



JOB DESCRIPTION

Vacancy: Head of Income and Engagement

Location: Remote (Edinburgh based team – ideally Central Belt of Scotland)

Salary: £40,000 – £45,000

Reports to: Chief Executive Officer (CEO)

Contract: Full Time

Closing Date: 2nd March 2026

About OneKind

OneKind's vision is a Scotland where every animal is freed from suffering. Founded in 1911 as the Scottish Society for the Prevention of Vivisection by sisters Netta and Elizabeth Ivory, OneKind has been at the forefront of advancing animal welfare for over a century. We deliver research, advocacy and campaigns that influence legislation and regulation, helping Scotland lead the way in freeing animals from suffering.

Job Purpose

The Head of Income and Engagement is a new senior leadership role responsible for leading and diversifying OneKind's fundraising income streams and communications activity. Reporting directly to the CEO, the postholder will develop and deliver a comprehensive Income and Engagement Strategy that ensures sustainable income growth and deepens supporter engagement.

Success in this role will be measured by the ability to inspire supporters, donors, and volunteers, grow, and diversify income streams, and build strong, long-term relationships with individuals, legators, charitable trusts, corporate partners, and high-net-worth donors.

Key Responsibilities

Organisational Strategy

- Develop a strong collaborative working relationship with the CEO and contribute to strategic decision-making.
- Lead the development and implementation of an Income and Engagement Strategy aligned to the wider organisational strategy.
- Focus on donor recruitment, retention, stewardship, and legacy fundraising, ensuring diversification of income streams.
- Identify and respond to emerging fundraising trends, technologies, and opportunities.

Fundraising & Marketing

- Plan and deliver integrated fundraising and marketing campaigns across digital and offline channels.
- Grow income from individual giving, regular giving, legacy giving, major donors, trusts and foundations, corporate partnerships, and fundraising events.
- Develop compelling supporter journeys to enhance engagement and long-term loyalty.
- Oversee brand messaging and supporter communications to ensure consistency and impact.

Financial Management & Income Growth

- Manage and grow voluntary income through effective budget planning and resource allocation.
- Prioritise cost-effective fundraising activities including appeals, legacies, grants, and major gifts.
- Monitor income performance and ensure accurate forecasting and reporting.

Research, Reporting & Analysis

- Lead research activities to monitor, evaluate and improve stakeholder and supporter engagement.
- Produce regular income reports and performance analysis for the CEO and Board.
- Identify new funding opportunities and build strong funding pipelines.

Leadership & Collaboration

- Work closely with policy and campaigns colleagues to embed income generation across the organisation.
- Inspire and support staff, volunteers, and ambassadors in achieving income goals.
- Represent OneKind at events and with external stakeholders as required.

PERSON SPECIFICATION

Essential Experience & Knowledge

- Proven track record in a senior fundraising role with demonstrable income growth.
- Significant experience in Legacy, Individual Giving and/or Major Gifts fundraising.
- Experience developing and implementing successful income generation strategies.
- Strong understanding of donor stewardship and supporter engagement best practice.
- Experience managing fundraising budgets and analysing financial performance.
- Excellent written and verbal communication skills.

Skills & Attributes

- Experience working within and / or a passion for animal welfare (essential)
- Experience with digital fundraising platforms and CRM systems
- Knowledge of Scottish charitable funding landscape.
- Strategic thinker with strong analytical capability.
- Highly motivated, target-driven, and results-oriented.
- Excellent relationship-building and influencing skills.
- Ability to work independently in a remote environment.
- Strong organisational skills with the ability to manage multiple priorities.

Additional Information

OneKind receives no Government funding and limited Trust / Statutory income. Diversification of income is therefore a key priority. The majority of activity is based in Scotland's Central Belt.

Travel expenses for work-related events will be reimbursed.

Travel for a work commute and relocation expenses will not be reimbursed.