

Role: Fundraising Manager (Operations)	Region / Department: Fundraising
Reports to: Head of Fundraising	Pay Band: G8 (49,798 - £57,272)
Location: Edinburgh Office/Hybrid	Type of Contract: Permanent Full-time

ABOUT US:

The National Trust for Scotland is Scotland's leading conservation and membership charity dedicated to protecting and promoting Scotland's natural, cultural and built heritage. We care for historic places, landscapes, and collections across the country so they can be enjoyed for generations to come.

The National Trust for Scotland is a fundraising charity with a successful and high performing fundraising team. Investment and organisational commitment since 2019/20 have driven strong and sustained growth, with the team consistently exceeding targets and generating an average of £10 million annually.

JOB PURPOSE

The National Trust for Scotland exists to protect Scotland's built, natural and cultural heritage for present and future generations. Fundraising is central to this mission, and the Fundraising Manager: Operations is both strategically and operationally critical to its continued success and growth.

This role underpins all fundraising activity by ensuring that the systems, data, processes and insights required to deliver income are effective, compliant and aligned to best practice. You will lead fundraising operations, enabling frontline teams to maximise income through strong data and financial management, efficient processes, and well-supported systems.

Within the Fundraising Team you will oversee operations, special events and prospect research, ensuring a strong pipeline of opportunities and high-quality supporter engagement that drives income across all areas.

This role is vital in supporting financial planning and performance. You will lead budgeting, monitor delivery, and provide robust reporting, analysis and recommendations to the Head of Fundraising to inform strategy and decision-making.

By embedding best practice, strengthening data and insight, and enabling teams across the Trust to fundraise with confidence, the Fundraising Manager: Operations is essential to driving both immediate performance and long-term, sustainable growth in voluntary income.

You will also have the opportunity to visit properties and advise on local application of best practice fundraising methods.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Strategy, Insight and Performance

- Support the Fundraising team with data requests, ensuring accurate CRM data use and reporting.
- Provide high-quality data, insight and analysis to the Head of Fundraising and Managers to inform strategic decision-making
- Lead performance monitoring and evaluation, including KPI setting, tracking and reporting
- Identify risks and opportunities through forecasting and portfolio analysis

Financial Leadership and Planning

- Support budget preparation and lead in-year budget management, reporting and forecasting
- Work closely with Finance to ensure robust processes, accurate income handling, and effective financial tools for fundraisers

Fundraising Operations and Enablement

- Lead the development and continuous improvement of fundraising operations, systems and processes to maximise income and efficiency
- Ensure strong data management and insight, enabling teams to fundraise effectively
- Build capability across the organisation by upskilling teams in fundraising systems, tools and best practice

Pipelines, Events and Income Development

- Oversee prospect research and pipeline management to align with organisational priorities and maximise income opportunities
- Ensure efficient administration and processes that enable excellent supporter care and stewardship
- Lead and champion fundraising digital and IT provision, ensuring systems and online channels are designed, maintained and continuously improved to maximise engagement, visibility and income
- Ensure delivery of a high-quality, well-coordinated programme of events that drives engagement and support

Governance, Compliance and Best Practice

- Ensure compliance with fundraising regulation and best practice across data, finance, and operations
- Develop and maintain robust policies and procedures, ensuring appropriate financial and legal controls
- Oversee accurate income processing, including Gift Aid, VAT and restricted funding requirements

Leadership and Collaboration

- Represent and champion fundraising best practice across the organisation
- Manage key third-party suppliers to ensure effective delivery

- Lead the representation of fundraising needs in CRM development and implementation, working across the directorate to drive system improvements, champion effective use, and ensure appropriate staff training.
- Build strong relationships across teams and with properties to embed and support fundraising best practice

The current duties of this job do not require a criminal records (Disclosure Scotland) check to be carried out.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications

Essential

- *None*

Desirable

- Project Management qualification e.g. APM Project Fundamentals
- Process Improvement qualification e.g. Six Sigma Yellow Belt
- Excel Associate Certification

Experience

Essential

- Significant experience of leading fundraising operations or support services, including data management, administration, reporting, compliance and financial processes within a busy, multi-disciplinary team.
- Proven experience of improving systems, processes and reporting to enhance operational performance and support income growth.
- Strong experience of working across income generation disciplines, ensuring effective prioritisation and delivery of support services, including special events and prospect research.
- Experience of financial planning and management, including budgeting, forecasting, reporting and working closely with Finance colleagues.
- Sound experience of working with Microsoft Dynamics, or with a similar supporter relationship database, with a strong understanding of how to champion user needs and business priorities in partnership with digital and IT teams.
- Experience of using data, insight and performance metrics to inform decision-making and support strategic planning.
- Experience ensuring compliance with relevant regulation and best practice, including data governance and financial controls.
- A collaborative leader with experience operating at a senior level, contributing to strategy development and supporting organisational decision making.
- Experience of representing and advocating for fundraising, working with and influencing teams from across the organisation to embed best practice and enable income generation.

Desirable

- Experience of working in a face-paced environment with a national reach

DIMENSIONS AND SCOPE OF JOB

Scale

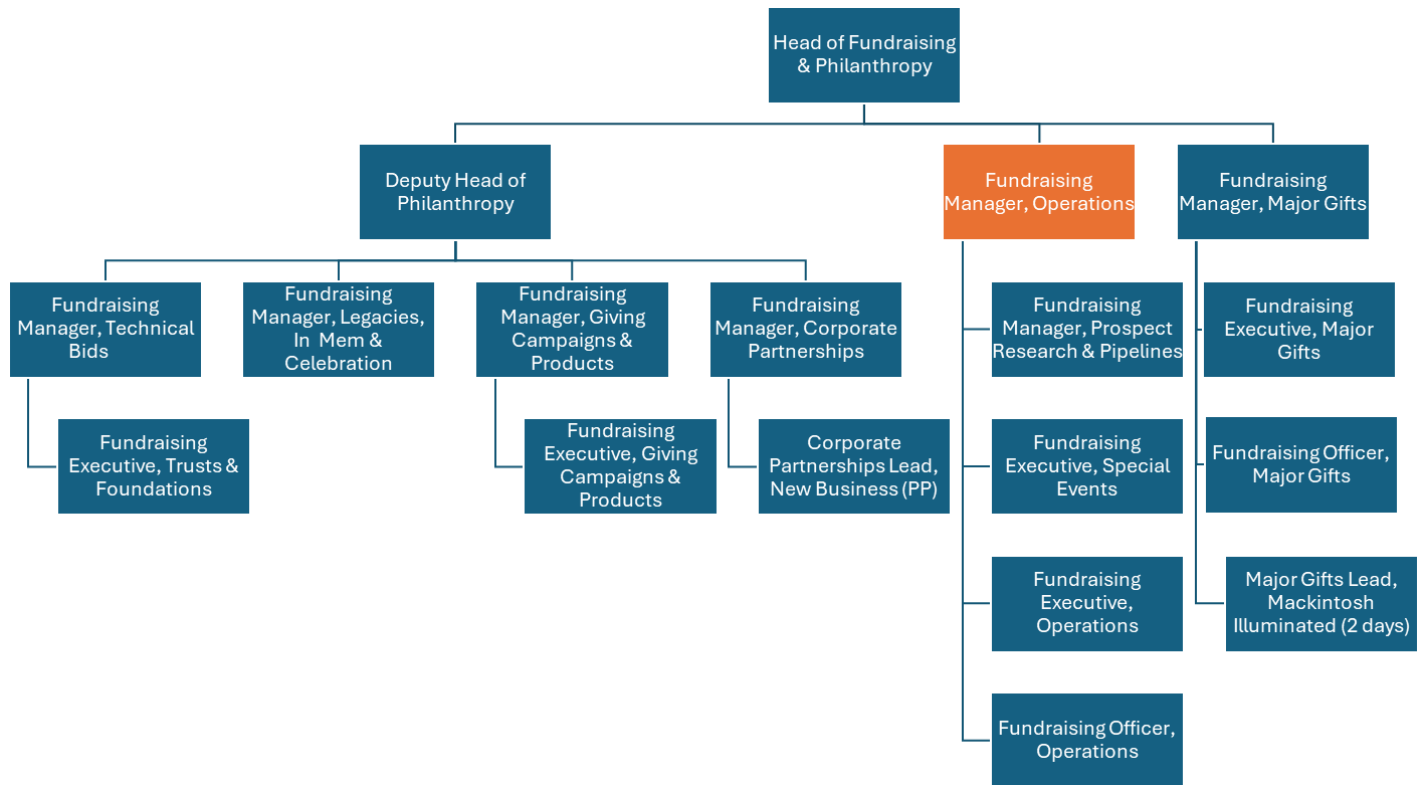
- Lead Fundraising Operations, providing strategic and operational oversight of the systems, data, processes and policies that enable effective and sustainable income generation across the Trust.
- Drive income growth by ensuring best practice in data management, supporter care, compliance and the effective use of digital tools and systems, empowering teams across the organisation to fundraise confidently and successfully.
- Oversee the planning, prioritisation and delivery of a coordinated programme of special events, ensuring high-quality, engaging activity that supports stewardship, cultivation and income generation across major gifts, legacies and individual giving.
- Lead the development and delivery of prospect research and pipeline management, ensuring activity is aligned to organisational priorities and supports income growth across major gifts, trusts and foundations and corporate partnerships.
- Provide leadership of data, insight and budget management within the Fundraising team, identifying trends, risks and opportunities to inform performance and support strategic decision-making.

Finance Management

- Responsible for supporting the team to set and manage budgets, leading reporting and forecasting throughout the year.
- Work closely with the Head of Fundraising & Philanthropy and Deputy Head of Philanthropy to identify risks and opportunities within the portfolio, ensuring informed and responsive financial decision-making.

People Management

- Directly line manage four reports; Fundraising Operations Executive, Fundraising Operations Officer, Special Events Executive and Researcher Prospects & Pipeline.
- Provide leadership across the wider fundraising team, ensuring a co-ordinated and consistent approach to fundraising activity, prioritisation and delivery.
- Build strong relationships with internal and external stakeholders including a wide range of donors and their networks to support and enable fundraising activity.
- Manage relationships with external suppliers and partners to ensure effective delivery of our fundraising programmes and operations.



Tools / equipment / systems

- Microsoft Dynamics
- Excel
- Microsoft Teams
- Zoom
- PowerBI

Example key performance indicators and targets

- Improved coordination and delivery of fundraising support services, evidenced by clear prioritisation, positive internal feedback, and on-time delivery of key activities (e.g. events, reporting, research outputs)
- Measurable improvements in operational efficiency, including reduced processing times, streamlined workflows, and increased capacity for frontline fundraising
- Increased utilisation and effectiveness of fundraising systems, demonstrated through user adoption, data quality improvements, and enhanced reporting capability
- Accurate and timely budgeting, forecasting and reporting, with clear identification of risks and opportunities and regular insight provided to inform decision-making
- Strengthened data quality, compliance and governance, with clear processes in place and no significant audit or regulatory issues
- Delivery of a well-coordinated programme of special events and prospect development activity, contributing to pipeline growth and income targets
- Improved pipeline visibility and progression, with clear tracking of prospects and contribution to income generation across key fundraising areas

The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.