



Caithness  
Consulting

Executive Search by Professionals,  
for Professionals

**Our Experience Makes the Difference**

Engaged by our client



**WHO  
CARES?**  
SCOTLAND

To recruit a  
Fundraising Manager

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**Candidate Information Brief**

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# About our Client

## Who Cares? Scotland

Who Cares? Scotland is Scotland's only national independent membership organisation for Care Experienced people. Our strategic vision is to secure a lifetime of equality, respect and love for Care Experienced people in Scotland.

At the heart of our work are the rights of Care Experienced people and the power their voices have to bring about change.



**WHO  
CARES?**  
SCOTLAND

## Care Experienced

What does Care Experienced mean?

The term "Care Experienced" refers to anyone who is currently in care or has been for any length of time regardless of their age.

## Our Vision

**A LIFETIME OF EQUALITY, RESPECT AND LOVE FOR CARE EXPERIENCED PEOPLE.**

This is our vision.  
We will do what's needed to achieve it.

## Our Logo

In 2021 our members voted on a new logo. The logo they chose better reflects our values, history and our lifelong offer of love to all Care Experienced people.

Watch this video to find out what our new logo stands for: [whocaresScotland.org/about-us](https://whocaresScotland.org/about-us)

## Get Support

We provide support to Care Experienced people across Scotland.

This support takes a variety of forms including independent advocacy, our helpline, knowledge about your rights and access to local groups.

## Ways you can get support...



Advocacy



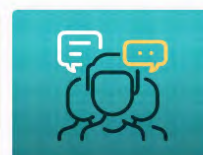
The Helpline



Knowing  
Your Rights



Support from  
Corporate  
Parents



Join a Group



Who Cares?  
Scotland Kids



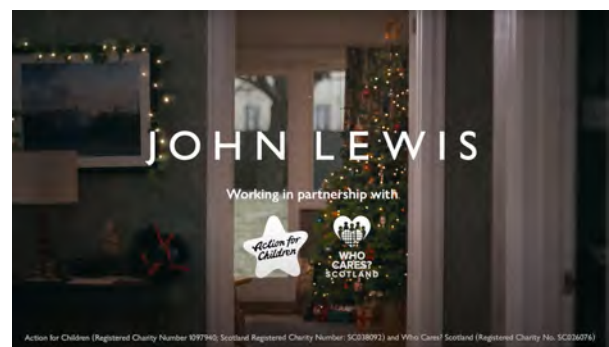


# The Role

## Fundraising Manager

We are seeking a pro-active and highly motivated individual with excellent networking and influencing skills to join Who Cares? Scotland.

This is a fantastic time to be joining the charity as it has just announced its partnership with John Lewis and is featured in this year's iconic John Lewis Christmas advert: <https://bit.ly/3GeY6XZ>



## The Opportunity:

This post is a key position within Who Cares? Scotland and will work closely with the Senior Management Team to develop and implement strategies for income generation which contribute to the ongoing sustainability of the organisation and allow it to pursue its vision.

As mentioned above, the charity has recently secured a 12-month strategic partnership with a major UK retail chain, with significant potential for income generation and profile-raising activity. The role of Fundraising Manager will be key to ensuring that the potential offered by this partnership is fully maximised, both in terms of income generation and reach, but also in leveraging additional opportunities through increased profile, and adding value to the work of Who Cares? Scotland.

The Fundraising Manager will line manage two members of staff, to deliver on its objectives. You will also lead on fundraising activity across a range of income streams including individual giving and high net worth donors; community fundraising; corporate partnerships, trusts and foundations, and events.

You will strategically identify new prospects to engage with the charity's work, stipulating how these individuals or organisations qualify as potential supporters, how you might engage them and what the most effective approach would be to secure funds.

The charity, although national and award winning, is not a large charity and works with limited resources. However, the best resource is the commitment, dedication and enthusiasm of its staff team and volunteers.

Echoing the values of the organisation as enshrined in its vision, the Board and Senior Management Team (SMT) take the welfare of staff very seriously and hold regular meetings with the Staff Committee to understand how they can be best supported to enable them to support their clients and members.

You would be joining this warm and welcoming team.



# Your skills & attributes for success

You will have demonstrable knowledge of:

- Strategic approaches to income generation - both restricted and unrestricted.
- The issues affecting young people who are looked after away from home.
- Excellent communication skills, both verbal and written, with the presence and authority required to command attention at the most senior levels.
- Strong persuasive and negotiating skills which result in positive outcomes, with the resilience and motivation to overcome initial negative responses to proposals.
- Experience of leading fundraising initiatives as well as bid-writing and/ or creating and delivering sales pitches that were successful to the value of over £100k per annum.
- Success as a fund-raiser, personally generating significant donation income of more than £100k p/a from income streams such as individual giving; corporate fundraising; community fundraising; events and trusts and foundations.
- Experience managing a fundraising CRM system such as Donorfy or Raiser's Edge.
- Experience working in a leadership role, managing a fundraising team would be a distinct advantage.



# Remuneration Package & Benefits

## Flexible working:

Office base flexible - hybrid working offered with regular presence in Glasgow office.

## Compensation:

£34,486 - £40,571 per annum, Depending on experience.

## Term:

Full time (35 hours per week), permanent.

## Holidays:

30 days annual leave (pro rata for part timers) rising to 33 days after 5 years complete service.  
7 designated public holidays per year - 1st, 2nd January, Good Friday, Easter Monday, First Monday in May, 25th, 26th December. This is supplemented by an attractive benefits package including:

- A wide-ranging health scheme: <https://bit.ly/3GilbYP>
- Pension - All eligible staff are auto-enrolled into a Group Personal Pension Scheme provided by Scottish Widows. Employee Contribution: 3% Employer Contribution: 5 % Option of contribution via salary sacrifice/exchange available
- Special Leave -  
Leave available at short notice to allow employees to deal with a range of unexpected situations, incl, but not limited to: Domestic abuse / Bereavement or compassionate leave / Domestic emergencies.



## Eilish McDowell

Will be the Consultant who will lead on this role

### Contact details

☎ Phone: +44 (0)7720 249200 or +44 (0)131 478 2500

✉ E-mail: [eilish@caithnessconsulting.co.uk](mailto:eilish@caithnessconsulting.co.uk)

# How to Apply

Caithness Consulting has been appointed by Who Cares Scotland to conduct this search on their behalf. We pride ourselves on our candidate centred approach and welcome initial confidential discussions with potential candidates before deciding to apply. Should you wish to do so, please contact Eilish to arrange a convenient time. Alternatively, please submit a copy of your CV to Eilish along with a one page covering letter outlining why you believe you are a good fit for this role. We will review your details and respond as soon as we can.

Marie-Claire Jones, the Director of Fundraising & Communications, would also be pleased to have an informal discussion about the role.

Closing Date: 12pm Monday 19th December 2022 Interview Date: Wednesday January 11th, 2023

A full job and person specification, plus other documents of interest are available to download from the vacancy page on our website. [www.caithnessconsulting.co.uk](http://www.caithnessconsulting.co.uk)





Our professional integrity underpins and informs everything that we do individually and as a company.

As the world of recruitment becomes ever more reliant on technology and while we embrace these benefits, we never forget that we are in a “People Business” and People matter.



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