Epilepsy Scotland
Individual & Community Lead

Job Description

The role being recruited is for an individual and community lead officer. This role has no line management responsibilities and will report directly to the fundraising manager.

Salary Range: **TBC** £30,000 - £35,000 DPE

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 mandatory core office days comprising the remainder. Please note that this role may involve appropriate travel across Scotland or the United Kingdom for the effective carrying out of the full spectrum of the job specification. This will be largely driven by fundraising activities, visibility at various functions and appropriate attendance at fundraising events.

Role Purpose

The Individual and Community Fundraiser will be pivotal in making the income generation strategy a reality by inspiring and supporting individuals, groups and communities across Scotland to raise funds and awareness for the charity. The postholder will develop a calendar of engagement opportunities and campaigns, growing income from individual supporters, community organisations, schools and faith groups.

This role will lead on recruiting and managing a team of fundraising volunteers, creating fundraising products and events alongside third-party challenges which deliver excellent supporter experiences that encourage long-term loyalty and sustainable income growth. This role is targeted at those with experience of invigorating a pro-active team of volunteers and to set up, lead, and deliver on fundraising events from concept to delivery.

Role Outline

Job Title
Individual & Community Lead

Responsible to
Fundraising Manager

Direct Reports
None

Income Generation Responsibility
Minimum £200,000 annually, depending on pipeline

Hours: Full-time (35 hours per week) It is expected that the role would include mandatory core "*in person*" days at our head office at Govan Street, Glasgow.

Key Responsibilities

Individual Giving

- Develop and deliver fundraising campaigns to recruit, retain and steward individual supporters.
- Manage effective supporter journeys to maximise engagement and lifetime value.
- Encourage and support regular giving, one-off donations and in-memory giving and keep accurate logged records of progress to be reported on a monthly basis to the fundraising and communications manager.
- Support digital fundraising activities and peer-to-peer fundraising platforms such as JustGiving and Enthuse.
- Identify opportunities to increase supporter donations and engagement from areas not already largely driven by volunteer or regular giver sources.
- Ensure all donor communications are timely, personalised and compliant with GDPR and fundraising regulations.
- Manage all Individual Giving relationships on the CRM.

Community Fundraising

- Rebuild, develop and grow income from community groups, schools, clubs, faith organisations, local businesses and other community-based supporters across Scotland.
- Identify, cultivate and steward community supporters, ensuring they receive timely guidance, recognition and ongoing engagement.
- Support and grow community-led fundraising activity, including local events, challenge events, collections, campaigns and third-party fundraising initiatives.
- Create practical fundraising resources, toolkits and promotional materials to help supporters maximise income and promote the charity effectively.
- Represent the charity at events, presentations and community meetings, acting as a visible and credible ambassador across Scotland consistently and building an image or reliability and consistency as a single point of contact or contacts.
- Recruit, encourage and support volunteers and ambassadors to lead or assist with local fundraising activity.
- Maintain accurate records of all community fundraising relationships, activity and income on the CRM system.

Fundraising Events

- Develop and maintain an annual calendar of pipeline fundraising events, campaigns and products to engage, retain and steward individual supporters.
- Ensure the annual events calendar is approved by the Fundraising and Communications Manager and planned sufficiently in advance to allow effective promotion by the Communications Officer.

- Work with the Communications Officer to ensure fundraising events are promoted clearly, consistently and in good time to maximise supporter engagement, participation and income.
- Provide a post-event report to the Fundraising and Communications Manager after each event, including income generated, costs incurred, return on investment and key engagement outcomes.
- Carry out a lessons learned review after each event to identify what worked well, areas for improvement and practical changes to strengthen future fundraising activity.
- Manage effective supporter journeys before, during and after events to maximise post-event engagement, repeat support and lifetime value.

Supporter Care and Relationship Management

- Provide a consistently high standard of supporter care, acting as a professional, responsive and reliable first point of contact for individual and community supporters.
- Build and maintain positive supporter relationships through timely communication, effective stewardship and appropriate recognition of supporter contributions.
- Maintain accurate, up-to-date and compliant supporter records on the CRM system, including contact details, activity, preferences, income and engagement history.
- Monitor and analyse fundraising performance, producing regular reports on income, activity, supporter engagement and progress against agreed targets.
- Use supporter insight, feedback and performance data to identify opportunities to improve the supporter experience, strengthen retention and increase lifetime value.

Volunteer Management

- Recruit, develop and support a reliable network of fundraising volunteers and ambassadors across Scotland to assist with community fundraising, events, campaigns and supporter engagement.
- Develop a portfolio of clear, engaging and purposeful volunteer roles that meet fundraising needs, provide a positive volunteer experience and support the charity's wider income generation objectives.
- Provide appropriate induction (where required), training, guidance and ongoing support to volunteers so they are confident, well briefed and able to represent the charity professionally.
- Coordinate volunteer involvement in fundraising activity, ensuring volunteers are matched effectively to events, campaigns and local opportunities.
- Maintain regular communication with volunteers, recognising their contribution and encouraging continued engagement, retention and progression within the volunteer programme.
- Maintain accurate and up-to-date volunteer records on the CRM system, including contact details, activity, availability, training, preferences and engagement history.

Income Generation and Development

- Act as the principal lead and go-to person for individual giving and community fundraising activity, providing clear ownership, consistency and accountability across work streams/projected pipeline of activities.
- Take responsibility for delivering agreed income targets and KPIs, with a particular focus on building a structured, proactive and sustainable pipeline of fundraising activity.
- Review existing income streams, supporter relationships, fundraising activity and volunteer-led opportunities to identify where activity should be strengthened, discontinued, developed or scaled.
- Monitor, evaluate and report on fundraising performance, including income, costs, return on investment, supporter engagement and progress against agreed targets.
- Develop new opportunities for income growth, innovation and supporter engagement, ensuring ideas are commercially realistic, properly planned and capable of being delivered within available resources with briefing papers on ideas to be reported on a monthly basis to the fundraising and communications manager for review at management level.
- Bring together activity across services, communications, volunteering and fundraising so that supporter engagement is coordinated, consistent and focused on maximising income and long-term value.

Compliance and Governance

- Ensure all fundraising activity complies with:
  - The Code of Fundraising Practice.
  - GDPR and data protection requirements.
  - Charity policies and procedures.
  - OSCR and other relevant regulatory requirements.
- Maintain high standards of confidentiality and ethical fundraising.

Person Specification

Essential Knowledge and Experience

- ✓ Experience of fundraising, sales, marketing, customer service or relationship management.
- ✓ Experience of building and maintaining relationships with supporters or customers.
- ✓ Excellent communication and interpersonal skills.
- ✓ Ability to motivate and inspire people to support a cause.
- ✓ Experience of using databases or CRM systems.
- ✓ Good organisational and project management skills, with the ability to manage competing priorities.
- ✓ Ability to work independently and as part of a team.
- ✓ Competent in Microsoft Office applications.

- ✓ Willingness to travel across Scotland and occasionally work evenings and weekends.

Desirable

- Experience of community fundraising or individual giving in the charity sector.
- Understanding of the Scottish charity sector and fundraising regulations.
- Experience of digital fundraising and peer-to-peer platforms.
- Experience of volunteer management.
- Knowledge of Gift Aid and supporter stewardship.

Key Competencies

- Relationship building
- Communication and influencing
- Planning and organisation
- Creativity and innovation
- Supporter-focused approach
- Collaboration and teamwork
- Resilience and adaptability
- Results driven

Key Performance Indicators

- Achieve annual income targets from individual and community fundraising.
- Increase the number and value of regular donors.
- Grow supporter retention and engagement.
- Grow a legacy programme with resulting bequests
- Increase the number of active community supporters and fundraisers.
- Deliver a calendar fundraising campaigns and events on time and within budget.
- Maintain accurate supporter records and reporting.

Role Summary

This is an exciting opportunity for a motivated and experienced relationship-focused fundraiser to grow support across Scotland for an important cause. By delivering exceptional supporter experiences and building meaningful connections within communities, the Individual and Community Lead will play a vital role in helping the charity achieve its mission and make a real difference to the epilepsy community across Scotland. It will be an opportunity to be the face of fundraising, with visibility being a key component of the expectations of the role.