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| Role title | Lead Locality Fundraiser |
| Responsible to | Head of Locality Fundraising |
| Location | |

PURPOSE OF ROLE

Working to objectives set out within the overall Fundraising Strategy, you will be responsible for the successful growth of Community Fundraising. You will be required to develop collaborative working relationships internally with key colleagues across the charity and externally with your local communities.

Lead Locality Fundraisers will report to the Head of Locality Fundraising, who will provide the appropriate support and supervision. It is crucial that Lead Locality Fundraisers work in collaboration with peers, colleagues, the wider organisational support functions and external partners in order to achieve our shared goals.

You will work in a way that ensures the approach to fundraising is embedded as a key enabler to support the locality leaders in their role of making the 7 Dimension model an active vision within localities and across portfolios. To do this you will adopt and exhibit an approach and working style that is directly in alignment with our commitment to engagement as a route to delivering our shared vision and mission.

A significant feature and key performance indicator for this role, will be the requirement to participate and contribute to a highly effective level, and to work with others within your team and the wider organisation, helping to build robust collaborative leadership and key outcomes for localities.

Success will, to an extent, be measured in the evidence of clear collaboration across your team and how this enables the key outcomes described above. A further measure will be how the Locality Fundraising programme – supported by your leadership – positively impacts and influences the extent of success for fundraising within localities and organisational wide, across portfolios.

Overall, you will be responsible for embedding a highly effective, robust and collaborative approach to locality fundraising in a way that positively supports the priority to ensure the Alzheimer Scotland vision is actively delivered within localities. This will require flexibility in how you work and manage your input in relation to travel as required across localities. Also, in developing a clear understanding of the need to have very strong local connections to those wishing to support the vision of Alzheimer Scotland.

There will be a focus on encouraging and enabling a strong ethos of innovation, creating the space and permissions for your role to demonstrate and apply the creativity and ideas that will significantly improve the ability to fundraise across all areas of the organisation. Your approach will be to support the idea that every employee can and does have a responsibility to be part of the wider ethos of fundraising.

There is a specific responsibility to create and enable the transition towards a future model that is inclusive, engaging, offering support and a range of activities, and maximising the potential use of our resources and facilities. You will help Service Managers and Heads of Localities to create a self-sustaining model of activities and support, utilising our fundraised to best effect and building a self-

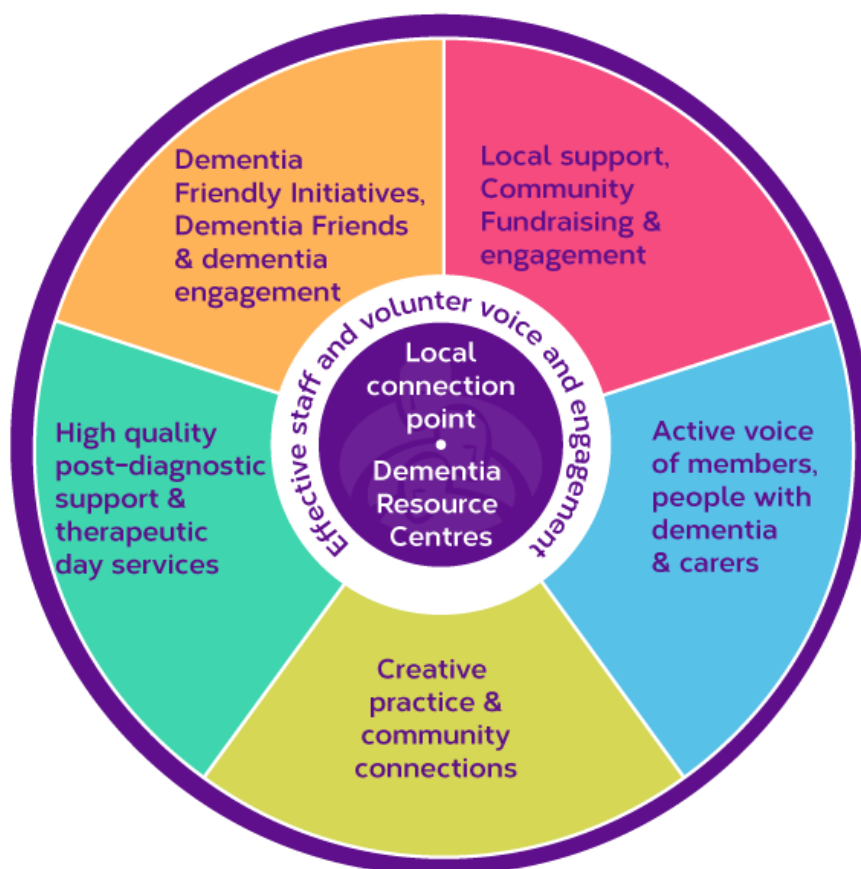
directed model of support, that offers and creates a connection to Alzheimer Scotland for people with dementia as their journey transitions from the first point of contact through to end of life.

DELIVERING FUNDRAISING FOR LOCALITIES - KEY STRATEGIC RESPONSIBILITIES

Lead Locality Fundraisers are personally responsible and accountable for exhibiting key behaviours and delivering the outcomes aligned to this role. This section describes the key strategic priorities.

Delivering the 7 dimensions of the locality vision

This role will be pivotal in supporting Heads of Localities and Service Managers in delivering the seven dimensions underpinning the Alzheimer Scotland locality vision as outlined below. Achieving this through delivering a highly effective strategy for fundraising specifically targeted to support delivery of this model.



Approach

Lead Locality Fundraisers report to the Head of Locality Fundraising who will provide the appropriate support and supervision. It is crucial that Lead Locality Fundraisers work in collaboration with peers, colleagues, the wider organisational support functions and external partners in order to achieve our shared goals.

You will lead and enable a flexible approach to Locality Fundraising, creating and enabling a culture of highly effective engagement, ensuring team structures allow for employees to access the principles and dimensions of the Fair-work Framework, and that they have an effective voice, and stake in everything we do.

Your working style and behaviours will demonstrate strong commitment for delivering the transformational change towards more effective use of digital for communication and engagement,

reducing the need for presenteeism, and working within your team in support of Service Managers across localities as they also adopt this style.

Specific Fundraising Responsibilities

- To work closely with the Head of Locality and the Head of Locality Fundraising, to develop, implement and deliver a local fundraising strategy that supports achieving a Dementia Resource Centre, Dementia Advisor, Community Activity Organiser and Volunteer Co-ordinator within each locality.
- To work collaboratively with other fundraising departments to support and achieve agreed divisional goals, ultimately delivering Alzheimer Scotland's ambitious fundraising plans.
- To work as a member of a coherent and effective multi-discipline and multi-site team.
- To bring Fundraising and Alzheimer Scotland's Service closer together, by building a better understanding of the crucial role fundraising has in the provision of care, acting as the key fundraising point of contact for services within your locality.
- To engage the local community more closely with the work of Alzheimer Scotland, to build and sustain a genuine sense of ownership.
- To ensure all fundraising teams work more closely together, with a specific focus on how they can fundraise more effectively within communities.
- To manage and report on locality fundraising budgets, including forecasting, gap analysis and solutions.
- To inspire and line-manage your Locality Fundraiser by setting achievable goals that contribute to the overall required fundraising for your locality.
- To lead on the delivery of community fundraising flagship events.
- To recruit, manage, and support volunteer fundraisers within the community, helping them to reach their fundraising potential.
- To identify and develop new relationships with corporate supporters, fundraising groups and high potential individuals.
- To inspire and bring out the best in our supporters, corporate partnerships and fundraising groups, engaging them with Alzheimer Scotland's work over the long-term.
- To enable our supporters to achieve their ambitious fundraising goals.
- To be an ambassador for Alzheimer Scotland in the community, working with colleagues and volunteers to unlock new opportunities.
- To work comfortably across multiple fundraising channels, supporting and promoting national awareness and fundraising campaigns.
- To ensure that all current income processing and data recording is meeting the needs of a successful developing programme - working closely with the Fundraising Support Team and Finance Team to ensure our supporters are thanked and stewarded.
- To oversee the recording of local fundraising activity on Raisers Edge.
- To operate within the context of Alzheimer Scotland's policies and procedures

Employee voice and engagement

You will create and maintain effective communication channels and processes that keep everyone informed, involved and engaged in the ongoing progress of Locality Fundraising.

You will maintain a working style that values each person's contribution, and sets a culture of high performance, empowerment, individual responsibility, inclusion and collaboration.

You will be part of the people strategy, by participating in and leading engagement of employees in how they access, contribute to and benefit from the key core priorities and activities described in the strategy and plan.

The post holder will be required to understand and support the principles of the overall Fair Work Framework and ensure that this dimension of effective employee voice is delivered, through supporting and sponsoring the delivery of key activities and actions as described in the People strategy, Engagement strategy, and overall the commitment to enabling effective employee voice and stakeholder engagement.

Leadership

Lead Locality Fundraisers will work in close collaboration with peers, and colleagues representing a cross section of all aspects of Alzheimer Scotland, leading by example and exhibiting behaviours in a leadership style that places engagement at the heart of delivering the best outcomes for people with dementia and their carers. This will mean a focus on using and promoting highly effective use of digital and reducing the culture of presenteeism where it exists.

THE INTEGRATED MODEL FOR LEADING FUNDRAISING FOR LOCALITIES – Key responsibilities

A key measure of success will be the extent to which we effectively engage and deliver the vision through embedding the approach to locality fundraising as described in previous sections, and ultimately the extent to which we deliver better outcomes for people with dementia, their carers and families, and our donors, partners and supporters.

LOCALITY FUNDRAISING TEAM SHARED RESPONSIBILITIES

Ensure that your personal approach and working style supports and enables collaborative working across the organisation and with cognisance to the strategic responsibilities of others. Leading by example, to support and enable an environment of trust, integrity, respect and where creation and innovation are encouraged to ensure that we strive to continually improve the way that we support people living with dementia.

Person Specification

Lead Locality Fundraiser

This person specification should be read with the job description for the post of Lead Locality Fundraiser. Please note that these competencies are not ranked in order of priority. The following criteria will be used in selecting a candidate:

| | Essential | Desirable |
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| Skills and abilities | | |
| Building and managing positive working relationships and networks with key colleagues and all external stakeholders. | <input checked="" type="checkbox"/> | |
| Collaborating with close colleagues and wider organisation to identify and work effectively towards delivering our shared purpose. | <input checked="" type="checkbox"/> | |
| Communicating in a clear, concise and targeted way the need for funding - using tact and emotional intelligence to influence. | <input checked="" type="checkbox"/> | |
| Observing our services at first hand as well as the individual circumstances of people living with dementia; understanding the impact this has on them as individuals as well as those who care for them. Conveying this to potential and existing donors in an empathic way so they can help change lives through their donations. | <input checked="" type="checkbox"/> | |
| Judgment, planning and organisation – researching fundraising opportunities, supporting ongoing fundraising and developing future fundraising, whilst balancing resources and energy on key priorities. Having the ability to deal with multiple fundraising streams at once, seizing opportunities and thinking creatively. Exercising judgement and initiative in handling professional relationships and difficult situations. | <input checked="" type="checkbox"/> | |
| Achieving results - having an awareness of the wider context of your work and the overall vision of Alzheimer Scotland. Reviewing the quality of all interactions, taking accountability for the performance of Locality Fundraising within your area; recommending developments and implementing creativity/improvements in your specialist area which will ultimately help people living with dementia. | <input checked="" type="checkbox"/> | |
| Experience | | |
| Understanding the practical, psychological and emotional impact of dementia and consequently the vital need for our services, as well as the impact of surviving families in this context. | <input checked="" type="checkbox"/> | |
| A minimum of three years working as a community fundraiser | <input checked="" type="checkbox"/> | |
| Experience of working with bereaved families and individuals. Having undertaken specialist bereavement training. | | <input checked="" type="checkbox"/> |
| A demonstrable track record of success, that includes budget management and forecasting and working within the multiple streams of | <input checked="" type="checkbox"/> | |

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| community fundraising (including groups & associations, local corporates, individuals, schools, universities, local events & small trusts). | | |
| A demonstrable track record of success at achieving and succeeding budgeted fundraising income. | <input checked="" type="checkbox"/> | |
| Experience of presenting confidently in sensitive or difficult situations and evidence of successful meetings and long term fruitful working relationships built on trust. | <input checked="" type="checkbox"/> | |
| Evidence of excellent verbal and written communication. | <input checked="" type="checkbox"/> | |
| Excellent ability to motivate, inspire and influence people | <input checked="" type="checkbox"/> | |
| Strong networking skills and proven ability to build long-lasting relationships | <input checked="" type="checkbox"/> | |
| Experience of event management that supports our Memory Walk programme. | <input checked="" type="checkbox"/> | |
| Experience of working with external stakeholders and collaborating with corporate supporters, individual fundraisers, groups and volunteers with tact and professionalism at all times. | <input checked="" type="checkbox"/> | |
| Previous experience of line management of staff | | <input checked="" type="checkbox"/> |
| Knowledge | | |
| Knowledge of Alzheimer Scotland's aims and values. | | <input checked="" type="checkbox"/> |
| Knowledge of current trends in the voluntary sector (specifically in community fundraising) | <input checked="" type="checkbox"/> | |
| Qualifications | | |
| Institute of Fundraising Academy – Certificate or Diploma | | <input checked="" type="checkbox"/> |
| Further education or equivalent sector experience | <input checked="" type="checkbox"/> | |