



JOB DESCRIPTION

Job Title:	Fundraising Manager
Hours:	F/T (35 hours per week) or P/T (21-28 hours per week)
Salary:	£35,030- £37,111 FTE
Reports to:	Head of Income Generation
Location:	Hybrid working from Hamilton office and from home

Introduction

The vision of Community Volunteers Enabling You (COVEY) is for children, young people and families to live happy and fulfilled lives. Our mission is to support children, young people and families to become more resilient, safe and better equipped to reach their full potential. We do this through providing 1-1 and group-based befriending, mentoring and family support across Lanarkshire.

Every day, we receive referral enquiries from a range of community-based partners (social work, education and third sector partners) who see the struggles of children and young people facing social isolation, trauma, mental health challenges, and family crises. These children and young people, aged 8 and above, often endure significant hardships, including poverty, family breakdown, care-experience, additional support needs and caring responsibilities. These young lives often bear burdens no child should have to carry.

No matter the challenges they face, COVEY is committed to working with each participant to build resilience and empower them to reach their full potential. With increased resilience, our young people and parent/carers transition to brighter futures, engaging in education, training, volunteering, or employment opportunities.

Values:

- Commitment - Having a positive attitude, reliable and consistent
- Collaboration - Working together with participants, statutory and third sector partners to deliver joined-up support that helps families thrive.
- Respect - Accepting and acknowledging differing viewpoints, being non-judgemental
- Innovation - Forward thinking, actively embracing change, solution focussed
- Passion - Having a strong belief in our mission, inspiring others positively.

Outcomes:

We support children, young people and families to work towards:

- Improving health and wellbeing
- Increasing confidence
- Strengthening connections and reducing isolation
- Improving attainment and positive destinations
- Improving financial capability and wellbeing

The role

The Fundraising Manager is a new role for COVEY, created to help us build a more sustainable and diversified fundraising model, complementing our successful trusts, grants and statutory income work by increasing our fundraising in the community we are based in and work across (North Lanarkshire, South Lanarkshire, and Glasgow).

You will lead the development of community fundraising, corporate fundraising and fundraising events (either held by us or undertaken by members of the public such as the Kiltwalk), with a strong focus on generating unrestricted income and building long-term relationships with community partners, supporters and businesses.

Leads for potential fundraising opportunities could come through volunteers, staff, trustees, supporters, funders, schools, employers and community partners, as well as through developing new relationships and identifying opportunities within the communities where COVEY works.

You will also play a central part in shaping and delivering campaign-led fundraising activity as COVEY approaches its 35th anniversary year in 2027, using this milestone to raise our profile, attract new supporters and create a legacy of long-term corporate, community and individual fundraising relationships beyond the anniversary year.

COVEY is entering an important period of growth. Our 2025–28 Strategy sets out ambitious plans to increase income, grow unrestricted funding, strengthen our external profile and develop wider community support for the charity. The Fundraising Manager will play a key role in achieving this, and will be able to shape exactly how we do this from the ground up.

Key Responsibilities

Management of fundraising activity: strategy, planning and reporting

- Develop and deliver a fundraising plan aligned with COVEY's 2025-28 Strategy and income targets.
- Create accessible fundraising opportunities for individuals, volunteers, community groups and local businesses.
- Grow unrestricted income and reduce reliance on short-term restricted funding.
- Build and manage a pipeline of corporate, community, education, events, sponsorship and gifts-in-kind prospects.
- Work with the Head of Income Generation to set and monitor targets, budgets, forecasts, KPIs and ROI.
- Provide excellent supporter stewardship, including prompt thanks, recognition and impact updates.
- Develop tailored corporate partnership propositions and pitch materials with relevant colleagues.
- Agree partnership plans covering activity, income, communications, recognition and reporting.
- Coordinate due diligence on corporate prospects to protect COVEY's values, safeguarding and reputation.
- Stay informed about fundraising trends and local business/community opportunities relevant to COVEY.

Delivery of fundraising activity: community, corporate, events

- Work with the Volunteer Engagement Manager to identify appropriate opportunities that combine fundraising, awareness raising and volunteering.
- Work with COVEY networks to identify and approach organisations aligned with our work and giving potential.
- Collaborate with community groups on fundraising opportunities.
- Create fundraising materials that help supporters feel confident, inspired and supported.

- Turn one-off support into longer-term relationships, including repeat fundraising, giving, volunteering or ambassador activity.
- Lead COVEY's approach to challenge events such as the Kiltwalk, growing participation, income and retention.
- Work with the Communications Lead on social media fundraising opportunities.
- Develop fundraising activity for COVEY's 35th anniversary, engaging supporters, businesses, volunteers and partners.
- Evaluate events and campaigns, reporting on income, costs, engagement, learning and future potential.
- Work with the Volunteer Engagement Manager to offer corporate volunteering opportunities.
- Research Scottish events with charity partners, assessing income potential and charity input required.
- Follow up event participants from target businesses and seek to develop corporate partnerships.
- Work appropriately with Young Ambassadors and others with lived experience to demonstrate COVEY's impact to prospective supporters and partners.

Compliance, data and administration

- Ensure fundraising complies with COVEY policies, charity law, data protection, regulation and the Code of Fundraising Practice.
- Manage public fundraising, sponsorship, raffles, events, volunteers and third-party fundraising safely, ensuring all legal obligations are met.
- Maintain accurate Salesforce records of supporters, prospects, donations, pledges, activity and stewardship.
- Work with Communications to ensure fundraising materials and messages are accurate, on-brand and consent-led.
- Carry out other duties reasonably required by the Head of Income Generation or CEO.

Person Specification

Requirement area	Essential	Desirable
Education and Qualifications	• Degree-level education or substantial relevant experience in fundraising, business development, sales, marketing, events, account management, corporate partnerships or community engagement.	• Fundraising qualification • Fundraising-specific training
Skills and Experience	• At least 2 years' fundraising experience or a strong track record of generating charity income. • Experience developing leads, making approaches and converting prospects into supporters or partners. • Ability to plan and deliver fundraising activity, managing budgets, deadlines, logistics, risk and communications. • Excellent written and verbal communication, including persuasive proposals, pitches and supporter materials.	• Knowledge of corporate, community and events fundraising, including stewardship, sponsorship and challenge events. • Commercial awareness and understanding of what motivates businesses and communities to give. • Experience in a charity with similar work, e.g. child poverty, young carers, care experience, befriending,

	• Confident networker and presenter, able to build relationships and make compelling fundraising asks. • Confident using CRM systems, databases or spreadsheets to track prospects, supporter journeys and progress. • Good financial awareness, including managing budgets, monitoring income and costs, and assessing Return on Investment. • Collaborative approach, working effectively across income generation, volunteering, communications, services, finance and administration. • Supporter-focused, ensuring fundraisers feel valued, informed and inspired. • Sound judgement with stories, images, case studies and people with lived experience, maintaining consent, safeguarding and boundaries. • Creative and proactive in developing new income streams, fundraising ideas and momentum. • A strong commitment to COVEY's mission, values and outcomes.	mentoring, ASN or family support.
Other Requirements	• Enhanced PVG required for this post. • Available for occasional evening and weekend work where required.	• Full driving licence and access to a car for travel across Lanarkshire and to meetings, events and community activity.

This job description may be subject to review following discussion with the post holder and line manager. The duties and responsibilities of the post will be undertaken in accordance with COVEY's policies and procedures.