

## Person Specification

**Job title:** Community and Event Fundraising Officer (West Coast of Scotland)

**Organisation:** Scottish Huntington's Association

**Date prepared:** November 2024

	<b>Essential</b>	<b>Desirable</b>
<b>1. Qualifications</b>	<p>Higher English.</p> <p>Higher Maths.</p>	<p>IOF/CIOF Certificate in Fundraising or alternative.</p> <p>Educated to degree level.</p>
<b>2. Knowledge &amp; Experience</b>	<p>Proven track record in professional fundraising and/or sales.</p> <p>Awareness of the key issues affecting Community, Corporate, and Events fundraising and the third sector in Scotland, including knowledge of relevant regulations (GDPR, Code of Fundraising Practice, Health &amp; Safety).</p> <p>Experience in managing and achieving financial income targets.</p> <p>Practised in identifying, establishing and retaining new supporters/customers.</p> <p>Excellent understanding of the principles of relationship fundraising (or customer services) and stewardship/supporter care.</p> <p>Confident in writing and delivering presentations and speeches, with natural ability to engage with a wide variety of audiences.</p> <p>Proven ability to copywrite for marketing.</p> <p>Experience in creating and managing events including Health &amp; Safety.</p> <p>Experience of using a CRM database (eTapestry/Raisers Edge/NXT/Salesforce).</p>	<p>Knowledge and experience of budget management and financial record keeping.</p> <p>Proven track record in at least two of the following income generation sources – Community Fundraising, Corporate Fundraising or Event Management.</p> <p>Awareness of corporate social Responsibility (CSR) programs.</p> <p>Experience in managing volunteers.</p> <p>Understanding of Huntington's disease or other neurological conditions.</p> <p>Experience in creating marketing graphics on Canva or Adobe InDesign.</p>

<p><b>3. Skills</b></p>	<p>Ability to research, assess, and initiate new income-generation opportunities.</p> <p>Excellent speaking and listening skills including confidence in public speaking.</p> <p>Engaging and inspiring written and verbal communication skills in order to recruit new supporters using a variety of media.</p> <p>Excellent attention to detail.</p> <p>Effective networking and negotiation skills and the confidence to deal with people of all levels of professional seniority.</p> <p>Ability to understand what motivates individuals to fundraise and donate and respond appropriately.</p> <p>Excellent administrative skills and competence in the use of Microsoft Office 365.</p>	<p>Knowledge and understanding of the effective use of eTapestry (or other CRM) and data management to deliver results.</p>
<p><b>4. Personal qualities</b></p>	<p>Naturally confident, outgoing personality with excellent interpersonal skills.</p> <p>Self-starter, resilient with a “can-do” attitude and willingness to try new things and learn from experience and others.</p> <p>Professional, diplomatic and able to maintain confidentiality.</p>	
<p><b>5. Communication</b></p>	<p>Effective written and verbal reporting skills.</p> <p>A good communicator (face-to-face, presentations, etc.) with the ability to create and maintain relationships using a variety of media.</p>	
<p><b>6. Planning and organisational skills</b></p>	<p>Competence to plan, organise, and manage multiple priorities and the ability to successfully prioritise tasks for yourself and others.</p> <p>Effective time management skills and ability to meet deadlines.</p>	

<p><b>7. Other</b></p>	<p>A clean driving licence and access to a vehicle daily.</p> <p>Flexible approach with a willingness to work weekends and evenings and to travel throughout the West Coast of Scotland, as necessary.</p> <p>Commitment and promotion of equal opportunities and anti-discriminatory practices at work.</p> <p>Commitment to the principles of confidentiality and General Data Protection Requirements.</p> <p>Awareness of personal responsibility concerning health and safety.</p> <p>Willingness to partake in professional development.</p>	
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