



Children's Hospices Across Scotland

## JOB DESCRIPTION – Community Fundraising Manager

### Job Details

Job Title:	Community Fundraising Manager
Division/Department:	IGE / Community Fundraising
Location:	Edinburgh / Glasgow / Kinross
Reports to:	Senior Community and Mass Participation Manager
Line management:	8 direct reports 2 Senior Community Fundraisers (who manage one assistant each) & 6 Community Fundraisers

### Job Purpose

Create and deliver the Community Fundraising strategy with a focus on:

- Leading, managing, and developing the Community Fundraisers across Scotland to maximise income generation from community fundraising activities.
- Ensuring the effective use of expenditure budget to drive growth and impact across multiple income streams.
- Lead on identifying opportunities to grow income, scale, and impact through community fundraising initiatives, supporter engagement, and volunteer development.

### Main Duties / Responsibilities

- Work with the Head of Community Fundraising, Mass Participation Manager and Senior Community Fundraisers to lead on the development and implementation of the Community Fundraising strategy, income and expenditure budgets and operational plans.
- Lead and manage the Community Fundraising Team, ensuring they feeling well supported, enabling them to perform in their roles. Set objectives for team members and identify training and development needs
- Deputise for the Head of Community Fundraising and Retail by representing CHAS/IG&E team at internal and external meetings or events.
- Work alongside the Volunteering Development Manager to shape the volunteering strategy for Community Fundraising to increase volunteer numbers and grow Volunteer Fundraising Groups
- To build effective internal and external relationships which maximise opportunity and income for CHAS. Develop and maintain an excellent

knowledge of CHAS's services and maintain good working relationships with key staff.

- Lead on the development of compelling fundraising initiatives and campaigns to engage supporters and drive income growth across the following income streams: Company and Business, Community Events, Community Groups, Schools and Youth, Colleges and Universities and Volunteer Fundraising Groups.
- Oversee the identification and cultivation of new Community fundraising opportunities, ensuring strategic alignment with the organisation's goals and the CHAS plan.
- Develop and manage the Community fundraising budget, ensuring financial targets are met and resources are cost effectively allocated.
- Monitor and analyse fundraising performance, using data-driven insights to evaluate the effectiveness of Community Fundraising, adjusting strategy when required.
- Ensure compliance with all relevant fundraising regulations, organisational policies, and ethical standards, including recording data on Raisers Edge
- Regularly present complex fundraising information to large groups including, existing and potential supporters, at fundraising events, cheque presentations, networking groups and media engagements
- Contribute to risk management by identifying and addressing operational risks within the Community fundraising department
- Work alongside the managers network in Income Generation and Engagement and collaborate on cross team fundraising and stewardship opportunities

## Education, Qualifications & Training

- An undergraduate degree or comparable knowledge and skills gained through a combination of education, training and experience.

## Experience

- Extensive experience in community fundraising, volunteer engagement, and stewardship.
- Proven track record of achieving and exceeding fundraising targets.
- Experience in strategic planning, budgetary management, and financial target-setting.
- Experience in developing, managing, and growing supporter relationships to generate sustainable income.
- Experienced in the recruitment, training, and management of volunteers.

## Skills, Abilities and Knowledge

- Ability to make presentations to a range of stakeholders.
- Strong ability to develop, maintain, and review fundraising processes and procedures
- Inspirational people leader with excellent skills in the recruitment, training, and line management of a highly performing team
- Ability to work independently within the role, under their own initiative and cooperatively as part of the Community Fundraising team
- Strong time management and organisational skills, with experience of managing multiple projects at any given time, prioritising and meeting agreed deadlines
- Advanced level of communication skills, being able to represent the interests of the organisation at all levels and positively influence internal and external contacts
- Strong communication skills (verbal and written) with the ability to build relationships and rapport with others
- Excellent attention to detail
- Public speaking skills, with an ability to present to large groups
- Interpersonal skills including the capacity to work with and influence senior colleagues within the organisation
- Knowledge of health and safety issues in relation to community fundraising activities and events and specifically in risk management
- Working knowledge of the voluntary sector in Scotland and the current regulatory framework
- Excellent administration skills with a sound working knowledge of CRM databases, Windows-based software, including Word, Excel and Outlook and Teams
- Knowledge and demonstrable experience of adhering to data handling/GDPR laws and codes of conduct

## Personal Qualities

- Confident, outgoing, and engaging – a people person
- Ability to work as part of a team
- Reliable and self-motivated
- Uphold and display behaviours in line with CHAS values.

## Other Requirements

- Full driving licence and access to a car for travelling between sites and events.

## Communication

**Internal Communication Partners:** Community Fundraising Team, Wider IG&E Team, Volunteering Team, Volunteers, Corporate Services and all CHAS staff.

Nature of communication:

- Emails, meetings (online and in person), Teams, Calls

**External Communication Partners:** Community Fundraising Supporters (e.g. companies, schools, unis, groups, events), CHAS Families, Suppliers, Media Relationships.

Nature of communication

- Presentations, written applications, meetings (online and in-person), emails, phone calls, tours of hospices. Negotiation skills required when working with suppliers