



Job Description

Head of Events and Community Fundraising

Purpose of the post

Lead and develop our events programme and strategy

Lead and develop alignment of locality events and fundraising with national activity

Lead on supporting and developing locality fundraising programme and strategy across Scotland

Duties and role responsibilities

The post holder will be responsible for leading the national events team and supporting localities by engaging and developing the community fundraising team to maximise income, increase supporter base, increase participation levels and create a targeted level of growth for all events and community fundraising activity

- The post holder will develop and deliver Alzheimer Scotland's events strategy and plan
- The post holder will support the development and delivery of Alzheimer Scotland's locality fundraising strategies and plans
- The post holder will develop and deliver Alzheimer Scotland's overall Memory Walks strategy and programme and other 'memory' themed events
- The post holder will work to an agreed timescale and budget
- The post holder will ensure all protocols and processes are in place for events and sponsored events including the registration of participants, processing sponsorship income and acknowledging donations
- The post holder will be accountable for implementing a strategy to recruit event participants and volunteers
- The post holder will oversee negotiation of Alzheimer Scotland's agreements with all third party suppliers in relation to events
- The post holder will develop and implement protocols in relation to third party suppliers for community fundraising
- The post holder will be required to attend supporter events such as cheque presentations and give talks about the charity and its work
- The post holder will be responsible for working with other members of the Fundraising and Communications and Marketing teams to promote events using a variety of channels
- The post holder will be the main contact with Alzheimer's Society for UK-wide events fundraising and for overseas events where it is advantageous to us to work jointly and where charity of the year relationships require close working



- The post holder will be responsible for relevant budgets
- The post holder will provide regular written and verbal reports as required
- The post holder will be responsible for maintaining strict cash management procedures as laid out in the Institute of Fundraising's guidelines and the organisation's guidelines
- The post holder will be responsible for other tasks in line with the general remit for the post as directed.

Accountability and Support

The Head of Events and Community Fundraising will:

- Be accountable to the Director of Fundraising and Marketing
- Manage the Events Manager and support the work of 8 Community Fundraisers
- Be supported by the Fundraising Support Manager and colleagues in the Communication and Marketing team

Data, reporting and administration

- Record data accurately using The Raiser's Edge database
- Produce reports and supply data as required to Finance team and Director of Fundraising
- Respond to enquiries made by phone, post and email in a timely manner as required
- Ensure that teams are banking and thanking accordingly

Salary

This post is graded at scale points 43-46

This job description is open to review by the organisation at any time



Alzheimer Scotland – Person Specification
Head of Events and Community Fundraising

This person specification should be read with the job description for the post of Head of Events and Community Fundraising. Please note that these competencies are not ranked in order of priority.

The following criteria will be used in selecting a candidate:

	Essential	Desirable
Skills, ability, knowledge		
Strategic thinker with a focus on planning, implementing and achieving desired outcomes	✓	
Demonstrable management skills specifically in the context of fundraising events	✓	
Ability to analyse complex information and disseminate in a concise and understandable way		✓
Dynamic, self-motivated leader who supports the change management process	✓	
Ability to communicate effectively and influentially with all levels, individuals and groups verbally and in writing	✓	
Proven ability to develop and implement fundraising plans and strategy	✓	
Ability to work under pressure while paying attention to accuracy and detail	✓	
Ability to analyse problems and develop solutions	✓	
Good IT skills and the ability to be self-sufficient in routine email and word processing	✓	
Knowledge of the Scottish charity sector fundraising event calendar		✓
Knowledge of using fundraising databases		✓
Knowledge of charity fundraising regulations and best practice	✓	



Personal qualities		
Ability to motivate and inspire staff and volunteers to achieve their best	✓	
Empathetic to the aims and values of Alzheimer Scotland	✓	
Flexible to work occasional unsocial hours including evenings and weekends	✓	
Flexible in approach	✓	
Qualifications/Experience		
Degree level education or equivalent		✓
Proven experience of successful fundraising	✓	
Can demonstrate project management experience and the ability to focus on long and short term goals simultaneously	✓	
Fundraising qualification		✓
Experience of the voluntary sector	✓	
Full and valid driving licence and access to a vehicle during working time.	✓	
Member of Institute of Fundraising		✓