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Consulting

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Our Experience Makes the Difference

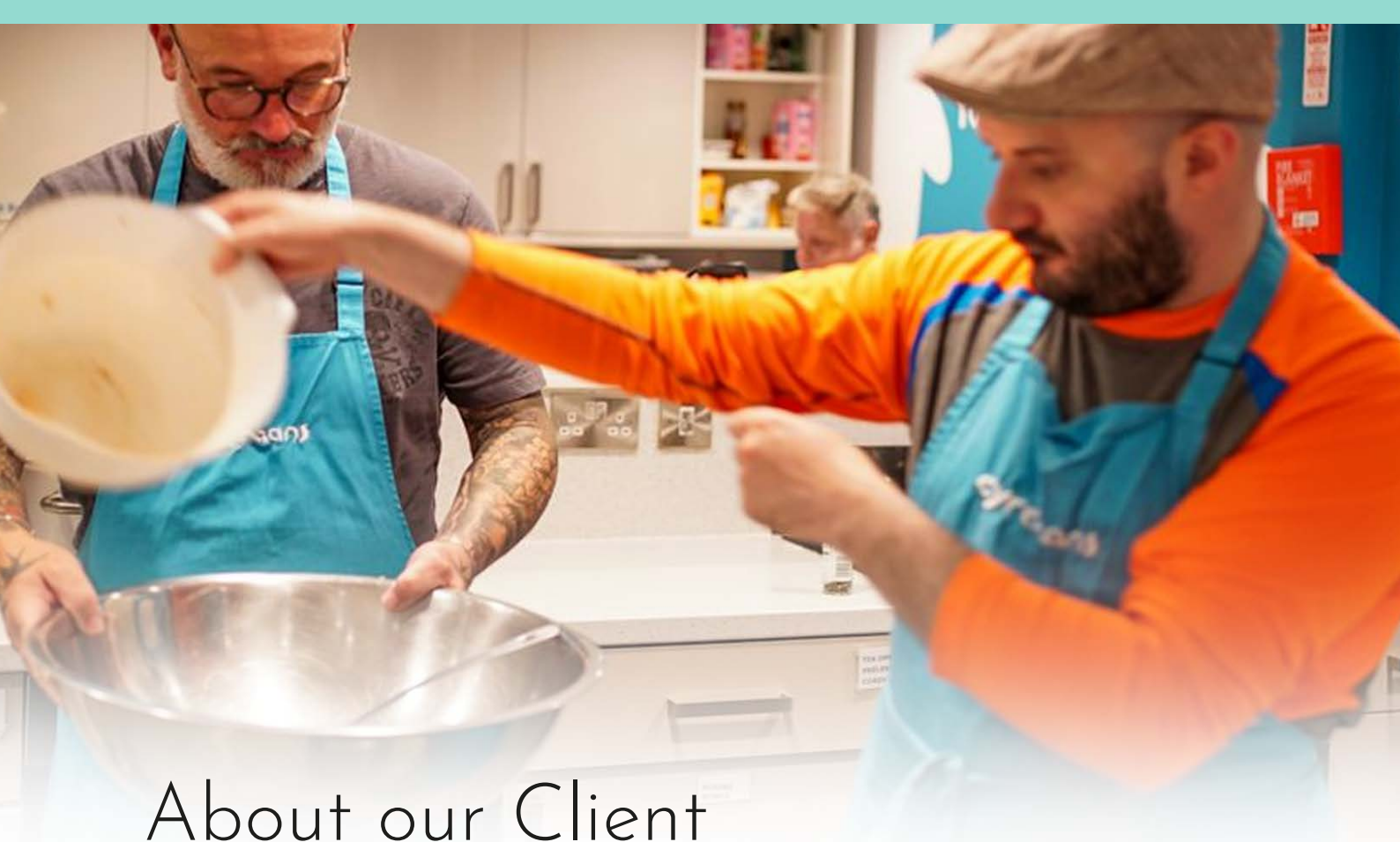


Cyrenians

Engaged by our client to recruit a

Senior Manager - Fundraising

Candidate Information Brief



About our Client

Cyrenians

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness.

We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures. That's why all our work is values-led and relationships-based.

We meet people where they are and support them towards where they want to be.

Our mission: To tackle the causes and consequences of homelessness through learning from lived experience; by delivering targeted services which focus on prevention, early intervention and support into a home; and by influencing changes in legislation and policy.

Compassion | Respect | Integrity | Innovation

[Read more about us and our values](#)

Did you Know?

Our organisation was created in 1968 by a group of students angry and disillusioned at the way people experiencing homelessness were treated. They developed a residential community model where volunteers live alongside those who had been street homeless; reflecting the newly formed Cyrenians movement which had grown out of the Simon Communities approach.

It was at this community that our values-led approach was developed, which remains at the heart of our working ethos today.

Role Purpose:

We have come a long way from those humble beginnings, with 49 services all working towards our vision of an inclusive society in which we all have the opportunity to live valued and fulfilling lives.

Your Role:

This role will lead the strategic direction and delivery of Cyrenians' income generation across individual, community, corporate, event, legacy, major donor, trust and grant fundraising.

As a Cyrenians Senior Manager, you will contribute to organisation-wide planning and strategic development, taking into account input from your team.

You'll lead a skilled and collaborative team, build strong and innovative partnerships, and work closely with our services, Marketing, Comms, Policy, Finance and Leadership teams to ensure fundraising aligns with our mission, values and long-term goals.



Trustees' Report

Cyrenians

Objectives

Cyrenians is a Scottish Charitable Incorporated Organisation (SCIO), registered charity number SC011052. Our charitable purposes, as set out in our constitution, are:

- To alleviate conflict and promote understanding between people in their families and in the community.
- To support and help and to accommodate where appropriate, people who are homeless or at risk of homelessness.
- To assist people without work into useful and rewarding employment.
- To promote healthy eating and to educate and support people in the values of good food, nutrition and health.
- To promote environmental sustainability and to minimise waste.
- To relieve poverty, exclusion and need, and to provide any other service that the Trustees deem necessary in support of Cyrenians' mission.

Our mission

Our mission is to tackle the causes and consequences of homelessness through

- Learning from lived experience.
- Delivering targeted services which focus on prevention, early intervention and support into a home.
- Influencing changes in legislation and policy.

By delivering our mission we seek to realise our vision:

"To have an inclusive society in which we all have the opportunities to live valued and fulfilling lives."

In our 2025-2028 strategy we outlined the following objectives in order to achieve our mission:

- We will prevent homelessness using a Public Health Approach.
- We will respond to evidence-based need with services we are best placed to provide.
- We will deliver whole person, whole family, and whole community interventions.
- We will be an organisation which nurtures its people and is financially and environmentally sustainable.

What we do

- Cyrenians' services

At Cyrenians we take a public health approach to homelessness prevention. We know homelessness impacts on the health of the nation by:

- Negatively impacting the outcomes of our young people.
- The consequences of trauma and debilitating impact of poverty.
- The decrease in life expectancy of those living in dangerous, unstable, and lonely circumstances.

A public health approach aims to stop people becoming homeless in the first place by addressing the risk factors and offering support at the earliest opportunity. Homelessness can be predicted, therefore it can be prevented. Across 47 services we offer relationships-based, trauma-informed support for those experiencing homelessness and/or the risks associated with homelessness.

Our services range from residential communities, support to access housing, employability training, community building, mediation and family support, pantries and access to food, and art therapy.

Interrupting the cycle of homelessness before crisis point is what will create brighter, more positive futures, not just for those we directly support, but for the communities they reside in, and ultimately, our nation.

Prevention

Building Community

- Royal Edinburgh Community Hospital Garden
- Midlothian Community Hospital Garden
- The Access Place Garden
- OPAL (Opportunities Active Lives)
- Cook School
- FareShare Depot

cyrenians
PUBLIC HEALTH
APPROACH

Early Intervention

Skills & Development

- Green Skills Centre
- Linburn Walled Garden, Veterans
- Key to Potential, College & Work
- Creative Natives
- Moving Forward

Young People & Families

- Mediation and Support
- City Community
- Farm Community
- Lotus Community & Visiting Support
- SCCR (Scottish Centre for Conflict Resolution)

Justice & Inclusion

- Falkirk Community Link Workers
- Keep in Touch
- Young Adult Service
- Falkirk Wellbeing Works
- Community Justice & Employability
- Falkirk Key to Potential
- Addiewell Visitor Centre

Support into a home

Residential - adult

- Social Bite Village
- Crighton Place
- LEAP (Lothian & Edinburgh Abstinence Programme)
- Women's Recovery House
- WiSH (Women in Safe Homes)

Outreach

- Navigators
- Community Link Worker
- Chances
- Income Max & Almoner
- Policy & Participation
- Hospital In-Reach
- ERA (Edinburgh Recovery Activities)

But what does all this mean?

Cyrenians have so many stories that demonstrate the power of their support, but Sam's story encapsulates how an individual's life can be impacted adversely if there is no one to keep advocating on their behalf.

Sam's Story

<https://www.youtube.com/watch?v=6LAOHdSNqoo>



Alex's Story

Alex, a junior doctor at the Western General Hospital in Edinburgh, shares why she supports us, focusing particularly on the nonjudgmental way we work with our clients.

SUPPORTER STORY: ALEX CHUNG

Alex Chung is a Junior Doctor at the Western General in Edinburgh. Through her work in hospitals she's seen the impact of homelessness and the work that Cyrenians is doing to support people in hospitals so they have a safe place to recover when they're discharged.

To raise awareness of homelessness as a public health issue, Alex ran the Edinburgh Marathon for us in May 2024 and raised over £800 to help support our services.

I know of Cyrenians through my work, both in the infectious diseases unit and also working in the Royal Infirmary in various departments, including A&E. I've come across a wide breadth of people, some of whom are unfortunately experiencing homelessness or at risk of becoming homeless, including being discharged from hospital into homelessness. I've seen directly and indirectly the work that Cyrenians has done to help people, either through support services or helping people from hospital into appropriate accommodation.

Personally, I'm interested in public health and I understand that homelessness is a massive public health issue. It's an indicator of how we're doing as a population, how well or not, we look after the people who are the most vulnerable in our society.

One of the things I really appreciate about the way Cyrenians works is its person-centred approach. The support given is very much focused on the person who's in hospital. What are their circumstances, what are their needs?

Cyrenians is committed to working with a person throughout their whole journey so it's the same case worker who stays with a person and the support doesn't chop and change all the time. This means you've got that continuity of care which is really nice.

Cyrenians provides that bridge, getting people from hospital back into the community, helping them to find accommodation that works for them and staying with somebody for a long time until a suitable place is found. I also appreciate that it's so difficult to find accessible accommodation that suits people coming out of hospital.

There's a lot of patients that we manage who are dealing with substance misuse issues, so again, this is where Cyrenians' person-centred approach and that commitment to ensuring people get the right support for them is really important.

And so for all of those reasons, I was very happy and proud to wear the Cyrenians running vest in the Edinburgh Marathon this year.

"I didn't have a clue what was going on, I was so ill. I didn't know where I could go, I was just going to sleep in a doorway or something. I think I'd be dead if I'd done that. You guys just sorted it all out, and I'm not dead."

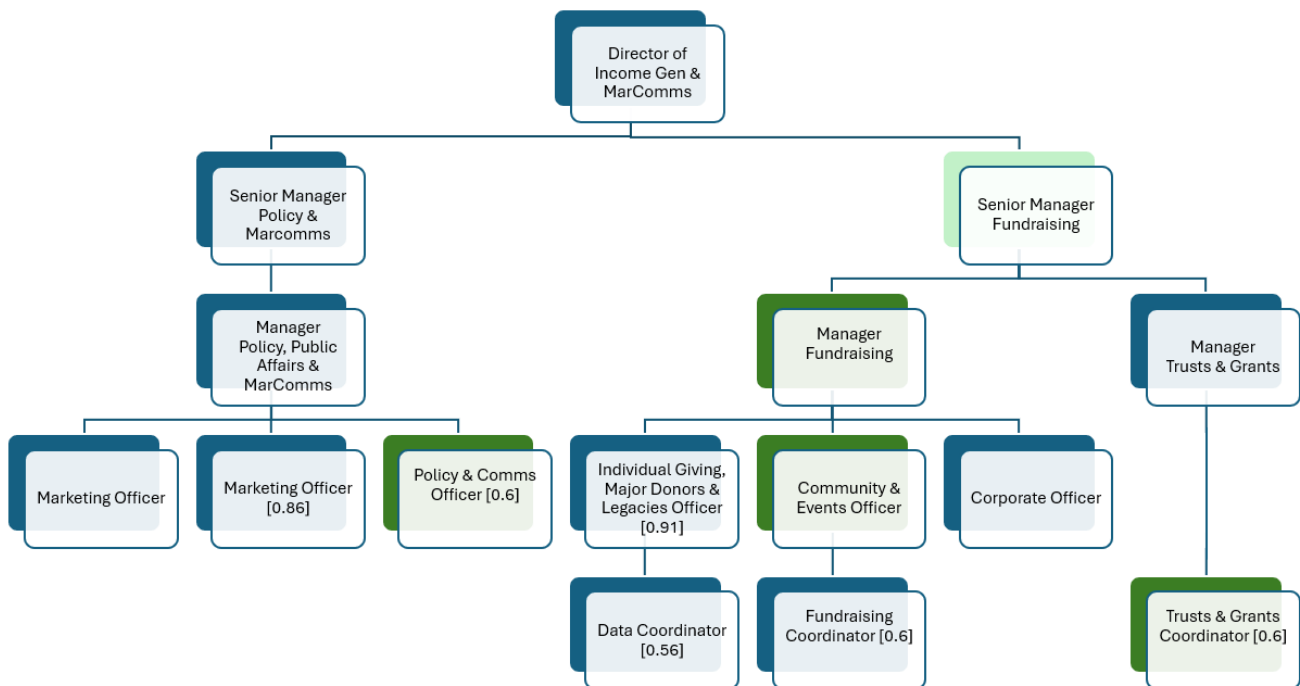
Patient supported by our Hospital In-Reach service



Alex after completing the Edinburgh Marathon on Sunday 26 May 2024.



You will be joining the Marketing, Communications and Income Generation Team



Green indicates roles that we are actively recruiting for this year

Dear prospective applicant

Thank you for your interest in the role of Senior Fundraising Manager at Cyrenians. For over 50 years, Cyrenians has tackled the causes and consequences of homelessness. Our work today remains firmly values led and relationships based: we meet people where they are and support them towards where they want to be. Acting with compassion, respect, integrity and innovation is central to who we are and how we work.

As we build on five decades of impact, we are entering an exciting phase of organisational development. Our fundraising team, though only a few years old, has already achieved impressive progress across corporate partnerships, major donors and regular giving. To build on this strong foundation and realise our future ambitions, we are now seeking focused, strategic fundraising leadership that can accelerate our momentum and grow unrestricted income, strengthening the charity's long term sustainability. Fundraising plays a central role in diversifying our income, giving us the stability and flexibility to run the organisation effectively today while continuing to innovate for the future.

The Senior Fundraising Manager will bring the expertise, inspiration and relationship building capability needed to take our income generation to the next level. You will lead the development of a clear, values led and data driven fundraising strategy, expand our network of supporters, and drive growth across both established and emerging income streams. A key priority will be diversifying our fundraising portfolio—adding events and community fundraising, as well as legacy giving, to our current strengths—to create a more balanced, resilient and sustainable income base.

We are looking for a leader who understands how to deliver income growth and who embodies our values, inspires trust, models collaboration and builds partnerships rooted in community and shared purpose. Your work will ensure that every supporter experience reflects who we are and the impact we strive to achieve.

The team has been without a Senior Manager since late last year, so we need someone who can quickly build relationships, get to grips with existing plans, and take the opportunity to review and shape the strategy. We're looking for someone confident in both fundraising and leadership, a strong collaborator, and a champion of Cyrenians' services.

We are particularly keen to find someone who uses data confidently to measure and shape strategy and activity, and who will lead on understanding legislative changes and embedding best practice. A natural networker, you will support the team to build new connections and partnerships of their own.

You'll work closely with the Senior Manager for Marketing & Communications, with the Director of Income Generation, and with colleagues in Finance and across our services. Creating a positive, collaborative culture where the team can focus and flourish is essential, and we are looking for someone who will nurture that environment—especially during busy periods.



If this sounds like the right place for your skills, experience and curiosity, we look forward to hearing from you.

Judith Hughes
*Director of Marketing,
Communications and Income
Generation*

Key Responsibilities of Senior Manager - Fundraising

Strategic Leadership

- Shape and deliver an ambitious, multi-year fundraising strategy to drive sustainable growth focused on both restricted and unrestricted income.
- Contribute to organisational strategy and planning as part of the Senior Management Team, supporting Cyrenians' overall resilience and reach.
- Lead stakeholder and supporter engagement across full range of fundraising streams, actively seeking opportunities to grow our depth and breadth of relationships.
- Develop long-term and complementary approaches to deepen our supporter relationships across and between our fundraising streams
- Ensure compliance with best practice and fundraising legislation, particularly around supporter care, GDPR, Gift Aid and the Code of Fundraising Practice.
- Provide senior-level insight and advice to the Director and Leadership Team on funding trends, risks and opportunities.

Team Leadership & Management

- Lead, motivate and develop a high-performing Fundraising team, creating a culture of collaboration, learning, innovation and strategic delivery.
- Ensure team objectives and work plans are aligned to the organisation's strategic and financial goals.
- Champion cross-team collaboration, building strong internal relationships to ensure fundraising is fully aligned with service priorities and communication strategies.
- Line manage fundraising staff and volunteers, providing coaching and support in line with Cyrenians' people policies.
- Inspire and motivate your team by encouraging new ideas, empowering them to take ownership, setting and achieving aspirational objectives and utilising individual strengths and attributes to best advantage

Income Generation

- Ensure growth in supporter engagement and income generation across the fundraising mix.
- Work closely with the team and across sectors to create opportunities to strengthen our partnerships with stakeholders who can and do support Cyrenians, growing the value of these relationships.
- Lead the annual programme of campaigns, optimising supporter journeys and working closely with Marketing & Communications colleagues to elevate our fundraising communications.
- Drive the development of individual giving, trust & foundation relationships, corporate partnerships, major donor programmes and sponsored event opportunities, while also planning the charity's approach to legacy giving.
- Work closely with the Policy & MarComms team on the strategic planning of campaigns, events and appeals that align with both organisational priorities and donor motivations.
- Provide leadership on restricted funding relationships and annual programme of activity, particularly where collaborative, multi-service applications are required.

Data, Evaluation and Reporting

- Use supporter and performance data to inform decision-making, report on impact and refine future strategy.
- Develop budgets and monitor progress against fundraising targets and KPIs, preparing income forecasting reporting and narratives for the Director and Leadership Team.
- Ensure post-activity analysis, including ROI evaluation, is conducted for every appeal, event or campaign, ensuring learnings are documented, communicated and embedded.
- Develop and manage project budgets and other costs, in consultation with Finance and the Director for Income Generation and MarComms.
- Ensure accurate and timely CRM/database management, and champion a culture of evidence-led planning.

Essential Skills & Attributes

Experience, Knowledge and Skills

- Excellent communicator with strong interpersonal and public speaking skills
- Collaborative and relationship-focused, both internally and externally
- Inspirational partner who has strong existing networks and can deliver innovative approaches to partnerships
- Strategic thinker with hands-on delivery skills
- Highly organised with ability to manage multiple priorities under pressure
- Values-led, positive, adaptable and committed to Cyrenians' mission

Desirable Criteria

Education, Qualifications and Training Experience, Knowledge and Skills.

- Membership of the Chartered Institute of Fundraising or CASE/IDPE
- Experience in social impact measurement and/or storytelling for fundraising



Remuneration Package & Benefits

Hybrid working:

Based in Edinburgh at Norton Park, you will work 2 or 3 days a week in the office with the opportunity to work from home the other days.

Compensation:

£45,456.00 per annum

This is full-time, 37 hours per week position.

Benefits:

- Pension - All eligible staff are automatically enrolled into the Qualifying Workplace Pension Scheme, which is a Group Stakeholder Pension Scheme paid by salary exchange. Current contributions are 5% employee and 3% employer. There is an option for enhanced contributions.
- Annual leave entitlement of 25 days a year + 10 public holidays.





Eilish McDowell

Will be the Consultant who will lead on this role

Contact details

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

How to Apply

Caithness Consulting has been appointed by the Cyrenians 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 or two 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: Friday 15th May 2026

Interview Date: Week beginning 18th May 2026. T.B.C

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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www.caithnessconsulting.co.uk