



Job Description

- Post:** Head of Development
- Location:** Hybrid – HQ in Dunfermline, with a blend of home working
- Hours:** Full time (35 hours per week)
- Reports to:** Director of Development, Brand & Engagement

Purpose of the Role:

Alongside the Director, provide vision, leadership and effective strategy deployment across corporate partnerships, major giving, trusts, legacy and in memory giving and community fundraising at the Scottish SPCA. To accelerate the growth of fundraising across these income streams and achieve long term, sustainable growth while developing mutually beneficial partnerships and supporter relationships.

You will work strategically and collaboratively with colleagues and stakeholders to support the development and implementation of our strategic and business planning process.

Key Responsibilities:

Model the Society's values - Commitment, Compassionate, Collaborative, Adaptable, Professional and Expert - in your leadership approach to drive a high performing culture and high employee and volunteer engagement

In partnership with the Director and the Head of Individual Giving, lead the development and implementation of a multi annual fundraising strategy that underpins the Society's strategic goals, embracing innovation, accelerating income growth across a diverse range of income streams and inspiring and embedding a culture of fundraising across the organisation

Lead the development and implementation of in year fundraising plans to deliver the fundraising strategy effectively. This will include a comprehensive range of fundraising activities, strict budget management, setting of and reporting against KPIs and milestones

Lead and inspire a team of colleagues, supporters and volunteers ensuring high colleague engagement and wellbeing, good practice in recruitment and selection, and promote individuals' learning and development plans

Work closely with colleagues in our frontline operations and the fundraising and marcomms team to engage communities, including online, and to use these communities as the basis for recruiting new supporters and accelerating the growth of relationship-driven fundraising

Develop effective approaches to measuring and evaluating the impact and progress of fundraising activities working to a robust set of KPIs

Working with the Head of Brand and Marketing, create an Ambassador and Influencer strategy and personally relationship manage all celebrity ambassadors for the Society,



utilising their followers and networks to grow the Society's brand awareness and income across diverse audiences across Scotland

Lead the development and implementation of the Society's corporate partnership and major donor strategies and engagement, establish, and personally manage, a portfolio of key corporate partnerships and major donors that both provide sustainable income and raise awareness of the work of the Society

Work closely with the Director, CEO and Board of Trustees to network map, identify and approach prospect corporate partners and philanthropists

Work closely with the Partnerships Manager and People & Culture colleagues to develop and manage a streamlined corporate volunteering programme, ensuring that the programme aligns with our strategic corporate fundraising priorities

Oversee the partnerships and philanthropy function's fundraising and cultivation events ensuring consistent and compelling messaging and drive income

Oversee the trusts and grants income stream, maximising income from this.

Oversee the community / regional fundraising function, ensuring we maximise engagement with, and generate income from communities across Scotland

Oversee the development of the Society's case(s) for support, highlighting our unique role in Scotland and the urgency of support required

Chair the funding priority and restricted funding working group to ensure that all funding applications and partnerships are in line with organisational strategic priorities

Lead the development of the Society's legacy income stream, ensuring our legacy marketing activities achieve cut through in a crowded market and that legacy prospects and pledgers receive a high standard of tailored stewardship

Facilitate site visits, tours and meetings with operational and leadership colleagues for prospects and donors, providing exclusive and engaging opportunities to experience the work of the Society first hand

Ensure that a comprehensive and integrated 'donor' journey and gold star donor and prospect stewardship is in place

Work with the department director to identify and develop key operational policies, processes and procedures ensuring compliance and best practice in all areas of fundraising

Inspire, motivate and develop all members of the fundraising team (5 direct reports) to ensure they are fully equipped to accelerate growth

Represent fundraising in Board committee meetings and Board meetings as required

Inform the development and implementation of the strategic plans of the Society

Person Specification – Head of Development

	Essential	Desirable
Education and qualifications		Member of the Chartered Institute of Fundraising Fundraising or relevant qualification
Experience and job knowledge	<p>Senior strategic and operational leadership of a fundraising or sales team</p> <p>A strong demonstrable background in corporate and high net worth relationship management</p> <p>Demonstrable experience of achieving income growth through strategic partnerships, trusts and philanthropy</p> <p>Senior level experience of initiating, developing and implementing successful income generation strategies</p> <p>Budget development and management</p>	<p>Experience of working with and engaging senior leadership and trustees to support income generation</p> <p>Experience of managing legacy marketing, stewardship and income generation</p>
Job related skills / competencies	<p>Excellent verbal and written communication skills, confidently able to engage, influence and negotiate with a range of key stakeholders</p> <p>Strong leadership skills with the ability to motivate, inspire and guide a team of colleagues and volunteers</p> <p>Able to establish trust, credibility and buy in from a diverse range of stakeholders</p> <p>Innovative and creative – recognising opportunities and effectively making the</p>	

	<p>case for internal buy in and roll out</p> <p>Excellent time management skills: ability to work to tight deadlines, prioritise own workload and direct the work of others</p>	
Personal attributes	<p>Self- sufficient and able to work independently to achieve strategic goals</p> <p>Resilient with the ability to handle and de-escalate challenging situations</p> <p>Professional – act with integrity at all times</p>	A strong interest and commitment to animal welfare
Additional relevant criteria	<p>Full driving licence</p> <p>Flexible - willingness to work occasional weekends, evenings and public holidays</p>	Access to own car