



Scottish Fisheries Museum
Boats, fish and folk...

Job Description – Fundraising & Communications Officer

1. Identification

Post Title: Fundraising Officer- Scottish Fisheries Museum Trust Ltd
Terms: Full-time (37.5 hours per week/5 days)
Salary: circa £25,000 per annum (based on skills and experience)
Located at: Scottish Fisheries Museum, St Ayles, Harbourhead, Anstruther, KY10 3AB

2. Background

The Scottish Fisheries Museum was founded in the old fishing port of Anstruther, at a property known as St Ayles, as a trust and charity in 1969, to collect, record and interpret the history of the fishing industry in Scotland. The Museum has expanded to occupy several adjacent properties and holds collections of over 65,000 artefacts, including full size fishing vessels. We are now seeking to develop our overall reach and visibility to a wider audience by developing our facilities to the standards expected of a contemporary museum of our stature and expanding the narrative about the fishing industry in relation to political changes and the climate emergency, while maintaining our core services.

3. Responsibilities Scope and Purpose

To help us achieve our goals a new role of Fundraising and Communications Officer has been created to work alongside the Director of Development to manage the fundraising campaign. This post is key to the future development plans for the Museum. This is an exciting opportunity for someone to develop a positive track record and reputation in fundraising and assist the Museum in moving forward to achieve full National status and a five-star visitor attraction.

There are three key responsibilities in the post:

- Provide support to the Managing Director, Director of Development, Board members, staff and senior volunteers in developing relationships with potential donors to the Museum. Be directly involved in the fundraising, preparing proposals and meeting donors.
- Manage a high-quality events, activity, and communication programme to engage donors and potential supporters.
- Manage the fundraising communication and records ensuring effective systems and processes are in place for research, engagement, and stewardship to deliver a professional fundraising programme.

The post reports to the Director of Development. The postholder will work closely with staff across all areas of the Museum.

4. Specific Responsibilities

Fundraising

- Work to an identified list of funding priorities, including both core costs and development opportunities, and assist in matching these to potential supporters and funders
- Manage a list of individual donor prospects.
- Assist in preparing fundraising applications to Trusts, Foundations and Statutory Bodies and Corporates for sponsorship.
- Prepare plans to support senior staff and volunteers actively engaged in fundraising.
- Implement and lead a stewardship programme to ensure all donors are cared for in a systematic and professional way.
- Liaising with finance staff to ensure effective banking and thanking for gifts and ensuring Gift Agreements are in place and Gift Aid returns to HMRC are done on a regular basis.
- Assist with the effective management of budgets that are delegated to fundraising activity.
- Assist in setting up a Patron's programme, effective and regular communications and related enquiries.

Campaign Events & Communications

- Co-ordinate the engagement and cultivation activities to engage and involve potential supporters and stakeholders. This will involve arranging bespoke fundraising events, thank-you events, site visits, invitation to exhibitions and private lunches, dinners, and receptions.
- Manage the invitation process, including invitation events, ensuring details are recorded in the database.
- Co-ordinate communications and PR with donors through printed media, website and social media, ensuring an effective stewardship of donors, helping to build a long-term community of supporters.
- Assist in the production process of all fundraising materials, working closely with community engagement, learning and marketing staff. This will involve a suite of marketing collateral covering all fundraising activity, such as individual and corporate giving, sponsorship and legacies.

Fundraising Operations – Database, Research Finance and Reporting

- Run the fundraising element of the contact database ensuring full details of Campaign donors and potential donors are kept up to date. This will be a multi-functional database capable of managing a donor pipeline with details of potential supporters and specific plans to engage with them, plus financial records and details of interactions through events and stewardship.
- Be familiar with data protection and fundraising regulations to ensure the fundraising campaign is compliant.

5. Profile of Successful Candidate

This post will suit an energetic person, who enjoys working to create their own success. The future of the post will be determined by the success and achievements. The Board recognises that some aspects may take several years to come to fruition. There is huge potential to grow the role and make a real difference to The Scottish Fisheries Museum. The successful candidate will need to be interested in philanthropy with a willingness to learn more about campaign fundraising and the Museum. Experience of fundraising or marketing would be an advantage, but the ability to bring a range of special skills, attributes and enthusiasm to the post is just as important.

While the postholder will be expected to be present at the Museum on a regular basis, we are willing to consider an element of virtual/ home working for the post. We will discuss the details of this as part of the interview process. It is expected there will be some travel involved in the role, in particular to meet potential donors.

6. Skills and Experience

The successful candidate will need to be able to demonstrate the following skills, experience of fundraising activity, and attributes in both the written application and the interview process.

- Demonstrable people skills, able to motivate and enthuse supporters, volunteers, and colleagues.
- Comprehensive and flexible communications skills, including the ability to write proposals, fundraising text and reports.
- Ability to plan and co-ordinate and deal with the unexpected.
- Good IT skills including the use of CRM systems.

7. Personal Attributes

- A flexible approach that enjoys managing several things at once while keeping a clear overview.
- A friendly person that enjoys working with a wide variety of people.
- Energetic and committed with a clear focus on achieving results and willing to go the extra mile.
- A systematic well organised person who takes pride in the quality and sustainability of their work.
- An interest in the museums and heritage would be an advantage.

8. Hours of Work

The Fundraising and Communications Officer is expected to work from Museum premises, during normal operating hours but is also able to use discretion and work from home if business circumstances dictate so.

Occasional evening and weekend working will be required. Time off in lieu will be given on as appropriate in the event of out-of-hours working.

Applications of a CV plus covering letter explaining your reasons for applying and suitability for the post to: Simon Hayhow, Director of Development, Scottish Fisheries Museum Trust, St Ayles, Harbourhead, Anstruther, Fife KY10 3AB [simon@scottishmuseum.org].

Closing Date: Friday 1st July 2022 (10am)

This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties, and it is recognised that jobs change and evolve over time. Consequently, this is not a contractual document, and the post holder will be required to carry out other duties to the equivalent level that is necessary to fulfil the purpose of the post.

*The Scottish Fisheries Museum is committed to equality of opportunity.
The Scottish Fisheries Museum is a charity registered in Scotland (SC006185)*



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SUPPORTING
**YEAR OF
STORIES**
— 2022 —

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