



## Fundraising Manager Application Pack

### Welcome

Thank you for your interest in joining our friendly and dynamic team! 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 on 01875 820 889 or at [susan@playmidlothian.org.uk](mailto:susan@playmidlothian.org.uk).

### About Play Midlothian

Play Midlothian is a registered charity (no. SC025474) working to support children to thrive through play. We focus on play because we know how much this benefits 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. It is necessary for all children and therapeutic for children in need of more support.

We strive to remove barriers to play, and address inequalities, to ensure all children have access to play that meets their needs. We provide services for children and families and build the capacity of communities to support play. You can find an overview of our current services, and our approach to play, on our website.

We have an office base in Gorebridge (in an attractive modern building with a great cafe downstairs) but deliver services throughout Midlothian, and if commissioned, beyond.

### Job description

**Part-time (21 hours)**

**15-month fixed term contract (with possibility of extension)**

**Salary £30,815 - £33,530 pro rata (35-hour FTE)**

**Job purpose:** To lead on fundraising strategy and plans so that Play Midlothian can meet income targets for grants, events, donations and sponsorship, effectively identifying and developing opportunities, and meeting personal income targets.

**Responsible to:** Chief Executive

**Line manages:** No line management at appointment, though this may develop. 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 creation of strategies and plans that identify effective approaches to obtain income against defined financial targets. Coordinates the involvement of others in the team 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 ensures Play Midlothian submits on time and to the required standard.
- 3. Play Midlothian has effective relationships locally and nationally.** Establishes relationships with potential supporters and implements appropriate stewardship to continue to engage these 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 CEO. Learns from experience 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. Grants, events, donations and sponsorship income targets are achieved for Play Midlothian.** Writes and submits effective grant applications and trusts appeal letters. Develops events, public donations appeals and corporate sponsorship where feasible. Achieves personal income targets.

**Other responsibilities:**

- Accountable for writing and maintaining own work-plan.
- Contributes to Senior Management Team.
- Any other duties relevant to the responsibilities of the post and which may be delegated by Play Midlothian management.

## Person specification

### **Qualifications and experience:**

- A minimum of three Highers or equivalent
- At least two-year track record in successful grant applications
- A Basic Disclosure – this can be applied for before taking up the post

### **Key skills and competencies:**

**Results-oriented:** Able to work to targets, with the tenacity 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 can-do will-do outlook and isn't set back by rejection. Has a growth mindset.

**Self-motivated:** Feels driven to succeed and enjoys work. Can apply this to both their own goals and tasks that are delegated.

**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. 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 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 – a real passion for children's play and/or rights is desirable. Shares in our values and can apply those values to all their work and fundraise ethically.

## **Location, hours and contract**

We are advertising this new post as a 15-month fixed term contract, to review progress and longer-term affordability. Our expectation is that the postholder will raise their own salary. Our hope is that we can continue this role long term and perhaps even increase the hours of the post, as the organisation continues to grow, with the postholder's help.

The part-time hours can largely be worked flexibly, fitting around other commitments. Exceptions to this would include participating in meetings or events. There is therefore some need for the postholder to be able to commute to Midlothian (to and from work travel being at their own expense), though most of the hours could be worked from home if that suits better.

The role could also fit alongside another job, including fundraising (or freelance funding) provided the conflicts of interest can be well managed. For example, the work is in a different sector, drawing on different evidence of need.

## **The Fundraising Manager Role at Play Midlothian**

### **Background to the role**

The Fundraising Manager is a new post, created to:

- Mitigate the risk common to small charities of key-person dependency – currently the CEO carries out all fundraising
- Manage the growth the charity has already experienced, and create conditions that enable further growth

Although Play Midlothian is a small charity, with a 2022-23 expenditure budget of £248,000, our income is achieved from a diverse range of sources, with trusts and foundations making a significant contribution. There is therefore a need for ongoing fundraising effort. We are also in the earlier stages of developing other forms of fundraising, such as from public donations, events or sponsorship, and aim to gradually grow these sources of income. We currently have one fundraising volunteer, who is researching sponsorship potential, and sites for our donation tins and QR code posters.

### **Focus of the role**

Not all our income will be raised by the Fundraising Manager. Some is derived from contracts and sale of services, on which the CEO will lead. As most of our income is via grants – government, lotteries and trusts and foundations – these sources will be the primary focus of the Fundraising Manager. However, there are times of the year with a higher concentration of grant deadlines, therefore expect the CEO (or others if relevant) may write some bids. It is expected the Fundraising Manager will lead on the plan and identify those bottlenecks in advance. There are also quieter times of the year for grant fundraising. These will be an opportunity for the Fundraising Manager to focus on further developing our approach to income from donations, events and sponsorship (liaising with the CEO on priority areas). It is therefore essential that applicants have a demonstrable track record in grant and trusts and foundations fundraising, coupled with an interest in branching out into other areas of fundraising, if not yet experienced.

The personal target for the first 12 months (i.e. from applications personally written or donations campaigns personally designed and launched, etc) will be **£180,500**. This pertains to income raised for use within a 12-month period, i.e. excluding later instalments of multiyear income pledged. Track record at Play Midlothian suggests this is feasible and could even be exceeded. This will not be the only way in which we understand performance, and if circumstances change (e.g. the CEO secures a large contract mitigating the need for grants), personal targets will be adapted accordingly.

### Organisational context for the role

Play Midlothian has existing relationships with a variety of trusts and foundations, many of which have repeat funded. We have also identified trusts and foundations we have yet to approach. Therefore there is an existing body of research, and a track record, on which to draw, though some further prospecting will be required. In 2021, we set up the Donorfy CRM to aid fundraising administration.

The Operations Manager drafts the reports to funders, as the lead on impact measurement, though the Fundraising Manager would quality control the final submission. The Chief Executive leads on the communications function, supporting our fundraising potential. Any new services are developed by the team at large before the Fundraising Manager is expected to raise income. The Fundraising Manager will contribute to our mutual goals as part of the Senior Management Team, meeting monthly with the Operations Manager and Chief Executive.

### Staffing Structure

