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Executive Search by Professionals, for Professionals
Our Experience Makes the Difference



ABBOTSFORD

THE HOME OF *Sir Walter Scott*

Engaged by our client to recruit a
Senior Development Officer

Candidate Information Brief



*“Too much
rest is rust”*
Walter Scott

About our Client

The Abbotsford Trust

Abbotsford, near Melrose in the Scottish Borders, is the historic home and estate of author Sir Walter Scott (1771-1832).

Famous worldwide from his very first novel on the scale that JK Rowling is today, Scott was THE best-selling author of his time. His work was pioneering - he looked back at history as a way of holding a mirror up to contemporary society in a way that is still very relevant today.

The Abbotsford Trust's mission is to inform and engage audiences in the life and legacy of Scott who is revered as both the father of the historical novel and inventor of Scotland's international identity, as well as to safeguard the house and collections.

Abbotsford was designed by Scott himself and is renowned as the prototype for Scots Baronial architectural - a style much copied since Scotland-wide. The Category 'A' Listed house and gardens are designated as of outstanding national significance and are home to Scott's globally important collections of 9,000+ books and 6,000+ objects. The house was first opened to the public in 1833, five months after Scott's death.

The Trust was established in 2007 following the death of the last Scott family member to live at Abbotsford. As custodians of Abbotsford the charity safeguards Scott's home, historic collections, and estate for future generations to provide inspiration and learning for diverse communities worldwide.

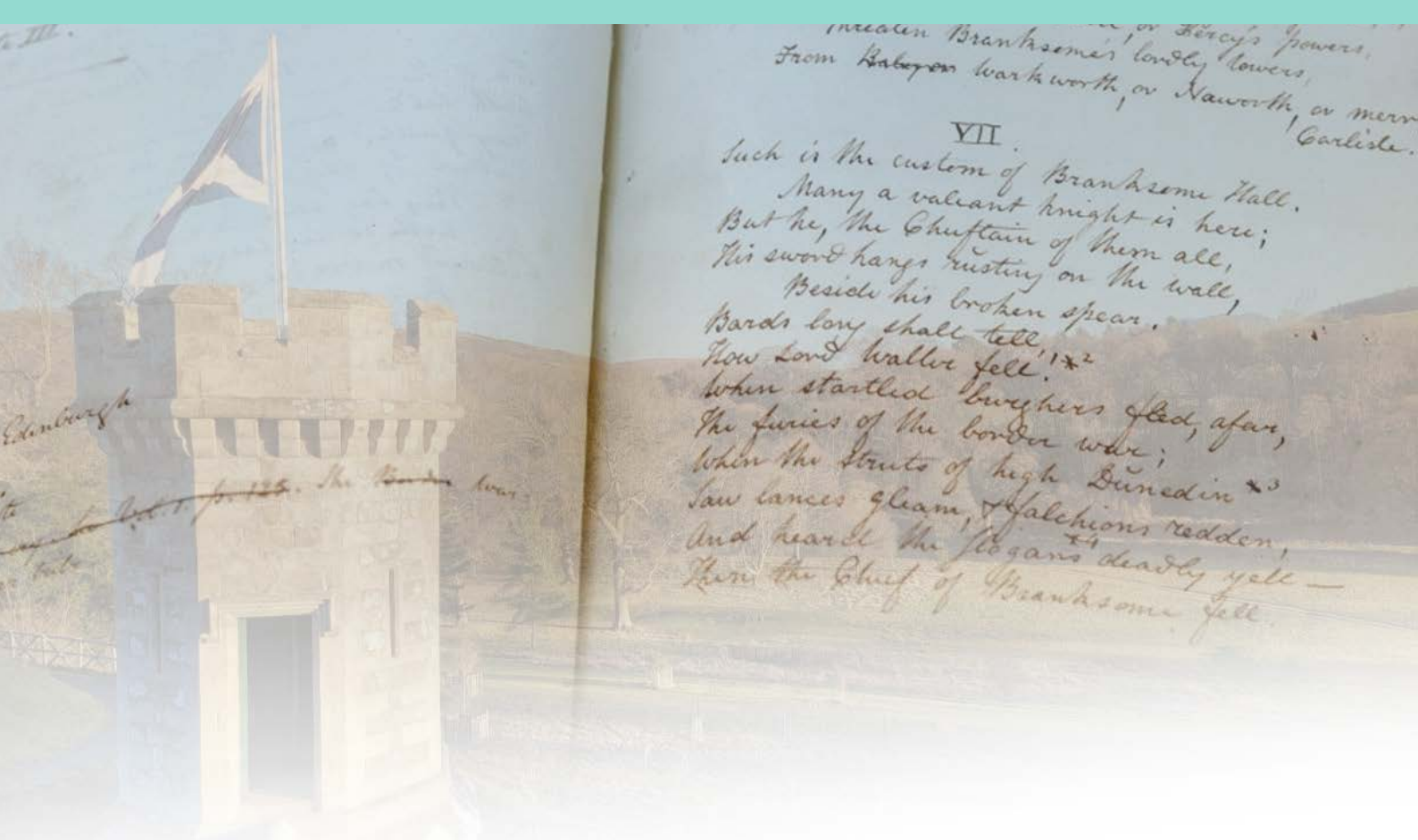
Development

In 2013, Abbotsford re-opened to the public following a £11.24 million restoration project funded by the Heritage Lottery Fund, the Scottish Government, Scottish Borders Council, Historic Scotland, and Scottish Enterprise along with a large number of major donors.

From 2022 the fundraising function at Abbotsford moved into a new and exciting phase to raise money to achieve Abbotsford's charitable objectives for a range of cultural and capital projects as well as an endowment fund.

Fundraising focuses on the following: major donors, trusts & foundations, legacies, and individual giving (including both Friends of Abbotsford and a patron level membership programme).

The Senior Development Officer is a key role within the small but mighty development team which also consists of the Development Manager and the Development Officer.



Dear prospective applicant

Thank you for your interest in The Abbotsford Trust, the charity that safeguards the historic home of world-famous writer Sir Walter Scott and engages people in his life, legacy and impact on the Scotland that we know today.

This is a fantastic opportunity to shape a new fundraising role at Abbotsford within the small but mighty fundraising team. The Senior Development Officer will set up, and/or develop: individual giving, campaigns, membership schemes including the Friends of Abbotsford and the recently launch mid-level patrons' scheme - Scott's Abbotsford Circle, and legacy giving. In addition, the role will maximise fundraised income on site, through fundraising events, and also online.

This is a hugely exciting time to join the Abbotsford family. Last year the charity launched Witch Corner, an interactive woodland folklore story trail aimed at families inspired by Scott's favourite part of his library. In February the Walter Scott Prize for Historical Fiction came home to Abbotsford as the charity took over the running of this worldwide literary prize.

The charity are currently developing the new 10-year strategy from which will come many engaging opportunities for fundraising!

You will be working within a team of very enthusiastic staff (c.32 FTE) and volunteers (100+), with an engaged board of trustees with a dedicated fundraising sub-committee. The charity is keen to make a difference and has a cutting-edge programme to ensure that Abbotsford and Scott are accessible for all: Scott himself had both a mental health challenge, which he referred to as the 'mulligrumps', and a physical disability.

If you would like a chat to find out more, please do get in touch to arrange a time.

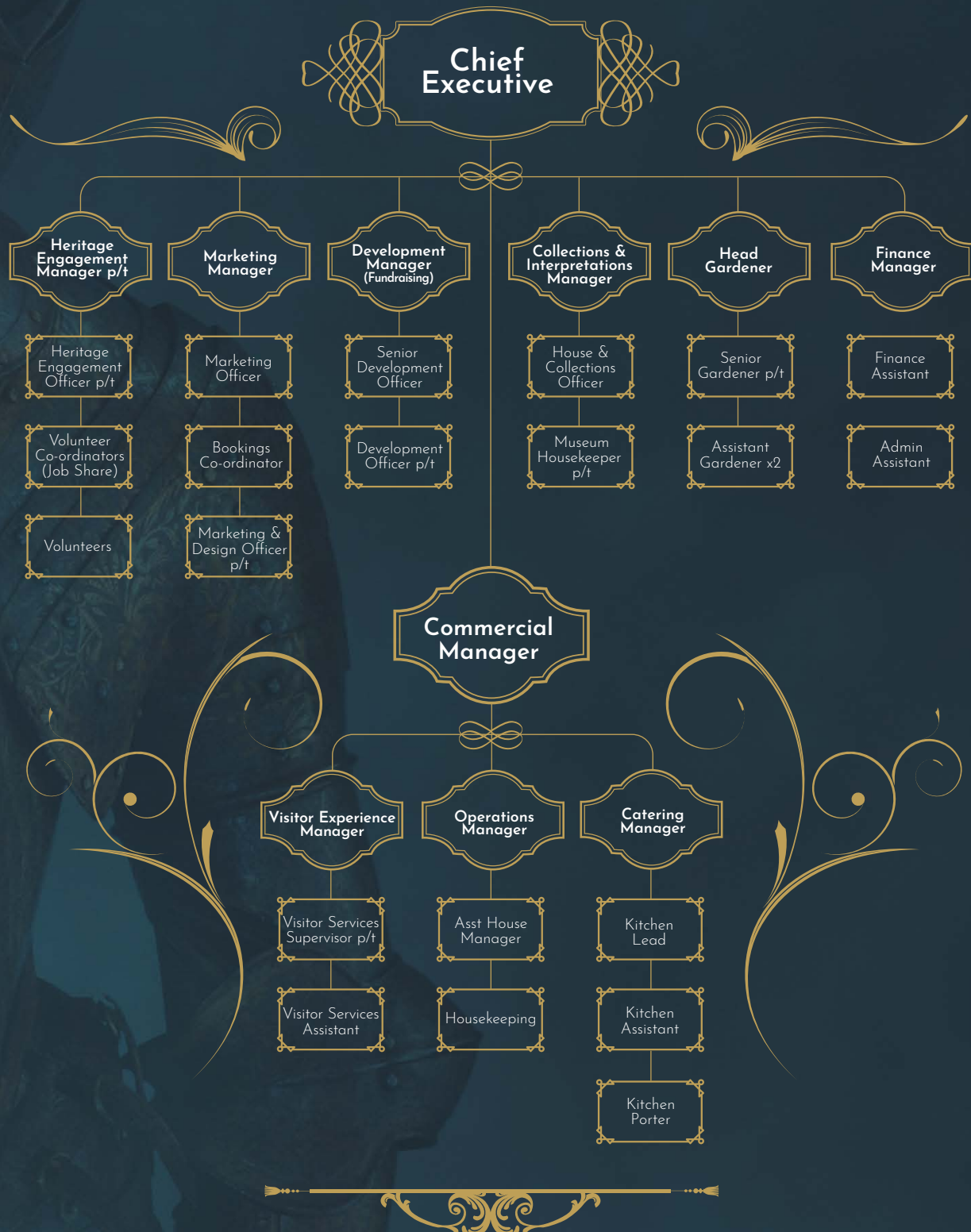
Sheena.stone@scottsassbotsford.co.uk

I look forward to speaking to you.

Sheena Stone
Development Manager (Fundraising)

Abbotsford Staff Structure

The Abbotsford Trust team is like a family, working together as colleagues to preserve Sir Walter Scott's legacy and to enhance it by investing in capital builds, and developing cultural projects.





Exciting new initiatives

Opportunities for fundraising going forwards are provided by two new initiatives.

Walter Scott Prize for Historical Fiction

This spring the Walter Scott Prize for Historical Fiction moved to its natural spiritual home, Abbotsford. Founded fifteen years ago by the Duke and Duchess of Buccleuch and Queensberry, this literary prize recognises authors of historical fiction from around the world and honours the achievements of Walter Scott, the founding father of the historical novel. Abbotsford and the Prize judges will continue their work bringing new historical fiction to greater acclaim and honouring the inventor of the genre.

www.walterscottprize.co.uk



Witch Corner

Witch Corner is an interactive woodland folklore story trail featuring 12 chainsaw sculptures and is named after Scott's favourite corner of his library: his collection of 250 rare books about witchcraft, magic, folklore, and superstition. Launched in April 2023, it engages visitors, especially families, with Scotland's folk beliefs and literary past, inspired by Scott's work. The trail aims to broaden Abbotsford's appeal from the traditional 45+ adults to also include the family market.

family.scottsabbotsford.com

A detailed landscape painting in a classical style. In the background, a large, rugged mountain rises under a hazy sky. In the middle ground, a grand, multi-towered castle with a red flag on its tower sits atop a lush green hill. The foreground features a calm body of water reflecting the scene. Two figures are positioned on a rocky outcrop in the lower left: one person is seated, looking towards the water, while another stands further back, holding a long fishing rod. The overall color palette is dominated by earthy tones like browns, greens, and greys, with a touch of red from the castle's flag.

Experience a
historic house
like no other

The Opportunity

This is a new role that offers a genuine opportunity to bring a strategic and creative mind to the Development team. Given the amazing building, collections, gardens and literature, there is an abundance of inspiration for creative individual giving, direct mail and digital marketing campaigns. Current programmes include 'adopt-a-book' and in memory benches.

You will be responsible for current initiatives including:

- Editing the supporter stewardship newsletter
- All digital aspects of fundraising including maximising income through social media and the website
- Developing regular income streams including membership
- Leading on onsite fundraising at Abbotsford
- Managing events in support of the above fundraising activities

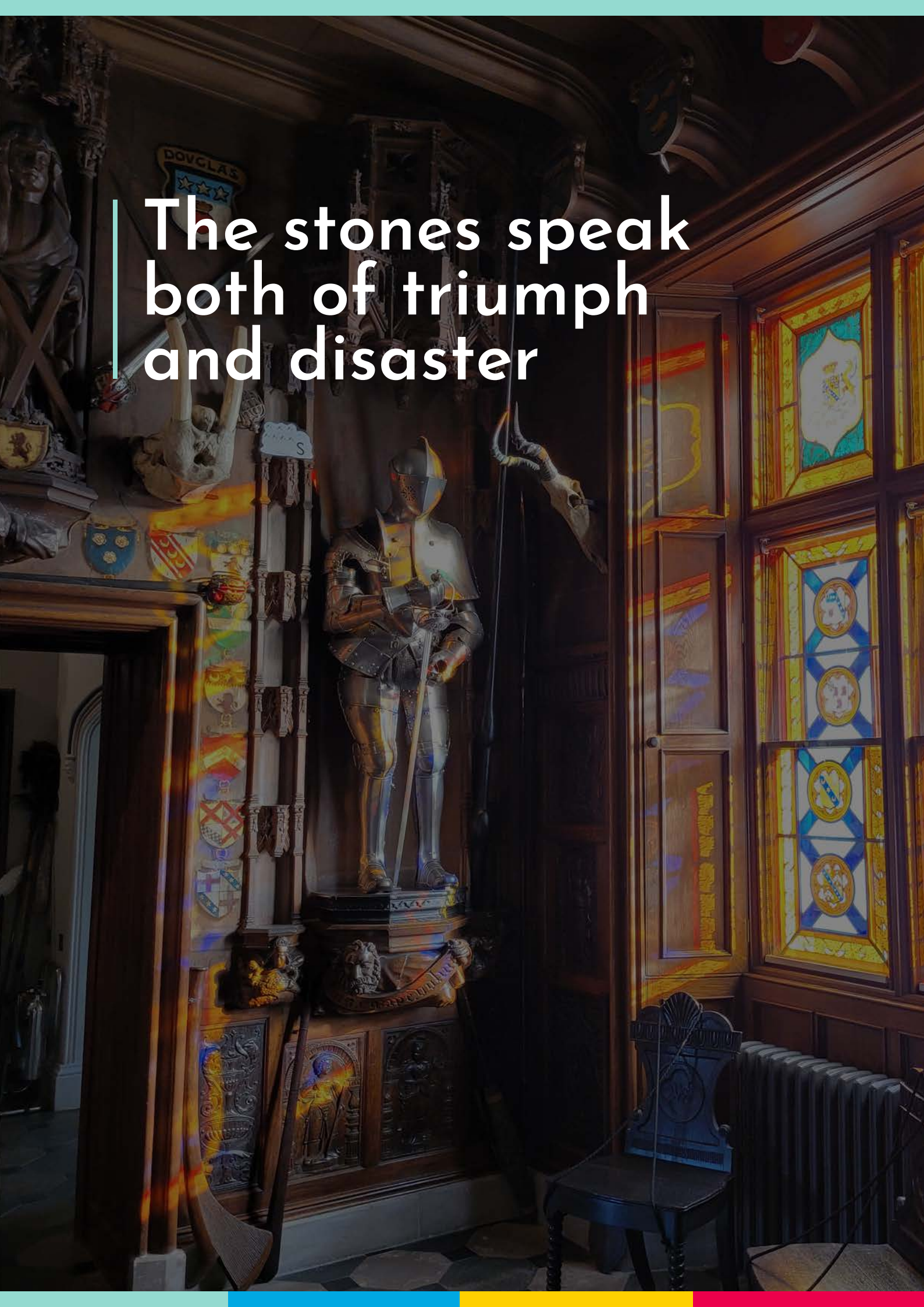
(See Job description for full information).

You will also have the opportunity to investigate and develop other fundraising mechanisms such as lotteries, give as you spend, crowdfunding, as relevant.



Dame Jean and Mrs Patricia Maxwell Scott,
the final members of the Scott family
to live at Abbotsford.

The stones speak
both of triumph
and disaster



Skillset & Experience

You must have integrity, curiosity, and the ability to listen and learn from others. Comfortable working in a purposeful and rapidly evolving environment, you should possess:

- Experience of managing successful individual giving/direct marketing programmes and campaigns from start to conclusion, ideally within a fundraising environment.
- Evidence of donor or membership acquisition and retention across print media and digital channels.
- Experience of using databases/CRMs to gain supporter insight and inform decision making.
- Ability to manage multiple projects and deadlines simultaneously.
- Excellent written and verbal communication skills including copywriting.
- High level of expertise in Microsoft Word, Excel, and other packages.
- The ability to develop relationships with supporters/customers to grow engagement and loyalty.



Remuneration Package & Benefits

Compensation:

The salary range is £33,060 - £35,755 depending on experience.

Benefits:

Work from home policy: up to 2 days a week for full time employees.

Pension contribution matched up to 4% of salary.

Staff discount in the shop, café, public events and self-catering bookings.

Dog friendly - bring your dog to work.

33 days annual leave.

Free parking - enjoy free family walks any time at Abbotsford.

Travel Information

You can drive to Abbotsford, just an hour from Edinburgh, with free parking onsite or there is a railway station at Tweedbank. Abbotsford is about a fifteen minute walk from the station, or you can bring your bike on the train if you wish.





Eilish McDowell

Will be the Consultant who will lead on this role

Contact details

☎ Phone: +44 (0)7720 249200

✉ E-mail: eilish@caithnessconsulting.co.uk

How to Apply

Caithness Consulting has been appointed by The Abbotsford Trust 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.

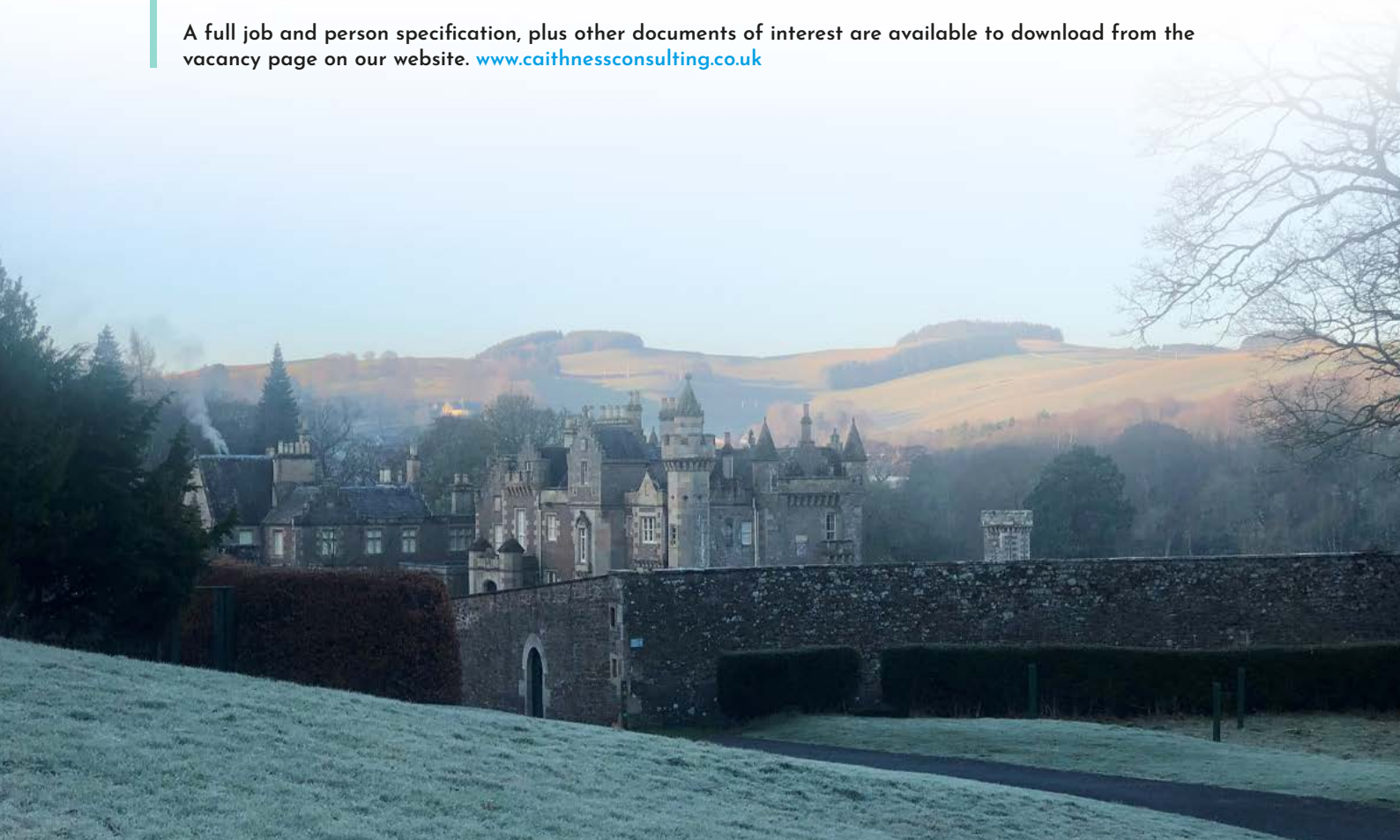
We will review your details and respond as soon as we can.

Closing Date: Wednesday 24th April 2024

1st Interview Date: Monday 6th May 2024

2nd Interview Date: Monday 13th May 2024

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





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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