

Job Description and Person Specification

Job title:	National Fundraising Manager
Reporting to:	Head of Corporate Services
Hours of work:	F/T 37.5 hours per week
Duration:	Permanent
Salary:	£45k - £48k per annum
Holidays:	37 days (pro-rata), including public holidays
Benefits:	Flexible working and TOIL Policy • Equipment provided for working from home (laptop, phone etc.) Opportunities for continuous learning and development • Enhanced sick pay • Enhanced Maternity Benefit • Death in Service benefits • Employer pension (3% employee/6% employer or 4% employee/7% employer) • Cycle to Work Scheme • Recognition agreement with UNISON • Relocation package could be considered
Location:	Hybrid Working (remote and from our offices in Edinburgh or Glasgow)

About Waverley Care

Scotland is on track to be one of the first countries in the world to achieve zero HIV transmissions, and Waverley Care will play an essential role in getting us there.

A positive HIV diagnosis still has the power to knock people off their feet and impact every part of their lives. People living with HIV still carry the burden of decades of discrimination and misinformation about HIV. HIV is treatable, but the stigma and shame surrounding HIV holds people back and makes it different to other life-long conditions. Stigma and the fear of an HIV diagnosis still prevents many people at risk getting a test and knowing their status.

Our vision is for a Scotland where no one faces HIV alone, we will achieve this by fighting stigma and empowering people living with HIV to live full and healthy lives.

Waverley Care is Scotland's leading HIV and hepatitis C charity, and everything we do is guided by the experiences of the people we work with – this ranges from shaping the services we deliver through to how we influence national policy around sexual health and blood borne viruses.

We are at an exciting point in our history as we strive to reach the goal of zero new HIV transmissions by 2030. We are in the first year of an ambitious new strategic plan, and we are investing in digital transformation, communications and policy, and we have aims to significantly increase our fundraising to invest in strengthening our support and prevention work across Scotland.

There is much work to be done, but as an organisation we are driven to create lasting change for everyone in Scotland living with, or at risk of HIV or hepatitis C.

You can find out more about the work we do at our website:

- www.waverleycare.org

About the post

We are looking for an engaging and ambitious National Fundraising Manager to join and lead our growing fundraising team.

This is an exciting time in the evolution of income generation at Waverley Care. We have invested in growing our fundraising team to ensure we have resource and capacity to deliver our targets; we are looking for a motivated leader who will thrive on the challenge of growth and expansion and step up with us.

We are about to embark on a journey which will see us significantly increasing our unrestricted income over the next five years. This post will provide the leadership expertise and development momentum needed to achieve this significant income growth.

The post will work collaboratively with other key functions of the organisations including communications, finance/corporate services, as well as our operational teams across Scotland. You will lead on growing our individual donor base, as well as deepening our relationships with existing major donors and developing new networks. You will line manage two Fundraising Managers (Individual Giving and Corporate, Community and Events) and a Trusts and Grants Fundraiser. There are also two Fundraising Administrators in the team who are line managed by the Fundraising Manager (CCE).

About the person

A skilled communicator and natural relationship builder, you will be ambitious, proactive and passionate about using your skills to help the charity to achieve its strategic aims. You will have experience of delivering effective stewardship to regular givers and you will have the vision and determination required to successfully engage new major donors and corporate partners. You will be a high performing, resilient fundraiser with experience of leading a team to deliver income growth in previous roles.

Responsibilities and duties

Strategy and development

1. Work with senior colleagues and board members to deliver our new fundraising strategy and cases for support
2. Lead fundraising colleagues to organise, develop and deliver a calendar of activity including events, campaigns and appeals to attract new supporters, grow unrestricted income and ensure income generation targets are met
3. Set and monitor KPIs across fundraising functions
4. Produce regular reports on progress made against the fundraising strategy and budget for senior colleagues and the board of trustees
5. To adhere to and keep well informed on fundraising and related laws, regulations and requirements. Ensure team are working to best practice within legislative guidelines.

Management and organisational

1. Provide effective line management to the fundraising team – ensuring they are well supported, motivated and have clear objectives and opportunities for professional and personal development
2. Work closely with the Head of Corporate Services to ensure fundraising income and budgets are on target and promote understanding of finance for charity fundraising with the team.
3. Build relationships with operational colleagues to gain an excellent understanding of the impact of our services
4. Embed the importance of storytelling at all levels across the organisation
5. Work closely with the communications team to ensure appropriate publicity and promotion of fundraising activities and opportunities to secure support and income
6. Make effective use of the charity's CRM database system in conjunction with other staff as a tool to maintain relationships with supporters and to keep accurate records
7. Willing to work evenings and weekends as required and to travel across a wide geographical area with overnight stays as required

External and partnerships

1. Providing exceptional stewardship for existing and new supporters to achieve financial targets and retain donors
2. Attend networking events to ensure that we are the charity of choice in the areas where we operate
3. Give inspiring and informative talks to a range of audiences, presenting a strong case for support to attract new donors
4. Be proactive and innovative in building fundraising relationships, growing a network of individual, group and corporate supporters to sustain, grow and diversify income

Person Specification

Skills and Experience	Essential	Desirable
Demonstrable knowledge and understanding of the current funding sector in Scotland and the wider UK	X	
Held a senior fundraising role within a charity for at least three years	X	
Knowledge of GDPR regulations and how they apply to fundraising	X	
Understanding of and ability to interpret budgets	X	
Experience of developing fundraising strategy and case for support	X	
Demonstrable experience of successful stewardship of donors	X	
An understanding of Blood Borne Viruses and sexual health		X
An understanding of the impact of stigma and socio-economic inequality in society		X
Demonstrable track record of continuing professional development - formal (and/or) self-directed	X	
Member of the Chartered Institute of Fundraising		X
Confident user of technology, including Microsoft Office programmes	X	
Excellent record keeping skills and attention to detail	X	
Ability to prioritise workload and work at pace, managing multiple activities and deadlines	X	
Ability to build and maintain strong internal relationships, e.g. with project staff, senior managers, Communications colleagues, etc	X	
Ability to build and maintain strong external relationships, e.g. with funders, partners and supporters	X	
Experience of using a fundraising CRM database	X	
Evidence of exceptional communication skills	X	
Ability to problem solve and think creatively	X	
Experience of working with minimal supervision	X	