

*Mission: "To provide the best of care and support to enable the community to fulfil its potential"*

## JOB DESCRIPTION

The job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment. As a registered charity, it is reasonably expected that VSA employees will participate in some charitable/fundraising/publicity events and may therefore on occasion be requested to donate some of their own time.

<b>Job Title:</b>	Fundraising Manager – Trusts, Lottery and Statutory	<b>Ref:</b>
<b>Directorate:</b>	Business Development, Marketing and Innovation (BDMI)	
<b>Working Relationships:</b>	Reports to: Director of BDMI  Works Closely with all BDMI Colleagues, Members of EMT and SMT, Operational Managers.	
<b>Key External Contacts: (if applicable)</b>	Trusts, Foundations, Professional Bodies, Sector Experts and Networks	
<b>Location:</b>	38 Castle Street, Aberdeen, AB 11 5YU Hybrid / remote working options available for candidates based in Scotland only.	

### **Purpose of Job:**

To generate awareness, engagement and income from charitable trusts, foundations and other statutory or independent funding bodies:

- Create, lead and implement a strategy to identify, approach and engage prospective trust and statutory funders.
- Submit a minimum of 100 (25 per quarter) targeted and compelling applications a year to grant-giving organisations for which VSA is eligible.
- Build lasting relationships to maximise income from existing or past funders, providing best-in-class reporting and where appropriate, stewardship and account management. Give funders a reason to continue or broaden their support.
- Identify VSA's organisational core funding needs as well as opportunities to develop innovative approaches to proposals. Consider all potential areas of funding support above and beyond direct support for social care projects (e.g. tech, sustainability, education, food and farming).
- Create and manage a matrix for qualifying which applications to progress and which to decline.

### **Main Duties/Responsibilities:**

#### **Delivery of core role requirements:**

- Research and identify prospective funding bodies, ensuring an understanding and appreciation of their vision and aims to craft targeted, appropriate bids/applications that meet VSA's funding needs.

- Work with VSA colleagues to identify all areas of VSA work that might be appropriate for a funding application and specifically aligns with organisational strategic priorities – and/or possible new sources of funding resulting for colleague relationships or networks.
- Maintain excellent knowledge of all VSA services; understand what is required to fund and deliver them
- In conjunction with leadership and the wider BDML team, develop a detailed strategic Trusts & Foundations plan that is aligned to organisational fundraising priorities and to the fundraising strategy to deliver against agreed annual targets.
- Develop a rolling programme of targeted applications building a strong pipeline based on a wide range of trust and foundation funding cycles.
- Write, edit and submit high quality content for funding applications and bid processes, completing documents to deadline and ensuring they are of consistent quality and style.
- Develop and manage relationships with funders and potential funders, maximising the funding and engagement potential of each, as relevant to each body's needs and preferences – including progress reports, recognition and thanks as appropriate.
- Work with senior management and other colleagues to identify crossover opportunities between trusts, high net worth individuals and companies.
- Promote the work of VSA, locally, regionally and nationally, targeted in line with Trust and Foundation income strategy, representing the organisation at relevant forums, events and seminars
- Represent the charity to statutory, voluntary and commercial organisations, professional bodies and institutions.
- Provide briefings or reports for the Director of BDML, CEO, EMT, SMT or Trustees as directed by the Director of BDML.

### **Compliance**

- Adhere to the highest standards of fundraising best practice ensuring compliance with OSCR and the fundraising code of practice.
- Ensure that all activities comply with GDPR/ PECR legislation.

### **General**

- Carry out other tasks that may be within the scope of the post to ensure the effective delivery and development of the service.
- Support the BDML team and other colleagues in collective commitment to achieve team and organisational goals.
- Support and/or attend team or charity at events when required by the Director of BDML.

### **Qualifications/Training/Education:**

#### **Essential:**

- Able to demonstrate suitable experience and examples of achievements relevant to the role.
- Strong conversion rate and proof of successful applications in previous roles

#### **Desirable:**

- Educated to Secondary A-Level/Highers level or relevant equivalent professional qualification.
- Ability to evidence further development and/or CPD in a relevant discipline.

### **Experience:**

<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Minimum five years' experience working in a trust, lottery and statutory fundraising role.</li> <li>• Proven experience working in a result-orientated environment.</li> <li>• Proven ability to cultivate and maintain professional relationships</li> <li>• Evidence of ability to write compelling and accurate content.</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience of working in or with not-for-profit sector organisations.</li> <li>• Experience of working in or with Health and Social Care organisations, or within one of VSA's core service provision areas</li> <li>• Experience of working within a complex organisation</li> <li>• Familiarity with Microsoft Office, Salesforce, Monday.com</li> </ul>
<p><b>Key Skills/Aptitudes:</b></p>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Goal-orientated and results focused</li> <li>• Strong interpersonal skills and an ability to engage with people of all levels of seniority.</li> <li>• Ability to establish and maintain positive professional relationships with a wide range of people with different backgrounds and experiences.</li> <li>• Excellent verbal and written communication skills.</li> <li>• Ability to produce plans, proposals and reports to a very high standard.</li> <li>• Ability to collate, interpret and present data.</li> <li>• Excellent project-management and organisational skills.</li> <li>• Ability to multi-task and manage a number of, at times, conflicting priorities.</li> <li>• Ability to communicate clarity of needs and expectations</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Working knowledge of project planning approaches.</li> <li>• Understanding of working in a high-profile brand, marketing and communications context.</li> </ul>
<p><b>Personal Qualities:</b></p>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Empathy with VSA's vision, mission and values.</li> <li>• Sensitive and diplomacy in dealing with others</li> <li>• Able to work with minimum supervision</li> <li>• Flexible and cooperative</li> <li>• Driven by working to targets and deadlines</li> <li>• Team player</li> <li>• Can work proactively and on own initiative, while remaining an embedded, cooperative team member, committed to team goals.</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Empathy with the needs of those in the social care system</li> <li>• Empathy with the working context of all colleagues within VSA</li> </ul>

<ul style="list-style-type: none"> <li>• Willing to learn new skills</li> <li>• Resilient</li> <li>• Attention to detail</li> </ul>	
<b>Other Job Requirements:</b>	
<ul style="list-style-type: none"> <li>• Good attendance record supported by references - one of which must be your current employer.</li> <li>• Ability to work flexibly and on occasion support BDML team on other fundraising and marketing initiatives and events</li> <li>• Subject to Basic Disclosure check</li> <li>• Valid driving license would be a bonus</li> </ul>	



## CONDITIONS OF SERVICE

<b>Standard hours of work:</b>	35 hours per week - 1 hour's unpaid meal break
<b>Working pattern:</b>	Monday to Friday from 9:00 a.m. to 5:00 p.m. It is expected that work outside these hours will sometimes be required due to the nature of the role. TOIL will be offered for hours worked at weekends or in other exceptional circumstances as agreed in advance by the Director of BDML.
<b>Post status:</b>	Permanent
<b>Salary grade/point:</b>	£40,078
<b>Payment method:</b>	Paid by BACS on 2 <sup>nd</sup> last working day of each month
<b>Annual Leave:</b>	23 days per annum
<b>Public Holidays:</b>	9 public holidays per annum as recognised locally
<b>Notice period:</b>	Employee - One month Employer - One month plus one additional week per year of service after four years' service up to a maximum of 12 weeks
<b>Induction:</b>	A corporate induction will take place upon commencement of post.
<b>Disclosure:</b>	Appointment subject to Disclosure Scotland Check at basic level
<b>Expenses:</b>	Travel to and from an employee's place of residence to VSA is not covered by VSA. Travel and expenses undertaken for VSA business is reimbursed, when approved in advance.