



JOB DESCRIPTION

Position: Head of Income Generation (Major Gifts, Individual Giving & Legacy)

Location: RSCDS Office, 12 Coates Crescent, Edinburgh, EH3 7AF (Hybrid – 2 days per week in office)

Hours: 36 hours per week / Part time considered (3 days minimum)

Salary: 40-45K (this is a new position)

Contract: Permanent

About the Royal Scottish Country Dance Society (RSCDS)

The Royal Scottish Country Dance Society (RSCDS) is an international charity dedicated to promoting and developing Scottish Country Dance and music as inclusive activities across the world. Through a global network of branches, RSCDS supports classes, events, teacher training, publications, archives, and major programmes such as Summer School and Winter School, helping connect dancers of all ages and abilities.

Role Purpose

The Head of Income Generation will play a pivotal role in securing the long-term financial sustainability of RSCDS by leading and growing income from individual giving, major donors, and legacy supporters.

This senior role will focus on building and nurturing meaningful, high-value relationships with high-profile and high-net-worth individuals, developing a strong culture of philanthropy, and strengthening supporter engagement across the organisation. The postholder will work strategically and operationally to drive income growth, diversify funding streams, and ensure donors feel valued, informed, and connected to the impact of RSCDS's work.

This is an exciting new position for RSCDS with an opportunity to grow the fundraising team. The post would suit individuals who can work with minimal supervision and effectively in a small regional Edinburgh based team. Key priorities include:

- Creation and implementation of an Individual Giving Programme
- Analyse and recommend areas of improvement for the Supporter Journey
- Review and screen data on the 10,000 + Supporters, leading to a Major Gift / Donor Plan.
- Previous experience within Legacy Fundraising would be an advantage as this would play a key part interlinking the above Fundraising Disciplines.

Key Responsibilities:

Strategic Fundraising & Income Growth:

- Develop, implement, and regularly review a comprehensive income generation strategy focused on individual giving, major donors, and legacy fundraising, aligned with organisational priorities and long-term objectives.
- Identify new opportunities to grow high-value income streams and strengthen donor retention and lifetime value.
- Set realistic income targets and monitor progress against agreed KPIs.

Donor Development & Stewardship:

- Build, manage, and steward a portfolio of high-net-worth individuals and key supporters, delivering excellent relationship management and personalised engagement.
- Lead donor meetings, cultivation activity, funding proposals, and tailored stewardship plans, ensuring donors feel recognised and connected to RSCDS's mission and impact.
- Actively identify, cultivate, and solicit new major donor prospects.

Legacy Fundraising:

- Lead the development and growth of the legacy fundraising programme, increasing awareness and engagement around legacy giving.
- Build and maintain strong relationships with legacy pledgers, ensuring sensitive, respectful, and long-term stewardship.
- Work collaboratively to ensure legacy messaging is clear, inspiring, and compliant with best practice.

Collaboration & Communications:

- Work closely with communications and wider staff teams to develop compelling fundraising materials, case for support documents, and campaign messaging.
- Contribute to integrated fundraising campaigns and supporter communications across multiple channels.

Data, Reporting & Governance:

- Maintain accurate donor records, pipelines, and activity notes within the CRM system, ensuring data quality and compliance with GDPR and fundraising best practice.
- Prepare regular reports for the Chief Operating Officer and Board, providing clear updates on income performance, donor activity, risks, and opportunities.

Representation & Advocacy:

- Represent RSCDS at events, meetings, and external engagements, acting as a confident and professional ambassador for the organisation.

PERSON SPECIFICATION

Essential

- Minimum of 3 years' experience in fundraising, ideally - major donor development, individual giving, legacy fundraising, or a comparable relationship-management role. A solid understanding of Income Generation and the Supporter Journey is key.
- Demonstrable experience of building, managing, and sustaining relationships with supporters and stakeholders.
- Strong interpersonal and communication skills, with the ability to engage, influence, and inspire a wide range of audiences.
- Experience of developing proposals, presenting ideas, and delivering high-quality stewardship.
- Highly organised with strong attention to detail and the ability to manage multiple priorities effectively.
- Confidence and competence in using CRM systems to manage donor data, pipelines, and reporting.

Desirable / Transferable Experience

- Experience in philanthropy, alumni relations, membership development, sponsorship, or other high-engagement, relationship-driven roles.
- A track record of meeting or exceeding income targets or performance objectives.
- Experience working with Boards, senior volunteers, or trustees to support fundraising activity.
- Experience in a Legacy Fundraising Role.
- Previous experience within a similar organisation - Arts, Culture, Heritage, Performance etc.
- Experience setting up systems and fundraising programmes / initiatives from scratch.

How to Apply

Please contact Alan Surgeon at AWS Executive to discuss this opportunity:

 alan@awsexecutive.com  07795954029

Closing Date: 19th January

Interview Date: Wk Beg 26th January – in person / Edinburgh.