

Role title	National Fundraising Growth Manager
Responsible to	Head of Fundraising & Engagement
Location	Edinburgh or Glasgow

About Alzheimer Scotland

Alzheimer Scotland is Scotland's national dementia charity. Our vision is a future where dementia does not exist. Our mission is to make sure nobody faces dementia alone. Our goals are to prevent dementia by empowering people to look after their brain health, continue to care for as many people as we can who are living with dementia, and help find a cure by funding research and campaigning for access to available treatments.

Alzheimer Scotland is committed to fair work and is proud to be accredited as a Living Wage employer. We enable and foster a working environment of trust, integrity and respect, for which everyone in the Charity has a responsibility. We work collaboratively and encourage creativity and innovation from our employees and volunteers as we continually improve how we support people with dementia, their families and carers.

All Alzheimer Scotland employees and volunteers are encouraged to engage in activity across the Charity. Through our Colleague Voice Forum and other routes, we actively promote an effective voice so that the views of those who work with us are sought, listened to and able to make a difference. We advocate continuous development across all our teams, providing opportunities to learn in a safe and supportive environment.

About the role

As National Fundraising Growth Manager, you will provide dedicated growth capability across Alzheimer Scotland's national fundraising portfolio. This role will help us build on successful fundraising products and unlock the next stage of participation, supporter acquisition and sustainable unrestricted income growth.

Working across established products such as Tea & Blether, Memory Walk, Shooting Stars and other participation fundraising initiatives, you will identify where growth can be achieved and shape the plans, partnerships and routes to market needed to make it happen. You will bring audience insight, commercial thinking and relationship-building skills to help us reach new supporters and increase participation across Scotland. You will also work collaboratively to develop robust marketing plans and coordinate the Fundraising & Engagement team's input into the marketing and communications planning schedule.

This is a collaborative role rather than a delivery management post. You will work closely with colleagues across Communications, Corporate Fundraising, Community Fundraising and Localities, complementing the expertise already in place by bringing dedicated focus to audience growth, supporter acquisition, strategic partnerships and long-term value.

Your approach will be evidence-led, outward-looking and practical. You will use data, insight and market awareness to identify opportunities, build the relationships needed to progress them, and work through others to turn promising ideas into measurable results. Success will be measured by increased participation, new supporters, stronger partnerships and sustainable income growth, rather than by the number of events or activities delivered directly.

Key responsibilities

Role specific responsibilities

- Identify opportunities to increase registrations, participation, supporter acquisition and unrestricted income across the national fundraising portfolio.
- Develop and deliver evidence-led growth plans for Alzheimer Scotland's national fundraising products.
- Build strategic relationships with employers, national organisations, governing bodies, schools, clubs, community groups and other partners that can extend participation and reach.
- Strengthen, expand and scale existing fundraising products, contributing ideas for future portfolio development where appropriate.
- Lead market research, audience insight and competitor analysis to identify opportunities for growth.
- Use audience insight and performance data to recommend where growth activity and promotional investment will achieve the greatest return.
- Recommend improvements to supporter journeys that increase retention, referrals, repeat participation and long-term supporter value.
- Work collaboratively with Communications, Corporate Fundraising, Community Fundraising and Locality teams to maximise promotional reach through partner, community and stakeholder networks.
- Manage the agreed growth investment budget, ensuring resources are directed towards activity with the greatest potential return.
- Produce business cases, performance reports and evaluations that demonstrate return on investment and inform future decision making.
- Represent Alzheimer Scotland externally, building strategic relationships that create long-term fundraising growth opportunities.
- Contribute to the delivery of the organisation's wider fundraising strategy and strategic objectives.

Other responsibilities

- Ensure health and safety is actively monitored and implemented, identifying and managing risk in line with Alzheimer Scotland's operational guidance.
- Use IT systems appropriate to the role, including Microsoft Office, ALIS and iTrent, ensuring all requirements for the safe and secure use of sensitive and personal data are followed.
- Actively collaborate with peers and colleagues, both within and outside the Charity, developing positive working relationships and flexible, collaborative approaches.
- Operate in line with Alzheimer Scotland policies, procedures, governance and values.

- Participate fully in team meetings, learning and development opportunities, CPD/CPL activities, personal review and appraisal meetings.
- Support effective employee voice, colleague engagement and volunteer involvement where appropriate.
- Support Alzheimer Scotland's commitment to building a diverse, inclusive and representative Charity, helping to remove barriers to inclusive practice and participation wherever possible.
- Work flexibly and undertake other duties commensurate with the level and remit of the role.

General

- This job description remains subject to review by the Charity at any time and does not form part of the postholder's contract of employment unless explicitly stated.
- It outlines the principal duties and responsibilities of the role and is not intended to be exhaustive. It may be reviewed periodically to reflect organisational priorities and the evolving nature of the position.

Reviewed: July 2026

Person Specification

National Fundraising Growth Manager

This person specification should be read with the above job description for the post of National Fundraising Growth Manager. Please note that these competencies are not ranked in order of priority.

The following criteria will be used in selecting a candidate:

	Essential	Desirable
Evidence of leading and managing projects/teams/ peers through successful collaborations	✓	
Excellent digital skills and awareness of the potential of digital to deliver improved outcomes for people living with long term health conditions		✓
Ability to self organise, prioritise and meet deadlines	✓	
Ability to work under pressure while paying attention to accuracy and detail	✓	
Ability to analyse problems and develop solutions	✓	
Demonstrable strong project management abilities	✓	
The interpersonal and relationship building skills when working with internal and external stakeholders.	✓	
Dynamic, self-motivated person who has the ability to work unsupervised whilst also being a team player	✓	
Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing	✓	
Ability to create and present engaging presentations using a variety of multi-media formats		✓
The ability to act proactively and with limited direct supervision, while at the same time recognising when matters need to be referred to more senior managers.	✓	
Strong leadership skills		✓
Awareness of digital accessibility issues		✓
Awareness of Health and Social Care Partnership and NHS structures		✓

Evidence of horizon scanning and embedding projects to evolve an organisation		✓
Strategic thinker	✓	
Ability to drive the implementation of plans to achieve objectives	✓	
Creative approach	✓	
Empathetic to the aims and values of Alzheimer Scotland	✓	
Flexible to work occasional unsocial hours including evenings and weekends	✓	
Flexible in approach	✓	
Proven track record in building and developing partnerships	✓	
Experience of planning, developing, implementing, evaluating and reviewing strategic and operational activities.	✓	
Experience of project management including planning, developing, implementing, monitoring, evaluating and reporting on performance and dealing with competing priorities	✓	
Evidence of continued professional development	✓	
Experience of working collaboratively and in partnership with individuals, groups, organisations and stakeholders internally and externally	✓	
Full and valid driving licence and access to a vehicle.		✓