

JOB DESCRIPTION



Job Title:	Head of Individual Giving (maternity cover)
Responsible to:	Director of Development
Responsible for:	Individual Giving team
Location:	Elmbank Crescent, Glasgow

Main purpose of job

To support Scottish Opera in achieving its objectives by leading the company's individual and major gift fundraising programme. The Company's target is to raise over £1,000,000 from this source each financial year, from a combination of established major donors, annual giving circles and new sources.

The post holder will, in conjunction with the Director of Development, set our Individual Giving strategy and will personally solicit gifts and steward key donors, whilst supporting and overseeing the work of the Individual Giving team.

Key accountabilities and tasks

- With the support of the Director of Development, to plan and implement Scottish Opera's individual fundraising programme, including major gifts, annual giving, legacy giving and appeals
- In collaboration with the Director of Development, to develop appropriate cases for support for the areas of Scottish Opera's work
- To oversee Scottish Opera's giving circles, ensuring that the nature, income, communications and level of giving remain appropriate over time
- To grow our pool of donors by retaining current supporters whilst engaging new givers at all levels, ensuring each individual has a positive experience as a Scottish Opera supporter
- To line manage and support the work and personal development of Individual Giving staff, ensuring Individual Giving team targets are achieved
- Working closely with the Director of Development, to develop relationships with significant prospects and donors and to make face to face major gift asks as appropriate
- With the support of the Events Manager and other colleagues, to plan and deliver outstanding stewardship to our donors at all levels
- To work with colleagues to plan and deliver online and in-person events and experiences, at individual and group level, both to promote the Company to prospects and to steward donors to develop and oversee a fresh, interesting and engaging annual programme of communication with donors and prospects, strengthening relationships and building increased engagement with donors

Key accountabilities and tasks (continued)

- To work with the Data Manager and other colleagues to identify individual giving prospects and to plan and deliver appropriate activity to achieve their conversion to donors
- To ensure all fundraisers have clear prospect lists and target gifts
- In collaboration with the Data Manager, to ensure exemplary donor data management and hygiene
- To provide analysis and insight into supporter and prospect data, using this to inform work on future strategy and prospecting
- To provide regular, accurate financial reporting and maintain flawless financial records
- To maintain an up-to-date knowledge of VAT, Gift Aid, data protection and any other necessary regulations, to ensure Scottish Opera is compliant and financially efficient
- To oversee the smooth and efficient processing of gifts, event bookings and other interactions with donors, ensuring appropriate data management at all stages
- To work with colleagues in the marketing team to ensure integration of fundraising and marketing messaging and cycles as appropriate
- To be an ambassador for the organisation, working with stakeholders from donors and prospects to artists and other arts organisations
- To work with colleagues across Scottish Opera, building positive relationships and maintaining information flow between departments
- To attend performances and events as may be necessary to ensure a Fundraising presence for donors or to cultivate donor relationships

Key relationships*Internal*

Director of Development
Fundraising Department
Marketing & Press Department
General Director

External

Individual donors
Artistic staff as required

Person Specification

A proven track record of successful fundraising, with at least five years' direct experience in fundraising and a minimum two years' experience in a Major Gifts fundraising environment, is preferred but not mandatory if other appropriate experience can be demonstrated

A track record of developing and making asks, generating major gifts and developing prospects towards higher giving levels

Experience of working to and meeting financial targets

Knowledge of individual giving fundraising techniques and fundraising best practice across the whole charity sector

Good record keeping and excellent computer skills. Knowledge of Spektrix would be advantageous

Knowledge of tax laws and data protection legislation

Experience of motivating and managing others

Highly driven, with the ability to lead and inspire others

Person Specification (continued)

Outstanding written and verbal communication skills

Creative skills in order to develop funding ideas that will inspire donors

Diplomatic, with good negotiation skills

Ability to plan, with a high level of attention to detail

Proactive and enthusiastic team player

An interest in the performing arts and an understanding of an arts environment would be an advantage

General terms and conditions

Contract: Fixed term

Hours: Standard office hours are 35 hours a week, 9.30am to 5.30pm, Monday to Friday with one hour for lunch. Evening and weekend work and travel within Scotland will be required in this post.

Annual salary: Up to £42,000 depending on experience

Holidays: 25 days per annum plus 10 Public Holidays

Probationary period: 3 months

Pension: You will be automatically enrolled into a qualifying workplace pension scheme (QWPS). You will contribute 4% of your salary, the Company contributes 8%.