

Join us to help improve the lives of disabled children and their families by becoming our Head of Fundraising



Job Title: Head of Fundraising **Hours:** 37 hours
Location: Based at either
Dundee, Edinburgh, or Glasgow
with minimum of 2 days a week **Salary:** in the region of £54,000
in the office

JOB PURPOSE

Running for almost 40 years, The Yard is an award-winning charity that aims to build a community of support for disabled children and young people through adventure play, creating opportunities for fun and friendship and wrap around support for the whole family.

Coming to The Yard provides a sense of belonging - children have fun and parents have a space free from judgement, where everyone they meet comes from a place of kindness and understanding. One real strength of our service is that we work with disabled children from birth to twenty-five, so families are on one journey. Having that consistency of support is invaluable to families.

This year we have opened The Yard Glasgow and are upgrading our current facilities in Dundee. Our growth in support to children and families is underpinned by our five-year strategy.

We are now seeking a Head of Fundraising to lead our fundraising team and deliver our income generation plan. The Communications Team is a key contributor to fundraising success and the team will report to the Head of Fundraising.

As we move into the next stage of our development this is an exciting time to join The Yard and be instrumental in bringing The Yard and all we can offer to more children and young people with disabilities.

The role of the Head Fundraising

The Head Fundraising plays a pivotal role in the overall strategic development and growth of the organisation. If successful, you will inspire and lead our fundraising and communications team, generating £900,000 towards our £3.2m revenue target for 2025/2026. We will also run a small capital appeal to raise £1/2m to renovate our Glasgow outdoor play space. To achieve this, you will further develop and implement our existing fundraising strategy. You and your team will initiate, develop, and maintain productive relationships with funders, donors, and corporate partners. You will work closely with the CEO and Deputy CEO to accelerate the growth of fundraising across a diversified range of income streams to deliver long term sustainable income growth. The post will report directly to the Deputy CEO.

The Yard has a record in Scotland as both a centre of innovation and excellence for children and families and has a wealth of stories to promote the success of its unique model. The seamless integration of fundraising and communications will be pivotal to the success of The Yard at a time of

significant growth.

ORGANISATIONAL STRUCTURE

This post is a member of the Leadership Team and will report directly to the Deputy CEO. They will lead the Fundraising and Communications Team.

KEY RESPONSIBILITIES

Leadership and management

- Lead on and execute our fundraising strategy to generate £900,000 revenue income and £1/2m capital
- Support the development and delivery of the communication plan
- Provide leadership for fundraising and communication teams
- As part of The Yard's leadership team lead by example demonstrating our values daily

Income Generation

- Drive the delivery of the fundraising strategy to contribute to our £3.2 million target (for our current financial year)
- Agree and deliver personal income generation targets with Deputy CEO
- Evaluate the effectiveness of systems to analyse data on fundraising revenue, success rates for funding streams and to provide data to the Executive team for the purpose of Board reporting
- Accurately forecast and monitor progress against income generation targets. Proactively responding to any projected shortfalls in target
- Support the fundraising team in charity of the year pitches and on-going partnerships
- Contribute to annual business planning and budget cycle for The Yard
- Ensure Fundraising and Communications work in partnership with other teams in the organisation, in particular Deputy CEO on procurement opportunities, Finance and Operations
- Attend and actively contribute to management meetings
- Ensure that The Yard complies with all fundraising legislative requirements and advise the Board and other directors on policies required for compliance
- Identify and bring to fruition opportunities to collaborate with partners on areas of common interest where The Yard can achieve more through joint funding, gifts in kind (such as time or services) or delivering joint projects than the charity could do by working alone.

Communications

- Support the development and delivery of The Yard's communication plan aligned to our strategic plan

- Oversee the production and publication of internal publications such as Annual Report, regional newsletters to ensure they are produced on schedule and on budget.
- Develop and deliver a stakeholder engagement plan to identify and build strong working relationships with key charities and umbrella groups who share common interests.

Management

- Line manages the fundraising and communications team
- Encourage and support the individual development of direct reports

AUTHORITIES AND LIMITATIONS

Responsible for delivering the Fundraising and Communication budgets
 Authorised to approve expenditure up to delegated authority limits

KNOWLEDGE, SKILLS, QUALIFICATIONS, COMPETENCIES

Essential qualities and experience:

- Proven ability in delivering and developing a fundraising plan and achieving income targets
- Experience of working in a management team, working with colleagues across the organisation
- The ability to motivate a team and set and manage ambitious income targets
- Experience of managing a budget and financial forecasting
- Able to work with people with a wide range of abilities, with a warm empathetic style
- Able to assess and analyse complex problems, and develop appropriate solutions
- Able to manage a diverse workload, prioritise needs and manage your own time
- Able to build strong personal networks and influence successfully both internally and externally
- Educated to degree level or equivalent

Desirable qualities and experience:

- Driving license
- Member of the Institute of Fundraising