



JOB DESCRIPTION & PERSON SPECIFICATION

POST:	Head of Fundraising
LOCATION:	Home-based with regular travel required to our bases in Perth and Aberdeen and throughout Scotland
REPORTS TO:	Director of Fundraising and Development
LINE MANAGEMENT:	Philanthropy Manager, Community Fundraising Manager, Partnerships Manager, Grants & Trusts Officer

THE ORGANISATION

Scotland's Charity Air Ambulance (SCAA) exists so nobody in Scotland suffers or dies because medical help cannot get there in time. People can get sick or have accidents anywhere and anytime. But in Scotland there are places where urgent medical help cannot reach people. Or help gets there too late. And when lives are at risk every minute matters.

Annually, SCAA responds to between 900- 1,000 incidents, delivering emergency relief of serious sickness and injury and assist the speed of recovery in time critical medical emergencies.

As a charity we rely on donations from the Scottish public, companies and communities to ensure that urgent medical help gets to the patient when it is needed, wherever they are and at whatever time of day.

VISION

To provide a valued, sustainable, leading edge national air ambulance service that is integral to emergency services in Scotland.

MISSION

To save lives through the urgency and quality of our response to time-critical emergencies.

OUR ETHOS

Fast, professional, responsible, innovative, visible

VALUES

- One team in all we do
- Safety and risk alert
- Passion, care and compassion
- Transparency, honesty, integrity.
- Responsive, respectful and inclusive

POSITION

Operating at a senior level within the organisation you will lead a team of four managers within a culture of innovation, support and cross team working, with the aim of providing a strategic approach to ensure the best possible journey for our donors and supporters. The successful candidate will play a pivotal role in shaping and delivering our fundraising strategy across community, events and volunteering, trusts and grants, corporate and philanthropy by crafting ambitious regional plans, nurturing high-performing teams, and driving excellence in supporter engagement and recognition. You will champion a relationship-led approach, ensuring every supporter feels valued and inspired to raise vital funds whilst recognising the impact they will have on a lifesaving service across Scotland. You will work collaboratively with the Individual Giving and Engagement team to drive new business pipelining and amplify fundraising campaigns, develop new fundraising products, and represent SCAA at external events and sector initiatives.

With donors at the centre of everything we do you will be responsible for effectively growing and developing a team to support their journey. You will be a leader within an aspirational culture where the team are driven to meet and exceed targets to ensure we move ever closer to realising our ambition that No-one in Scotland should die because help can't get there in time.

Using insight, analysis and audience understanding, you will inform strategic decisions and continuously evolve our regional fundraising approach to maximise impact and income.

RESPONSIBILITIES

- Setting and being responsible for the fundraising strategy that drives forward SCAA's fundraising activities and achieves year on year growth in fundraised income aligned with a clear financial direction to support operational growth.
- Using supporter data insights, you will lead the fundraising team to scale SCAA's successful community, events and volunteering offerings, grants fundraising programme, while leading strategic thinking and actions to grow SCAA's major donor support and corporate fundraising.

- Lead the fundraising team, setting priorities, providing excellent line management support and ensuring a culture of collaboration with the wider organisation.
- Champion the delivery of outstanding stewardship to all the charity's supporters. with a particular focus on, Trusts & Foundations, Major Donors and Corporate Supporters
- Ensure all due diligence, fundraising governance and GDPR compliance are implemented across all fundraising activities.
- Working closely with the Director of Development and Engagement to lead the budgeting and forecasting process for the fundraising team, and work closely as a team, with a focus on innovation, to cost fundraising projects that can be used in our income generation.
- Maintain a wider financial overview relating to project funding and restricted income.
- Attend and report at the Fundraising Subcommittee meeting with Board members providing updates on strategic plans and achievements.
- Act as an ambassador and spokesperson for SCAA, attending and speaking at relevant events to highlight our work, expand our networks and ultimately secure new funding
- Work with our Head of Individual Giving and Engagement and their team to drive engagement across Scotland, highlighting opportunities to support SCAA's work. You will work collaboratively to ensure cross channel alignment with IG/Engagement and maintain a unified supporter journey from awareness to retention across income lines
- Strategic responsibility for fundraising, including working with Director of Development and Engagement to embed long-term fundraising strategy, fundraising plan, budget and targets, in line with the organisational strategy.
- Contribute to the overall direction of SCAA - analysing the long-term fundraising needs, outlining any necessary changes to scale SCAA's successful fundraising team.
- Provide ongoing reflections of emerging trends and sector challenges to support decision making both at team and Board level.
- Ensure robust governance, compliance and risk management across all fundraising activity.

ADDITIONAL RESPONSIBILITIES

- To comply with SCAA's policies and procedures.
- To work within and promote policies in relation to equal opportunities and anti-discriminatory practices.
- To undertake any additional and appropriate functions as required.
- Maintain and improve competencies through continuous professional development.
- Treat with confidentiality any personal, private or sensitive information about individual organisations and or schemes or staff etc.
- Expected to undertake on-call duties as part of a rotational schedule.

Any additional duties will normally be to cover unforeseen circumstances or changes in work and will usually be compatible with the regular type of work. If an additional task or responsibility becomes a regular or frequent part of the job, it will be included in the job description in consultation with the post holder.

AREA	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • Educated to standard/higher grade or equivalent. 	<ul style="list-style-type: none"> • Qualified to degree level or by experience.
Experience & Knowledge	<ul style="list-style-type: none"> • Strong background in a variety of fundraising disciplines and a track record in growing fundraising income over multiple years within a charity, non-profit or values-led organisation. • Experience of developing and implementing fundraising strategies aligned to organisational objectives. • Experienced team leader who can motivate, inspire and guide others to deliver results. • Strong understanding of data protection (GDPR), confidentiality and safeguarding requirements. • Strong knowledge of Scottish charity regulations, governance and compliance requirements. • Demonstrated ability to manage budgets, financial processes, and procurement. • Experience delivering community fundraising products and scaling ideas that support donor acquisition and retention. • Ability to use insight and ambition to shape pipeline and stewardship planning. • Understanding of CRM systems. 	<ul style="list-style-type: none"> • Ability to deliver training to staff or volunteers on processes or systems. • Experience of community, events, volunteering and partnerships and philanthropy fundraising. • Experience of working with Boards or Trustees in a fundraising context.

<p>Skills & Competencies</p>	<ul style="list-style-type: none"> • Excellent organisational and time management skills. • People led. • Strong written and verbal communication. • Ability to prioritise competing demands and meet deadlines. • High level of accuracy and attention to detail. • Confident user of Microsoft 365 (Teams, SharePoint, Outlook, Excel, Word). • Strong problem-solving skills and initiative. • Ability to manage sensitive information with discretion. • Effective decision making and ability to work independently. • Adaptable. • Hard working and goal orientated. 	
<p>Other</p>	<ul style="list-style-type: none"> • Commitment to the mission, values, and ethics of SCAA. • Flexible, proactive, and solution-focused mindset. • Ability to build positive relationships with staff, volunteers, partners, and beneficiaries. • Reliable, professional, and approachable. 	<ul style="list-style-type: none"> • Interest in continuous improvement and organisational development. • Ability to remain calm under pressure and manage change effectively. • Interest in sector innovation.