

## Head of Fundraising

Location:	Edinburgh with some flexible/hybrid working
Salary:	£51,257 - £57,613 per annum
Hours:	35 hours per week
Reports to:	Director of Fundraising, Marketing & Communications
Department:	Fundraising, Marketing & Communications

### The Role

The head of fundraising is a key leadership role, ensuring Children First can be there for every child and family who needs us. Working closely with the director of fundraising, marketing and communications, you will help shape a bold, values-led fundraising strategy that drives our growth and deepens our impact across Scotland.

Guided by our values, you will make a meaningful difference in children's lives. With love, you will champion children's needs in every partnership, campaign and decision. With purpose, you will build a sustainable, high-performing fundraising programme that transforms outcomes for families. With strength, you will secure the essential funding that keeps our services open, safe and thriving - doing whatever it takes to protect Scotland's children.

You will lead a broad and varied fundraising portfolio, spanning individual giving, trusts and foundations, corporate partnerships, community fundraising and events, supporter experience, and data and insight. You will unite colleagues and stakeholders behind a shared commitment to ethical storytelling, powerful supporter journeys and enduring, values-based relationships.

This role is about far more than generating income. It is about transforming children's lives, amplifying their voices and building relationships rooted in integrity, compassion and lasting impact.

You will inspire others to act with courage and determination as we work together to build a safer future for Scotland's children.

## Key Responsibilities

### Strategic Leadership

- Collaborate with the director of fundraising, marketing and communications to shape and deliver a multi-year fundraising strategy.
- Manage budgets, KPIs, growth plans and financial governance across all income streams, including departmental risk management and income forecasting, to ensure strong performance and accountability.
- Lead, inspire and support a high-achieving fundraising team.
- Champion wellbeing, inclusion, shared learning and collective responsibility, fostering a supportive, mission-driven culture where colleagues feel valued and connected.
- Embed insight-led practice, innovation and continuous improvement.

- Safeguard compliance with fundraising regulation, GDPR, ethical standards and safeguarding requirements.

## Income Generation

### Individual Giving

- Lead the development of integrated donor journeys that strengthen engagement and lifetime value.
- Oversee appeals, regular giving, digital fundraising and legacy marketing.
- Use insight and segmentation to improve donor experience and retention.

### Charitable Trusts & Foundations

- Develop and maintain a strong pipeline of charitable trusts and foundations through proactive research, cultivation and submission of high-quality, mission-aligned funding applications.
- Create compelling cases for support.
- Build strong transparent relationships with funders.
- Ensure timely high-quality reporting that reflects the experiences and voices of children and families.

### Community & Events

- Expand community fundraising by empowering supporters, fundraising volunteers and Children First Action Groups across Scotland.
- Grow and manage income through collections, static collection boxes, challenge events, community led initiatives and Children First events.
- Ensure supporters, volunteers and community partners feel valued, informed and connected to our mission.

### Corporate Partnerships

- Develop meaningful values-aligned corporate partnerships that help protect children and support families.
- Identify businesses that share Children First's ethics and safeguarding commitments.
- Build partnerships focused on shared purpose and real impact.
- Represent Children First externally as a warm, credible ambassador.

### Supporter Care, Data & Insight

- Lead a supporter experience function that is people-centered, responsive and trauma-informed.
- Ensure database systems support excellent stewardship, compliant data management and strong reporting.
- Use data insights to guide decision-making, segmentation, forecasting and supporter journeys.
- Embed a supporter-first mindset across the fundraising team.

## Partnerships & Collaboration

- Build and maintain strong relationships with stakeholders and partners that are aligned with Children First's values.
- Identify opportunities that advance our mission and increase impact.
- Ensure all external partnerships uphold safeguarding requirements and ethical standards.
- Work closely with children and family services to source accurate, ethical and trauma-informed impact stories.
- Work with business development and finance to ensure alignment in planning and reporting.

- Collaborate closely with the head of communications and marketing to maintain consistent branding and messaging.
- Develop trusted internal relationships that support the effective delivery of fundraising objectives.

Essential				
Need to Have	Need to Show	Need to Know	Need to Be	Core Values
Senior fundraising leadership with responsibility for multiple income streams.	Excellent written and verbal communication skills, including the ability to write concise and engaging fundraising copy and promotional materials	Knowledge of current trends and new techniques in fundraising	Strategic and analytical thinker with strong emotional intelligence.	With love we put children first.
Proven success in delivering income growth and building strong donor or partner relationships.	Ability to work and make decisions both independently and collaboratively	Broad experience of the full marketing mix – traditional and digital	Excellent communicator able to inspire confidence and trust.	With purpose we transform children's lives together.
Experience managing, supporting and developing teams.	Able to work to deadlines while managing a wide and varied workload using strong organisational skills	Experience of the voluntary sector	Warm, collaborative and values-driven.	
Strong financial management and CRM knowledge.	Ability to assimilate information and recognise the importance of attention to detail		Flexible approach to work	
Experience developing donor journeys or stewardship programmes.	Ability to assimilate information and recognise the importance of attention to detail		Able to travel to Children First offices across Scotland	
Working in a target driven environment	Confident and able to form effective and credible relationships at all levels.		Able to work occasional evening and weekends	
Ability to network and create good working relationships with people and organisations at all levels	An awareness of and interest in the work of Children First		A commitment to and understanding of the principles of participation	
Ability to work with team colleagues in			Confident with public speaking	

<p>a manner consistent with the values of the charity and highest levels of empathy</p> <p>Excellent ICT skills including MS Office applications</p> <p>Professional qualification in fundraising or marketing (desired)</p> <p>CIOF membership (desired)</p> <p>Understanding of child protection and trauma recovery (desired)</p> <p>An understanding of and commitment to the principles of involving volunteers</p> <p>Experience of working with Raiser's Edge (desired)</p>	<p>Coaching and/or training skills (desired)</p>			
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