is at the heart of working for Children 1st. Every penny raised can help a child feel safe and by working as a team we can make a difference."

"Every day is different at Children 1st. In fundraising, we work together to make sure children and families get the support they need."

"It can be fast paced working within the Fundraising Team, that's what makes everyday different, but it's knowing we are working to a common goal to make a difference for children and families."



This role within the team

The Senior Fundraiser- Individual Giving and Legacies

Our Individual Giving and Legacy portfolio has evolved in recent years and we're looking to grow our team to help us develop and maximise the recruitment of donors in order to provide some longer term, sustainable income for the charity. Relationships are at the heart of what we do. The Senior Fundraiser- Individual Giving and Legacies- Recruitment and Development will generate creative and innovative fundraising opportunities to the public.

We know a lot about our support base, and have the structure to channel creativity and ideas which then become unique and innovative fundraising propositions. Creating and delivering our recent Face to Face recruitment campaign and cold appeals has shown that there is a real appetite and space for growth activity. We have a thirst to grow these offerings and this role will play a key part in leading and delivering on some of these projects.

We're needing someone who can also spot an opportunity, bring it to life and has the intuition and drive to deliver on our ambitions fundraising plans.

New roles like this are exciting opportunities just waiting for the right person to lead the plans and create something outstanding.



Examples of
projects
you'll be part
of when its
delivered



Face to Face

Continuation and development of our Face to Face offerings including private site fundraising.

Check out:

[Face to face fundraising | Children 1st](#)

Dolly Parton Imagination Library

A new innovative partnership with the Dolly Parton Imagination Library presents the opportunity for our donors to contribute regularly by giving the love of reading to children across Scotland.

Check out

[The Imagination Library | Children 1st](#)



Some
questions
you might
have

Salary, annual leave and benefits

The salary scale for the role is £27,477 to £32,076. Your holiday entitlement is 40 days (inclusive of 9 public holidays), a contributory pension scheme (the charity will pay up to 8% of your salary) and life assurance.

Wellbeing and Balance

We've recently introduced some flexible working protocols. Our core hours are 10am to 4pm, and our core days (when we'll organise team meetings, etc) are Tuesday and Wednesday.

Geography and location

Where you work from is flexible, you just need to live in Scotland.

Diversity and inclusion

We seek to tackle all forms of discrimination both internally and externally. We recognise that we are not yet as fully representative as we want to be and we are challenging ourselves every day.

Learning and Development

Learning and Development is important to us and our team. We hope its important to you too. We've recently introduced a new internal Fundraising Conference and have multiple opportunities throughout the year for further training in the form of Masterclasses from leading experts in their fields.



The process and timetable

This is a two-way process

We know this is a big decision and that you'll be assessing us and making important decisions about your future. We've designed a process to allow both of us to get to know each other.

Closing date – Sunday 30th January

**Interview– Tuesday 8th February
2022**

- Panel interview (virtual) involving a Q&A and a task
- Details of the task will be provided with the invite to interview for successful applicants
- As the interview is not a memory test, nor an 'on the spot test', interview questions will be provided by email to successful applicants 24 hours in advance of interview to allow for any reflection and preparation you may prefer to undertake.



Thank You

