



Scottish Fisheries Museum  
*Boats, fish and folk...*

## **Job Description and Person Specification – Enterprise Officer**

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<b>Post Title:</b>	Enterprise Officer
<b>Terms:</b>	Full-time (37.5 hours/5 days per week), 2-year fixed term
<b>Salary:</b>	£32,000 per annum
<b>Located at:</b>	Scottish Fisheries Museum, St Ayles, Harbourhead, Anstruther, KY10 3AB
<b>Working Pattern:</b>	Anticipated 80% field-based / 20% office-based

### **About the Museum**

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 collections of over 65,000 artefacts, including full size fishing vessels, received 'Recognition of National Significance' status in 2007. The Museum has a small team of paid staff plus significant volunteer support.

The Museum has full Accreditation status as a 'nationally styled' museum and is a major tourist attraction and community hub in the East Neuk of Fife.

The Scottish Fisheries Museum is committed to promoting fair work practices and ensuring a positive working environment for all employees. It is an Accredited Living Wage Employer and has been certified by the Living Wage Foundation.

### **Overview of the Role**

The Enterprise Officer is a critical, new role responsible for driving and diversifying income generation streams for the Scottish Fisheries Museum. The primary objective is to enhance the Museum's financial sustainability by developing strategic commercial and fundraising initiatives, building key partnerships, and increasing membership and sponsorship revenue.

This role reports to the Business Manager and it has an anticipated 80% field-based / 20% office-based working pattern.

The role is funded for two years by the Museums Galleries Scotland *Museum Futures* programme.

### **1. MAIN ACTIVITIES & RESPONSIBILITIES**

#### **A. Fundraising and Development**

- **Database Management:** Review, audit, and strategically revisit existing fundraising and donor databases to identify opportunities for re-engagement and targeted appeals.

- **Initiative Creation:** Support the design, implementation and promotion of a variety of fundraising initiatives, focusing on donations, legacy giving, and other long term income raising streams.
- **Audience Engagement:** Proactively engage and nurture relationships with existing and potential audiences to secure philanthropic support and expand the Museum's donor base.

#### B. Commercial Income and Partnerships

- **Industry Relationships:** Generate and nurture strategic, mutually beneficial relationships across the following key sectors:
  - The Fishing Industry and commercial fishing bodies.
  - The Seafood Supply Chain (from 'sea to plate').
  - Hospitality & Tourism sectors.
  - Museums, Galleries, and other cultural attractions.
- **Sponsorship Acquisition:** Identify, approach, and secure Gallery Sponsorship and other corporate partnership opportunities. This includes writing compelling proposals and managing sponsor contracts.

#### C. Membership and Promotion

- **Membership Sales:** Attend relevant expos, trade shows, and other external events to actively promote and sell both individual and corporate/business museum membership packages.
- **Visitor acquisition:** Promote and generate social, corporate and individual museum visits.
- **Market Analysis:** Monitor and analyse membership trends and pricing structures to ensure competitiveness and maximise conversion rates.

#### D. Administration and Reporting

- Report to the Business Manager on a day-to-day basis
- Manage income generation project timelines and budgets.
- Provide regular, detailed progress reports on all commercial and fundraising activities to the Senior Management team.

#### E. Other Duties

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.

## **2. PERSON SPECIFICATION**

### **2.1. Essential Skills and Experience**

<b>Category</b>	<b>Requirements</b>
<b>Experience</b>	Proven track record (minimum 2 years) in fundraising, business development, sales & marketing, or income generation, preferably within the arts, heritage, or not-for-profit sector.
<b>Networking &amp; Communication</b>	Exceptional interpersonal skills with the ability to build rapport and sustain professional relationships with diverse stakeholders, from industry leaders to philanthropic donors. Excellent written and verbal communication skills, including proposal and report writing.
<b>Commercial Acumen</b>	Experience within a commercial setting and a strong understanding of sales and negotiation techniques.
<b>Project Management</b>	Ability to manage multiple projects simultaneously, meet deadlines, and work effectively under pressure.
<b>IT &amp; Data</b>	Proficiency in using fundraising/CRM databases, Microsoft Office Suite (Word, Excel, PowerPoint), and email communication.
<b>Mobility</b>	<b>Must possess a full, clean driving license and have access to a reliable car for extensive travel to external meetings, events, and fieldwork (expected 80% of time).</b>

### **2.2. Desirable Criteria**

- Demonstrated success in identifying and securing sponsorship, large donations, and/or recurring giving schemes.
- Familiarity with the Scottish fishing industry, seafood supply chain, or the regional tourism market.
- A relevant degree or professional qualification in business, marketing, fundraising, or a related field.

### **2.3. Personal Attributes**

- **Self-Motivated:** Highly proactive and results-oriented with a demonstrable drive to achieve income targets.
- **Strategic Thinker:** Ability to conceptualise and execute a long-term income strategy while managing day-to-day tasks.
- **Professionalism:** High level of professionalism, integrity, and discretion when dealing with sensitive donor and commercial information.
- **Adaptability:** Willingness to travel nationally for events and networking.

## **How to Apply**

Please send your CV and a covering letter outlining how your experience aligns with the essential skills and responsibilities to Michael Donald, Business Manager, Scottish Fisheries Museum (michael@scotfishmuseum.org)

by **5pm** on **Sunday 2<sup>nd</sup> August 2026**.

Selected applicants will be invited for interview on Thursday 20<sup>th</sup> August, time to be confirmed in advance in writing.

The Scottish Fisheries Museum welcomes applications from all sections of the community and is an equal opportunities employer. We hold Real Living Wage accreditation and are happy to discuss flexible working.

The Scottish Fisheries Museum is a charity registered in Scotland (SCO06185)

Updated 18/06/2026