

Job Description

Job title:	Head of Income and Engagement
Division:	ICAS Foundation
Line Manager (role not person):	Director, ICAS Foundation
Salary:	£45k - £50k

Overview

Over the last 10 years the ICAS Foundation has awarded over £2m in funding to support university students studying accountancy and finance. Each year we help around 100 students studying at universities across Scotland and England.

This is an exciting new role that has been created with a newly formed team. The role will work as part of a team, being the sole fundraiser for the ICAS Foundation alongside the current Foundation Director who has delivered key acquisitions in the last 12 months. The key focus of the role will be to deliver income targets to meet the business plan, and therefore it is imperative to have a growth mindset. The role will be responsible for developing and leading the fundraising vision, aligned with the Foundation's long terms objectives as set out in the 2030 strategy. This will take shape in the creation of a new comprehensive fundraising strategy resulting in increased financial support for the charity.

The role will promote our work in improving social mobility by awarding bursaries and grants to young people who would benefit the most from the additional support ICAS Foundation can offer. As well as financial support, this also includes a mentoring scheme and support with internships and graduate roles.

The role will also offer the opportunity to work closely with the Foundation Director, Head of Programmes and Volunteering, and Marketing and Communications Manager. It will support our engagement with charity supporters and members of the Institute of Chartered Accountants Scotland (ICAS). The role will enjoy a variety of work in income generation and engagement of a membership body, its members, and companies within the accountancy profession.

The role will suit somebody who is comfortable being the sole fundraiser and possesses significant experience in fundraising, able to bring their expertise to an organisation to create and execute various fundraising initiatives. Pitching, presenting and proposal writing should be a strength, that can be evidenced through successful fundraising. Specific knowledge in areas of fundraising in either one or multiple specialisms would be advantageous, such as Major Donor, Corporate and/or Membership, Direct and Individual Giving.

We're looking for a proactive and ambitious team player, able to work from your own initiative.

Job Purpose

The Head of Income and Engagement leads the strategic vision for fundraising initiatives at the ICAS Foundation, ensuring sustained financial support for impactful programs that enhance social mobility

in the accountancy and finance sector. The role will provide leadership and help shape the direction of the newly created Marketing and Communications function, fostering a collaborative and high-performance culture.

Key Focus areas (a specialist in at least one of the below areas)

1. Major Donors
 - Track record in designing and delivering high-impact stewardship programmes and events, and a track record for securing major gifts through written and/or verbal proposals.
 - Lead the development and delivery of a giving programme, building a pipeline and carrying out proactive prospect research.
 - A track record in securing income from Major Donors and Philanthropists including knowledge of membership / legacy fundraising.
2. Direct and Individual Giving:
 - Significantly grow regular giving – with a key focus on the ICAS membership Chartered Accountant community.
 - Increase response from appeals.
 - Develop engaging supporter journeys and Legacy pipelines.
 - Provide an exceptional experience to our supporters.
3. Corporate Fundraising:
 - Identify and engage corporate partners for sponsorship and donation opportunities.
 - Cultivate strong relationships with corporate supporters.
 - Develop a pipeline of accountancy and finance firms that will support the ICAS Foundation mission.

Key Challenges

The ICAS Foundation is a small charity, that often means that a variety of solutions are required for every challenge and a flexible approach is expected. The role will enjoy a variety of different work, which consists of both a predictable workload and of an ad hoc nature. To a larger extent, as a new role, the individual will have the opportunity to create their own workplan and strategy.

At times, there will be exposure to personal stories and information related to our students and mentors and sensitivity and confidentiality is a requirement of the role.

Knowledge, Skills & Experience

- Proven fundraising experience across one or more of the key areas: Major Donors, Direct/Individual Giving, Corporate Fundraising.
- Strong understanding of fundraising principles and excellent interpersonal skills.
- Strategic thinker with exceptional written and verbal communication abilities.
- Experience in the accounting or finance sector is advantageous.
- Passion for education and professional development.

Organisational Diagram

Currently, the ICAS Foundation consists of the Foundations Director, whom this role will report to. Other roles in the team consist of the Head of Volunteering and Programmes and Foundation Administrator. Along with this role, further growth of the team will take place including a Marketing and Communications Manager, Data and Reporting Manager and Impact and Evaluation Manager. This is an exciting growth period for the Foundation and reflects the significant opportunity the trustees and Director believe is possible with the right team.

