Epilepsy Scotland
Fundraising & Communications Manager

Job Description

The role being recruited is for a motivated, experienced and energised fundraising and communications manager. This role reports directly to the Chief Executive Officer of the charity. This role, it is envisaged, will have three direct reports.

- Marketing and Communications Officer
- Philanthropy Lead Officer
- Individual and Community Lead Officer

The role requires a manager with strong trusts and grants experience, including confident bid writing, with funder research and impact-led storytelling. The postholder will be expected to translate the charity's priorities into persuasive funding proposals, support the team to develop a strong grants pipeline and ensure high-quality stewardship of trust and grant funders.

Salary Range: **TBC** [The current range is £32,000 - £37,000]

Location

This role is primarily based at Epilepsy Scotland's head office, Govan Street, Glasgow.

The organisation operate a hybrid working environment with up to 40% of time permitted to be from home and a mandatory core office days comprising the remainder.

Please note that this role will include travel across Scotland and occasional evening/weekend work as necessary to fulfil the full remit of the expectations of the role.

Role Purpose

The Fundraising Manager will lead the development and delivery of Epilepsy Scotland's income generation strategy, ensuring sustainable income growth across a diverse portfolio of income streams, to improve the lives of people with epilepsy across Scotland.

The postholder will take primary responsibility for securing income from trusts and foundations through high-quality grant applications, managing and growing major donor and legacy giving programmes, and providing strategic leadership to the Fundraising & Communications Team.

Working closely with the Chief Executive, Board members and the Fundraising and Communications Team, the Fundraising Manager will identify new funding opportunities, build long-term relationships with donors and funders through effective marketing and communications, and ensure fundraising activity reflects best practice, delivers excellent supporter stewardship and contributes to achieving the charity's strategic objectives in a values-led way.

Role Outline

Job Title

Fundraising and Communications Manager

Responsible to

Chief Executive Officer

Direct Reports

- Marketing and Communications Officer
- Philanthropy Lead Officer
- Individual and Community Lead Officer

Income Responsibility

ROI of every pound at a minimum ratio of 6:1. Targets will be reviewed quarterly in line with available trusts/grants and minimum yearly targets will be reviewed annually.

Budget Responsibility

Management for the leadership, line management and development of the fundraising and communications team, ensuring the effective planning, performance management and delivery against agreed organisational priorities including an overall fundraising targeted income generation of a minimum of £665,000 annually.

Key Responsibilities

Strategic Leadership

- Develop and implement Epilepsy Scotland's income generation strategy and annual operational plan. This will be agreed between the CEO and Fundraising and Communications Manager in advance of each new financial year.
- Lead and motivate the Fundraising & Communications Team to achieve agreed targets and measurable outcomes.
- Monitor fundraising performance, analyse trends and report progress to the Chief Executive and produce a report on progress quarterly for each Board meeting.
- Ensure fundraising activity aligns with organisational priorities and contributes to long-term financial sustainability.

- Keep ES fundraising and communications innovative and apace with the rest of the sector.

Trusts and Foundations

- Manage and support the delivery of the charity's trusts and foundations activity, in line with agreed organisational priorities.
- Research prospective funders and maintain a clear, prioritised funding pipeline.
- Prepare high-quality grant applications, expressions of interest and funding proposals.
- Coordinate relationships, with assistance from the philanthropy lead officer, with grant funders throughout the funding cycle, ensuring timely communication and stewardship.
- Prepare accurate monitoring, evaluation and impact reports for funders as and when required.
- Work with operational colleagues to shape projects and gather the information needed for funding applications.
- Maintain accurate grant records, reporting schedules and funder information.

Major Donor Fundraising

- Develop and implement, in cohesion and partnership with the philanthropy lead, a major donor strategy.
- Deliver excellent managerial support and encouragement to the philanthropy lead in their endeavours to encourage long-term philanthropic support.

Fundraising Leadership

- Line manage the Individual and Community Fundraising Lead.
- Line manage the Philanthropy Lead.
- Line manage the Marketing & Communications Officer.
- Set objectives, monitor performance and support professional development of these roles with regular, documented, one to one and annual appraisals.
- Foster a collaborative and high-performing fundraising culture.
- Ensure effective planning and prioritisation across the team.
- Lead with integrity, transparency and compassion.

Relationship Management

- Build strong relationships with supporters, volunteers, corporate partners and external stakeholders.
- Represent Epilepsy Scotland at networking events, meetings and fundraising activities.
- Work collaboratively across the organisation to maximise fundraising opportunities.

- Support volunteers and Board members in fundraising activity where appropriate.

Financial Management

- Manage the fundraising budget to ensure effective use of resources and maximum return on investment to include regular team huddles or briefings to update on progress against target and where appropriate implement additional resource on an ad-hoc basis so long as it is in budget.
- Monitor income and expenditure across fundraising activities.
- Produce accurate financial forecasts and income reports.
- Ensure compliance with financial procedures and audit requirements.

Data, Compliance and Governance

- Ensure all fundraising complies with:
  - Scottish Fundraising Standards Panel guidance
  - Chartered Institute of Fundraising Code of Practice
  - UK GDPR and Data Protection legislation
- Maintain accurate fundraising records using the charity CRM.
- Use fundraising data and insight to improve performance and supporter engagement.
- Monitor KPIs and evaluate fundraising activity.

General Responsibilities

- Contribute to organisational planning and continuous improvement.
- Support communications activity where appropriate by providing fundraising content and impact stories.
- Attend events or activities where the visibility of the fundraising manager is pertinent to promote the values and ethos of Epilepsy Scotland
- Support fundraising volunteers where or if required but this will predominately be handled by the philanthropy and community lead Officers.
- Undertake any other duties appropriate to the role.

Person Specification

<u>Experience</u>

Essential

- Significant experience securing income through trusts and foundations.
- Proven success writing high-value grant applications.
- Experience managing major donor relationships.
- Experience in contributing to legacy giving projects
- Experience managing staff and developing high-performing teams.

- Experience managing fundraising budgets and income targets.
- Experience developing fundraising strategies and operational plans.
- Experience using fundraising CRMs to manage pipelines and supporter relationships.

Desirable

- Experience across multiple fundraising disciplines including community, events high value net worth individuals and corporate partnerships.
- Experience working with charity trustees and senior volunteers.
- Experience within the Scottish voluntary sector.
- Membership of CIOF

Knowledge

Essential

- Understanding of fundraising regulations and best practice.
- Knowledge of trust fundraising, philanthropy and legacy fundraising.
- Excellent understanding of donor stewardship principles.
- Knowledge of fundraising performance reporting and outcomes/outputs.

Desirable

- Knowledge of epilepsy, neurological conditions or long-term condition charities.
- Experience of Harlequin or equivalent CRM systems.

Skills

- Confident leadership and people management skills.
- Exceptional bid writing and written communication skills which can be evidenced in a portfolio or similar of prior experience
- Excellent relationship-building and influencing skills.
- Excellent organisational and project management skills.
- Strong financial and analytical skills.
- Ability to prioritise competing deadlines.
- Excellent presentation and networking skills.
- High level of IT literacy, including Microsoft Office and CRM systems.

Personal Qualities

- Passionate about improving the lives of people affected by epilepsy.
- Collaborative and supportive leadership style.
- Strategic thinker with a hands-on approach.
- Creative and opportunity focused.
- Self-motivated with excellent initiative.

- Resilient and adaptable.
- Committed to equality, diversity and inclusion.
- Integrity and professionalism.

Other Requirements

Essential

- Willingness to travel throughout Scotland.
- Ability to work occasional evenings and weekends.
- Full UK driving licence (or ability to travel independently where required).

Role Summary

This is an exciting opportunity for a motivated and experienced Fundraising and Communications Manager to support the growth and delivery of fundraising and communications activity for an important cause. Working closely with the Chief Executive Officer, the postholder will manage and support a small team, coordinate agreed fundraising priorities and help ensure that Epilepsy Scotland continues to build strong relationships with supporters, funders and communities across Scotland.

The role will require strong trusts and grants experience, including confident bid writing, funder research and impact-led storytelling. It will also involve supporting the wider team to deliver high-quality supporter experiences, effective communications and well-planned fundraising activity in line with the charity's objectives.

The postholder will have appropriate visibility across the charity's fundraising work, while remaining focused on the effective management, coordination and delivery of agreed priorities.