

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



**Job Title:** Community & Events Fundraising Manager

**Hours:** 37 hours per week

**Location:** Hybrid working with a minimum of 2 days per week in one of our offices (Edinburgh, Glasgow or Dundee)

**Salary:** in the region of £37,000

### 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 and in doing so creates opportunities for fun and friendship and wrap around support for the whole family.

Coming to The Yard provides a great 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.

Our parents often refer to The Yard as a home from home, as for many it is one of the only places where they can relax as a family and just be themselves. As a result, families feel less isolated as they have a chance to meet others facing similar challenges and build up crucial support networks. One parent summed up the difference the service made to their family:

*"I love The Yard because the smile it puts on my son's face is priceless. It's helped him grow as a person, become more open to allowing others into his space, and makes him feel safe and accepted. The staff and volunteers are amazing with all the children."*

Your role will be to help generate the income required to help us continue our amazing services, keep our existing supporters engaged and inspire new supporters to come on board. You will do so by leading and driving our Individual, Community and Events fundraising across our four sites in Edinburgh, Glasgow, Dundee and Fife.

This is an exciting time to join our team - The Yard is growing, and it is a great time to join a much loved and well-respected charity and help us support even more disabled children and their families across Scotland.

### ORGANISATIONAL STRUCTURE

You will work within the Development Team across all our offices, with some home working. The team is currently comprised of Head of Fundraising, Corporate Partnerships Manager, Philanthropy Manager (Trusts and Grants), Fundraising Assistant(s) and Communications Manager. This post will report to the Head of Fundraising.

### KEY RESPONSIBILITIES

You will work as part of a team helping to implement our ambitious fundraising strategy. You will develop and nurture relationships with individuals and groups who donate to The Yard or

Scotland Yard Adventure Centre (known as The Yard) is a registered Scottish Charity SC002538 and Private Limited Company registered in Scotland 101671.

fundraise on our behalf. You'll also have responsibility to develop and grow the income from events (including challenge events, those organised on our behalf and our own events.), community groups and will work with the Head of Fundraising to grow individual giving.

### **Main Responsibilities**

- Working collaboratively with the Fundraising and Communications Team, you will lead on the delivery and implementation of our community, events and individual funding streams to reach agreed income targets.
- Proactively seek out new supporters, steward existing donors and follow up on all prospects.
- Develop and maximise donations from individuals, including regular givers.
- Develop and maximise community fundraising activity including volunteer management.
- Promote The Yard within the communities that we work in Edinburgh, Glasgow, Dundee and Fife including through local schools/universities, churches, special interest groups and workplaces.
- Secure and undertake speaking engagements and opportunities to raise awareness and funds for The Yard.
- Manage and deliver our programme of Challenge Events and recruit supporters to take part in various activities to raise money for The Yard.
- Lead on our stewardship programme to keep our supporters informed about our work and our up-and-coming events.
- Work within the Fundraising and Communication Team to ensure that all communications and activities are updated on our CRM system (Donorfy).
- Assist the Head of Fundraising in identifying new opportunities to expand this area of support to allow us to continue to grow our service.
- Lead on the successful execution and delivery of high value events, with support from other members of the team.
- Monitor on-going performance against agreed plans. Regular monitoring and reporting on income and providing reports as required.
- Contribute to the preparation of annual budgets, targets and plans.
- Support the Fundraising Assistant(s) to ensure compliant and effective fundraising administration support, income processing and stewardship
- Lead by example; sharing your energy, knowledge, ideas, and insights to inspire confidence and drive forward the development of these important income streams

### **Ad-hoc Responsibilities**

- Work with the Communications team to generate social media and website content.
- Coordinate the supporter newsletters as well as contributing to communications-led newsletters to other stakeholders and staff.
- To further engage with third party supporters to secure long term support.

### **AUTHORITIES AND LIMITATIONS**

- The Head of Fundraising will be responsible for setting and reviewing your work.
- You will have regular support and supervision meetings and will receive quarterly reviews and an annual appraisal.
- You will be appointed for an initial six-month probationary period.
- There are no financial authorities for this role.

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## **KNOWLEDGE, SKILLS, QUALIFICATIONS, COMPETENCIES**

### **Essential qualities and experience:**

- Significant success in managing and growing income from community, event and/or individual sources to meet financial targets
- At least four years' experience working within a fundraising or equivalent role
- A working knowledge of effective stewardship and customer/donor journeys, including the effective use of relevant CRM systems
- Skills in thinking analytically and strategically to improve outcomes
- Excellent oral and written communication skills.
- Excellent interpersonal skills, with a positive attitude and a friendly, approachable manner.
- Excellent organisational skills with experience of organising multiple activities, including events to meet targets and deadlines
- Ability to work effectively as part of a team.
- A willingness to carry out any other ad hoc duties required.
- This post will be subject to a Disclosure Scotland check.

### **Desirable qualities and experience:**

- Volunteering at a charitable organisation is desirable.
- Working knowledge of the latest fundraising and marketing trends, including the use of AI.
- Copywriting for a range of channels and audiences
- Driving license, although not a requirement, would be beneficial.