



SCOTLAND'S CHARITY AIR AMBULANCE



# Individual Giving Manager

**Location:** Perth Airport, Scone OR Aberdeen Airport, Dyce (Hybrid Working available)

**Reports to:** Head of Individual Giving and Engagement

**Hours:** Full-time, 37.5 hours per week

**Salary:** £34,000—£38,000

**Benefits:** Pension: 12% employer's & 5% employee's contribution (after 3 months' service)  
Annual Leave: 36 days (incl. public holidays) + an extra day for your birthday  
Death in Service benefit: 3 times annual salary  
Optional Private Medical Insurance plan  
Access to Blue Light Card  
Learning and Development opportunities

# Working for Scotland's Charity Air Ambulance

Scotland's Charity Air Ambulance (SCAA) exists so nobody in Scotland suffers or dies because medical help cannot get there in time.

People can get sick or have accidents anywhere and anytime. But in Scotland there are places where urgent medical help cannot reach people. Or help gets there too late. And when lives are at risk every minute matters.

As a charity we rely on donations from the Scottish public, companies and communities to ensure that urgent medical help gets to the patient when it is needed, wherever they are and at speed.

As part of an ongoing strategy of development SCAA is looking for a motivated, focussed and committed individual to help raise the profile of the service and raise the funding required to continue to provide support across Scotland.

This role will be based either in Perth, at Scone Airport, or at our Aberdeen base, at Aberdeen Airport, where our SCAA emergency response helicopters and crew are located. SCAA supports a flexible working pattern and hybrid working. As well as working alongside the fundraising and communications team you will be working with the SCAA pilots and paramedics. You will be part of a dynamic team responsible for maximising engagement and income from individual and regular donors.

The Individual Giving Manager is a new role for SCAA, demonstrating our commitment to growth in the coming years. As this is a new role, the successful candidate will be able to make the role their own, determining success alongside the Head of Individual Giving and Engagement. You will help SCAA to achieve their ambitious goals and continue to provide a life-saving essential service across Scotland into the future through a programme of sustainable funding.



**Individual Giving Manager**

# Scotland's Charity Air Ambulance

## Our Purpose

Help must always get there, in time.

## Our Values

- One team in all we do
- Safety and risk alert
- Passion, care, and compassion
- Transparency, honesty, integrity
- Responsive, respectful, and inclusive

## Our Ambition

No one in Scotland should die because help can't get there in time.

## Our Ethos

Fast, professional, responsible, innovative, visible.



**Individual Giving Manager**

# About the role

## As Individual Giving Manager, you will:

- Manage and deliver the Individual Giving programme to drive supporter acquisition and increase retention across appeals, regular giving, lottery, mid-level giving and in memory fundraising.
- Integrate the charity's new purpose and ambition across all aspects of the Individual Giving programme, with a particular focus on campaigns and appeals.
- Manage a diverse portfolio of suppliers, ensuring they are briefed in a timely manner to deliver the Individual Giving programme on time and on budget.
- Lead on donor stewardship of our lottery programme, providing training in organisational messaging for the fundraisers and supporting reduction in attrition.
- Utilise CRM database to monitor donor interactions, segment audiences and analyse fundraising performance to inform decision-making.
- Monitoring, evaluating and forecasting the performance of campaigns against agreed objectives, ensuring these insights inform future decision making.
- Work closely with colleagues and partners to formulate, deliver and monitor an effective Individual Giving strategy including new donor acquisition, donor retention programmes, development and promotion of individual giving products and propositions, including lottery and raffles, regular giving and development of a mid-value giving proposition.
- Responsible for evaluation of all Individual Giving products and propositions and for making insight led decisions to support the ongoing development of the income stream.
- Working closely with the Marketing and Communications team to develop and optimise campaigns and appeals. Also to work collaboratively on all Individual Giving products and propositions, ensuring alignment with brand and key messages.
- Adhere to all fundraising regulation and best practice guidance, identify areas of development and contribute to the Fundraising team's ongoing pursuit of excellence.
- Demonstrate a commitment to delivering excellence, and to driving and implementing continuous improvement practices.
- Working alongside your colleagues to ensure processes, procedures and systems are in place for donor acquisition, retention and stewardship programmes.



**Individual Giving Manager**

# About the role

## Operational

- Lead on the annual budget process for Individual Giving, working with the Head of Individual Giving and Engagement and Director of Development and Engagement.
- Deliver on agreed income targets in line with Individual Giving plans.
- Proactively manage budgets, monitor, and report on Individual Giving income generation, including evidencing opportunities for test and trial investment through data driven decision making.
- Ensure that all Individual Giving strategies, promotion and communications are compliant with GDPR and following good practice of the Chartered Institute of Fundraising.
- Work with the Head of Individual Giving and Engagement and Director of Development and Engagement to develop and implement effective policies and procedures for demonstrably successful donor acquisition, retention and development.

## Communication / Liaison

- Work collaboratively with colleagues across the organisation to develop compelling propositions, showcasing the voices and stories of patients and supporters.
- Work closely with the finance team to ensure we are representing and managing financial information and legal agreements accurately and effectively.
- Working closely with our lottery providers, review and evaluate activity in player numbers and support ongoing improvement.



**Individual Giving Manager**

# General responsibilities

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across the charity and key partners.
- Work effectively and efficiently with regards to administration, communication, health and safety protocols and policies to ensure that organisational systems and procedures are implemented.
- Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or schemes or staff etc.
- Perform other associated duties as they may arise, develop, or be assigned in line with the broad remit of the post.
- Be prepared to travel throughout Scotland, and occasionally beyond, to meet the needs of the business.



**Individual Giving Manager**

# About you

- Experience of delivering successful Individual Giving programmes.
- Ability to deliver multi-channel integrated marketing campaigns in the Not-for-Profit sector.
- Demonstrable experience of working with a variety of channels including direct mail, face to face, email, social media and events.
- Ability to deliver briefs within agreed time frames and ensure these are communicated effectively.
- Excellent communication skills and ability to communicate effectively with Senior Leadership Team.
- Knowledge and experience of managing budgets and delivering financial results against agreed objectives, targets and timescales.
- Knowledge and understanding of Data Protection legislation.
- Knowledge and experience in working with a CRM database package.
- Excellent organisational skills.



# Join us!

## Application

To apply please email your CV and a covering letter outlining your suitability for the role, your relevant experience, and your motivations for applying to **Alex Gregg, Head of Individual Giving and Engagement**, at [a.gregg@scaa.org.uk](mailto:a.gregg@scaa.org.uk).

We advise you to refer to the 'About You' section and use this to explain your suitability for the role in your covering letter. The more you can relate your skills and experience to this role, the higher the likelihood of progressing to the interview.

To find out more about the role you can also contact Alex with any questions.

**Application deadline is 12pm on 27 January 2025.**

## Interviews

Interviews will take place at our base at Perth Airport in Scone. You will be asked to give a 5-10 minute presentation related to the role and this will be followed by questions linked to the role and responsibilities listed.

Interviews will take place on **Wednesday 5 February 2025**.

Further information will be provided if you are invited to interview.



**Individual Giving Manager**