



DOG AID SCOTLAND

**Head of Income and
Engagement**

Full time, permanent

Application pack



Dog Aid Scotland

Dog Aid Scotland is celebrating its 70th anniversary of creating and protecting loving homes across Scotland. The charity helps keep dogs with their owners whenever possible and when that's not possible, we find dogs new homes, giving them hope for a future.

This is an exciting opportunity to join a long standing charity entering a period of growth and investment with a focus on helping many more dogs and their owners. The charity will look to increase the scale of its work, significantly increasing awareness of the importance and impact of Dog Aid Scotland while ensuring financial sustainability through fundraising and income diversification.

Role Description

The Head of Income and Engagement is responsible for diversifying and growing Dog Aid Scotland's fundraising income streams as well as overseeing the charities strategic communications and marketing activity. Reporting directly to the CEO, the postholder will develop and deliver a comprehensive Income and Engagement Strategy that ensures sustainable income growth, deepens supporter engagement and increases awareness of this long-standing charity. As well as working at a high level, this will be a hands on, operational role which is expected to work directly with donors and lead on fundraising activity.





Job details

Key Responsibilities

Organisational strategy

- 🐕 Develop a strong collaborative working relationship with the CEO and contribute to development and delivery of organisational strategy.
- 🐕 Lead the development and implementation of Income and Engagement Strategies aimed to grow income sustainably and significantly increase awareness and convert into support.
- 🐕 Integrate fundraising and engagement strategies and campaigns over the long term to maximise impact and results.
- 🐕 Oversee fundraising and communications budget to deliver strategic objectives.
- 🐕 Manage and support Marketing and Engagement Coordinator to meet strategic objectives.



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Key Responsibilities

Fundraising streams

- 🏠 Develop and deliver fundraising strategy, including campaigns to grow and provide sustainable income.
- 🏠 Grow income from individual giving, regular giving, fundraising events and legacy giving, whilst looking to develop further income streams such as major donors, trusts and foundations in future.
- 🏠 Develop strong donor journey, from recruitment and stewardship to longer term donor retention.
- 🏠 Identify and respond to emerging fundraising trends, technologies, and opportunities.

Engagement

- 🏠 Creation and delivery of engagement strategy focused on growing brand awareness, deepening engagement and understanding of the charity, its impact and services.
- 🏠 Review membership scheme and develop strategy to engage members and increase member retention.
- 🏠 Develop creative and engaging case studies and stories to demonstrate impact of work and converting awareness into support.
- 🏠 Manage and support our Marketing and Engagement Coordinator.

Job details

Key Responsibilities

Engagement (cont.)

- 🏠 Refresh the donor journey and donor engagement to keep supporters engaged and develop into ambassadors for the charity.
- 🏠 Work with our digital marketing agency to develop creative and engaging stories, creating engagement and generating support.

Other duties

- 🔪 Attend and contribute to Team meetings and Board meetings as required.
- 🔪 Attend conference and training as part of continuing professional development, keeping up to speed with current trends.
- 🔪 Undertake any other duties as delegated by the Chief Executive Officer for the benefit of the organisation.



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Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none">• Experience in a senior fundraising role with proven track record in income growth.• Significant experience of individual giving, regular giving and legacies.• Experience of creating and delivering successful income generating strategies.• Experience overseeing fundraising budgets and performance.	<ul style="list-style-type: none">• Experience of developing innovative solutions and contributing to strategic planning.• Experience of overseeing a charity membership scheme.• Past experience in starting new income streams and delivering to success.
Knowledge	<ul style="list-style-type: none">• Knowledge of engagement strategies to increase band awareness and reach.• Strong understanding of donor stewardship and supporter engagement best practice.• Understanding of donor profiles and strategies to engage with different demographic groups.	<ul style="list-style-type: none">• Knowledge of use of case studies, creating compelling and engaging stories.

Person Specification

	Essential	Desirable
Knowledge (cont.)	<ul style="list-style-type: none">• Experience with digital fundraising platforms and CRM systems.• Knowledge of Scottish charitable funding landscape.	
Skills and qualities	<ul style="list-style-type: none">• Strategic thinker with strong analytical skills• Excellent communication skills.• Highly motivated, organised, solution orientated, with ability to work to clear deadlines and deliver results.• Ability to coach and motivate team to develop and deliver.• Values led and focused on positive working relationships and partnerships.• Passion for dogs and animal welfare.	



Role: Head of Income and Engagement

Reporting to: Chief Executive

Location: Riccarton Mains farm, Edinburgh
Hybrid working available

Salary: £45,000 - £50,000

Full time, 35 hours per week

Staff Benefits:

- ✦ Enhanced holiday & bank holidays
- ✦ Generous pension scheme
- ✦ Discounted pet insurance



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HOW TO APPLY

Submit your CV and covering letter to Jamie, ceo@dogaidscotland.com by 11th June

Dog Aid Society of Scotland | SC001918

