



Fundraising Executive Role Profile

Reports to: Events Director

Company: SCF (Events) Ltd

Location: Edinburgh

Contract: Full-time, open-ended

Salary: £22,000 - £28,000 + pension

Purpose of the Scottish Community Foundation

The Foundation is a leading distributor of charitable funds in Scotland, and a registered Scottish charity. It is the busiest and one of the largest funders of the voluntary sector in Scotland. It makes over 800 grants a year which reach every local authority area in the country. The impact of its awards on community groups and charities is huge, directly affecting the lives of thousands of people.

Purpose of SCF (Events) Ltd

SCF (Events) Ltd is a professional events management company. We are a wholly-owned subsidiary company of the Foundation and managed as a not-for-profit.

Our mission is to inspire individuals and organisations to support the work of the Foundation through the successful and sustainable delivery of large participation fundraising challenge events. Currently, our portfolio includes the Caledonian Challenge and the Caledonian 100. The events company works to agreed fundraising targets within agreed operating ratios.

Purpose of the Role

To support the Events Director in achieving team targets by taking lead responsibility for the raising of the required amount of funds, fundraising deadline and cost.

You will proactively develop and promote cost-effective initiatives to inspire, support and where necessary drive Participants to increase the amount of funds they raise. In particular this will involve working with Participants to increase the number of sponsors they secure and increase the amount each sponsor donates. You will also encourage Participants to increase the amount raised through other activities, especially matched funding from enlightened employers and the amount of tax reclaimed through the Gift Aid scheme.

You will also work as part of the Events Team working towards agreed income and expenditure targets whilst delivering a number of safe, successful and financially sound fundraising events.

Team Targets (from October 2009)

£1.5 million gross annual income by 2011 with average events operating ratio of 1:3 and a primary focus on unrestricted income.

Key Responsibilities

1. Maximise the total funds raised by participants (50%)

- Proactively develop initiatives which inspire Participants to increase the value of the donations they receive
- Cost-effectively inspire participants to raise more funds (including Gift Aid and matched-funding)
- To take lead responsibility for the efficiency, effectiveness and accuracy of our income processing systems.
- To monitor the fundraising progress of all participants/teams and to provide timely, inspiring and effective feedback to them including via email, post, telephone, online reports and in-person support.
- To develop systems to identify those who would benefit from additional support and proactively contact them in order to motivate and empower them to optimize their fundraising.

2. Deliver excellent customer service to maximize retention of event participants (30%)

- Take responsibility for our relationship with our customers between confirmation onto an event and the fulfillment of their fundraising commitment, collaborating with colleagues to ensure a smooth hand-over
- Input into the Participant Communications Strategy and implementation and delivery of the Communications Plan in order to deliver a timely and cost-effective programme of communications
- To support, inspire and stretch participants in their fundraising and training through the delivery of Pre-event briefings, online and print support materials and telephone and email communications.
- To take lead responsibility for the prompt and positive resolution of all inbound communications from confirmed Participants (via telephone, email, online, in person), including handling customer complaints
- Maintain accurate database records in a timely manner

3. PR Support (10%)

- Establish systems and processes to generate local, regional and trade publicity of Participants and their involvement in their chosen event
- Identify exceptional stories which may have wider publicity value

4. Contribute to the work of the Events Team [10%]

- To work productively with and, when required, support all members of the Events Team in order to achieve team targets.
- To assist in the delivery of our events
- From time to time, supervise temporary Administrative staff and volunteers as required and ensure delivery of all aspects of their work including quality of data-recording and accuracy of mailings.
- Support and promote the work and reputation of the Foundation, adhering to its policies and procedures and acting at all times in its best interests
- Undertake any other reasonable responsibilities as directed by the Events Director

SCF (Events) Ltd operate a Flexi-time scheme with a minimum 35 hours worked each week and adherence to core working hours.

From time to time, there will be a need to work outside the normal working hours (including evening and weekend work) for which Time Off in Lieu will be granted.

There will also be some national travel for which reasonable travel expenses will be paid. The role will involve some overnight stays away from home during the week and occasionally at the weekend. Sufficient notice will be given in such cases and Time Off In Lieu of payment will also be granted.

Person Specification

Essential Criteria

- Demonstrable experience in successfully managing customer relationships to add value to a business or enterprise
- Entrepreneurial drive to both identify opportunities and to close them down.
- Demonstrable experience in delivering excellent customer service
- Excellent written skills and telephone manner
- Excellent presentation skills for face-to-face meetings
- Sound Knowledge of Microsoft Office applications (Word, Excel, PowerPoint and ideally Access)
- Good time management and prioritization skills
- Legally entitled to work in the UK
- Able to work outside of normal office hours and be away from home for up to one week at a time

Useful Criteria

- Fundraising experience, especially fundraising challenge events
- Personal interest in outdoors and experience of endurance and/or team events
- Full clean UK driving licence