

Job Description

Senior Manager – Fundraising

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](#)

About the 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.

Key Responsibilities

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.

Other

This post may require occasional evening or weekend working and occasional travel. You will also be expected to carry out any other reasonable duties in line with the responsibilities of the role and the needs of the organisation.

Person Specification

Essential Knowledge & Experience

- Leading successful, multi-stream fundraising programmes
- Proven strategic thinking with experience in long-term planning and impact evaluation
- Budget management, financial planning and performance reporting
- Track record of leading and developing high-performing and collaborative teams
- Familiarity with sector best practices, fundraising compliance, and digital fundraising tools
- Confidence in engaging with senior stakeholders including board-level and external partners

Essential Skills & Attributes

- 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 Qualifications

- Membership of the Chartered Institute of Fundraising
- Degree or equivalent professional experience
- Experience in social impact measurement and/or storytelling for fundraising

Terms & Conditions

Term	Details
Employer	Cyrenians
Line Manager	Director of Income Generation, Marketing and Communications
Reporting	Via regular 1:1s and Senior Management Team meetings
Workplace	Based in Edinburgh (Norton Park), with hybrid working available within company guidelines. Expectation of being office based for 2-3 days per week.
Working Hours	37 hours per week (full time)
Annual Leave	25 days + 10 public holidays
Starting salary	£44,132 per annum (scale point 40)
Pension	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme paid by salary exchange. Current contributions are 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)
Disclosure	Not required