



Fundraising Manager Application Pack

Welcome

Thank you for your interest in joining our friendly and dynamic team. The pack includes:

- About Play Midlothian
- The Fundraising Manager Role at Play Midlothian
- Organisational Structure
- Job Description
- Person Specification
- What We Offer

We hope this pack provides the information you need to decide if you wish to apply for the role. However, if you have any questions, please do contact Susan McIntyre at susan@playmidlothian.org.uk or on 07792 402 316.

About Play Midlothian

Play Midlothian is a registered charity (no. SC025474) working to enable every child in Midlothian to thrive through play by creating opportunities, removing barriers and addressing inequalities. We focus on play because of its proven benefits for children's health, wellbeing and development. It is important for their lives in the here and now as well as for their future life chances.

We provide services for children and young people (aged 0-14) and families and build the capacity of communities to support play (including training and development opportunities for other settings, including schools). We are a partner in the cross-sector Midlothian Play Strategy, which takes a strategic approach in planning for and promoting play locally.

Our current main services for children (and where applicable their parents) are:

- Play in Mind, which provides adventurous play and relaxation in woodlands for children aged 7-14 with emerging mental health challenges, to reduce stress and build resilience, with occasional blocks of sessions for the whole family.
- Play for All, which supports disabled children aged 0-14 and their families to access play, through group play sessions and 1-to-1 support in homes or parks, helping families meet their child's different needs and be included.
- Out2Play, which encourages children aged 5-12 to play out close to home in greenspaces in areas of multiple deprivation, by reducing safety concerns about playing out (such as local ASB or bullying) and tempting children away from screens with interesting play resources.

Each year, we deliver over 825 sessions of play and support to over 750 children and 226 parents.

We have an office base at the One Dalkeith Business Hub in central Dalkeith, but deliver services throughout Midlothian, and if commissioned, beyond. We have a small but impactful team of 10 part-time employees (comprising seven FTEs) plus casual workers, and volunteers where possible. The Board of Trustees currently comprises seven individuals, with experience including accounting, public protection and safeguarding, strategy, policy, change management, the early years and service management. We aim to recruit a trustee with an extensive fundraising background.

Our total income in 2025-26 (though subject to minor variation as we prepare our annual accounts) was £267,989. This comprised:

- 22% government funding (primarily via Midlothian Council)
- 1.9% NHS Lothian funding
- 73.3% lotteries, trust and foundations
- 1.8% service fees (training and sessions for schools)
- 1% other self-generated income (membership fees and donations)

In 2026-27, we anticipate local authority funding comprising a smaller percentage of our total income (2025-26 was somewhat of an outlier compared to historical levels), with an increase in other forms of income. At present, we have confirmed income for 2026-27 of £223,100

(including more service fee income confirmed than achieved in 2025-26), comprising 83.7% of our expenditure budget. Therefore we are off to a very strong start. We have a well-developed pipeline of funders, though have continued to find new prospects, and have recently tasked a consultant with further research.

Play Midlothian was established in 1996 and so this is our 30th anniversary year. Therefore, the postholder will be joining at a key time of celebration and opportunity for fundraising. We feel excited about both our track record and our opportunities for further development and look forward to working with the successful candidate on this.

The Fundraising Manager Role at Play Midlothian

Organisational context

The postholder will be in the sole fundraising role at Play Midlothian, therefore it is important applicants are comfortable working in this context rather than in a larger fundraising team. However, the fundraiser does not carry the sole responsibility for raising the required income for Play Midlothian. We understand that fundraising sits within a wider organisational ecosystem that supports this to function well. High quality service delivery, strong and timely evaluation and service user stories, effective communications and marketing, and networking all play a part. The CEO and Fundraising Manager will work together to ensure a fundraising culture across the charity. We see planning and marketing income-generating services (i.e. for contract income) as chiefly within the Operations Manager and CEO remit, however would welcome collaboration with the Fundraising Manager.

We recognise we need to improve our digital presence, and have achieved funding for external support to hold a brand workshop, create a new website and social media graphics templates, and put in place a communications strategy and search engine optimisation. This will enable us to reach existing and new audiences with consistent, attractive branding and messaging, a vital underpinning for good fundraising communications.

We also understand that the current context for fundraising is challenging, with funders receiving an increased volume of applications and success rates declining. This role will focus both on sustaining existing income and developing new sources. We recognise that setting precise targets for lottery, trust and foundation income may be difficult in this context. Performance will therefore be understood not entirely on income secured, but also on the quality of work and the ability to maintain a consistent and appropriate pace of activity. We aim to create a realistic strategy that reflects the current funding context, while still maintaining drive and ambition to succeed for Midlothian's children and families.

The role in practice

Although the job description includes various areas of responsibility, many of these cut across all forms of fundraising (e.g. monitoring ROI or using an ethical approach), or may occur once per year (e.g. strategy) rather than be ongoing. Therefore this section intends to give a stronger sense for what the work will look like in practice.

As our income is primarily grant-based, most of the postholder's time will be spent on writing applications, and associated follow up such as maintaining relationships and writing reports. It is vital that the postholder has excellent writing skills and the ability to structure a clear, persuasive case for support, as well as the enthusiasm and endurance for ongoing writing work. We will be looking for a track record in sourcing grant income. We currently use a combination of Donorfy and a spreadsheet for planning, analysing and tracking applications, reporting and relationships.

Alongside this, the postholder will develop and improve other forms of income generation (individual giving, corporate giving, challenge fundraising activity and events) for Play Midlothian, which could also include recruiting volunteers and supporters, writing communications materials, and coordination of events. Therefore it would be an advantage, though not essential, to already have experience in at least one other form of fundraising. More important is an interest in all of these approaches and a drive to learn and embrace new challenges.

However, as those other areas of fundraising are less well-developed at Play Midlothian, they will comprise a smaller proportion of time, at least initially – if we are successful, the need for time spent in those areas may increase. It is not about trying to do everything at once, but about us being strategic – deciding what to spend the most time on and aiming to do it well, maximising our potential from that source and fully embedding it in the charity (including associated guidelines and procedures).

Therefore the role will entail maintaining our existing grants programme, and in part further developing our fundraising work. The post is therefore suited either to someone with wide-ranging experience, who wishes to apply their knowledge and skills to developing a small charity (and/or feels a particular affinity with our goals), or someone wishing to develop new skills to move up the fundraising career ladder. We will ensure there are learning and development opportunities for any less familiar areas of fundraising.

There may be pinch points where, to achieve our full plan (including development of other forms of fundraising), extra capacity is needed. If funds allow, this could be through paying for external grant writing support (we have two good contacts at present) or the CEO taking on some bid writing. Throughout, the Fundraising Manager and CEO will work in partnership to create a strong programme of work. Additionally, the CEO will help with reviewing applications and approaches where useful, especially during probation, or for larger bids (with the CEO likely retaining

government tenders, with assistance from the Fundraising Manager). The goal is to balance appropriate levels of autonomy with strategic oversight, and the sharing of existing organisational knowledge and experience.

Over the first six months in the role, the key goals will be to:

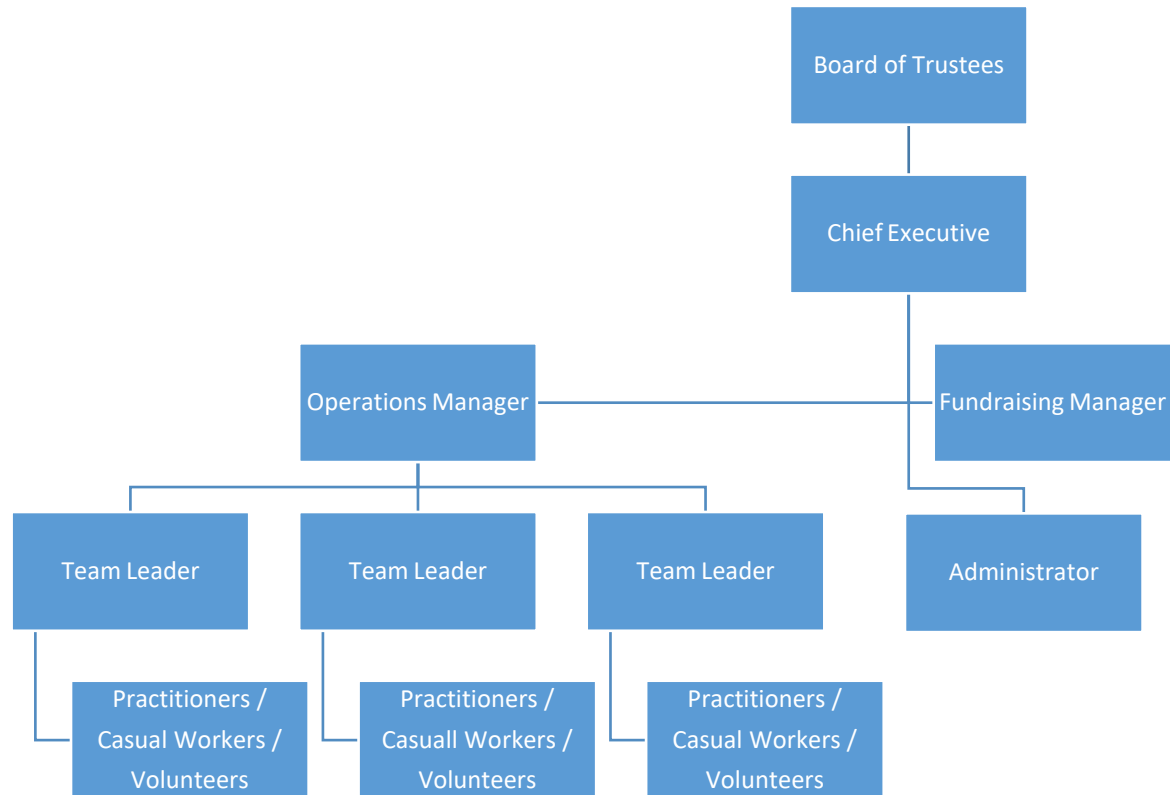
- Learn about our services and existing fundraising approaches, and participate in training
- Consider with the rest of the team how we can make best use of our 30th anniversary for fundraising and develop approaches to use between the summer and the end of December
- Continue implementation of our existing 2026-27 plan for grant applications (and associated follow up, including new stewardship plans we are currently developing)
- Participate in meetings with the Operations Manager and Chief Executive, to collaborate on cross-function areas of work and review budgets against income expectations
- Towards the end of 2026, formulate our fundraising strategy, reviewing our income streams and learning to date, and outlining where our focus will be for 2027-28 income

Location and hours

As this post entails activities that require in-person engagement (e.g. events and relationship-building), it is not possible for the post to be fully remote. We offer hybrid working, the exact balance of which is subject to ongoing review for each post, but typically for non-frontline posts means no more than one day per week is required in the office and the rest can be worked from home. The main place of work is the office in Dalkeith, and if preferred, the postholder can work more or all of their time there.

We can offer flexibility in when the 28 hours are worked, and whether this is over four or five days. Exceptions would be to attend meetings or development days, or for events. Occasional evening or weekend working will be required, with working hours for those weeks rescheduled around that. There may be scope to grow the hours of the post over time if desired and we are successful in achieving increased funding.

Organisational Structure



Job Description

Hours: 28 hours per week. Occasional evening and weekend work will be required, based on advance notice and a TOIL system. The post requires flexibility during peak fundraising periods.

Salary: £36,025 - £38,230 pro rata (35-hour FTE).

Please note that appointments are made to the first point on the salary scale. Progression through the scale is based on time served and performance. Play Midlothian has a track record in also applying cost of living increases each year.

Place of work: Play Midlothian's office in Dalkeith, but with a hybrid working policy.

Job purpose: To lead on fundraising strategy, plans and implementation so that Play Midlothian can diversify its income and meet goals across a range of funding streams

Responsible to: Chief Executive

Line manages: No line management at appointment, though this may develop if fundraising capacity needs grow beyond one post. Recruits and oversees fundraising volunteers where applicable.

Key job outcomes:

1. **Play Midlothian has an up-to-date fundraising strategy and plans that are effectively implemented.** Accountable for creating strategies and plans that identify effective approaches to obtain income against defined financial goals. Coordinates the involvement of others in the team or external support as applicable.
2. **Fundraising is effectively monitored, and Play Midlothian has a good understanding of current opportunities and risks.** Ensures accurate and up-to-date records are kept on each stage of the fundraising process, including applications in the pipeline and probability of success. Tracks funder reporting requirements and submits on time and to the required standard.
3. **Play Midlothian has effective relationships locally and nationally.** Establishes effective relationships with a range of stakeholders and partners to achieve support. Plans and implements appropriate stewardship to continue to engage stakeholders.
4. **Fundraising approaches maximise ROI.** Costs new approaches and makes reasonable predictions of probable and possible income. Proposes fundraising budgets and new approaches to the CEO. Learns from experience of ROI achieved and builds this into future plans.

5. **Play Midlothian raises funds in an ethical manner.** Maintains and applies an understanding of best practice in fundraising. Develops procedures when required to guide staff and volunteers in this.
6. **Grant and other income methods are implemented to a high standard.** Writes and submits clear, attractively formatted and compelling grant applications and appeals. Writes engaging social media and other content to promote fundraising approaches, making effective use of Play Midlothian’s communication channels. Represents Play Midlothian well through all methods used.

Other responsibilities:

- Responsible for planning and managing their own programme of work, ensuring priorities are aligned with organisational goals and reviewed regularly with the CEO.
- Any other duties relevant to the responsibilities of the post and which may be delegated by Play Midlothian management.

Person Specification

Essential knowledge, experience and checks	Desirable knowledge and experience
<ul style="list-style-type: none"> • A track record in successful grant applications to a range of sources including lotteries, trusts and foundations • Knowledge of current fundraising and data protection regulations • A Level 1 Check with Disclosure Scotland (which can be after interview) 	<ul style="list-style-type: none"> • A track record in a second form of fundraising • Experience of writing communications materials including social media • Experience of planning and running successful events

Key skills and competencies

Results- and goal-oriented: Able to work to plans and targets, with the tenacity, drive and focus to persevere until a goal is achieved. Ensures tasks are completed and quality controlled.

Confidence: Presents themselves and the work of the organisation with confidence. Enjoys making an ask. Will explore if there are ways to convert a ‘no’ to a ‘yes’.

Resilience: Has a positive, proactive outlook and can be resilient in the face of rejection from funders or donors. Has a growth mindset.

Self-motivated: Feels driven to succeed and can work at a good pace. Can apply this to both their own work and delegated tasks.

Networking: Genuinely enjoys meeting people. Able to build and maintain rapport with others, be authentic, and appropriately leverage relationships in pursuit of organisational goals.

Creative: Able to think of new ways of doing things or approaching an issue. Can identify problems and pivot when required.

Communication: Able to communicate to a high standard across all forms, with attention to detail. Diplomatic, and sensitive to how our beneficiaries are represented. Persuasive in their communications and able to make a strong case for support tailored to the specific audience.

Organised: A natural planner and able to plan and prioritise for the short, medium and long term. Able to effectively organise different types of information including financial.

Values-led: Has an enthusiasm for Play Midlothian's aims, which will shine through in fundraising communication. Shares in our values and can apply those values to all their work and fundraise in an ethical manner.

What We Offer

- A varied and rewarding role, with the chance to make a real difference to children and families.
- A supportive and welcoming working environment.
- Opportunities for training and professional development.
- Enhanced sick pay.
- Holiday entitlement of 32 days (pro rata) per year, rising one day per anniversary of employment to a maximum of 37 days. This is inclusive of bank holidays, which can be taken flexibly.
- Employee Assistance Programme (EAP) – a work-based, confidential employee benefit providing support and resources for personal and work-related challenges that affect employees' health, wellbeing, and performance.
- Hybrid Working Policy and flexibility in working hours, within the needs of the role.

We are currently exploring other potential staff benefits and will launch a survey to explore what most appeals to current staff.