

# Fundraising and Communications Lead Information Pack

This pack contains the following information:

- About Edinburgh Food Project
- Strategic Objectives and Activities
- The Application Process
- Part-time/ Flexible / Remote Working
- Entitlement to work in the UK
- Employee Benefits
- Job Description
- Person Specification

## About Edinburgh Food Project

Edinburgh Food Project is within a period of rapid change as we work towards a future without the need for foodbanks.

### Vision

An Edinburgh without poverty, where everyone has what they need to thrive.

### Mission

To provide food and other everyday essentials, support, and advice, while working with individuals, communities, and partners to address the root causes of poverty.

### Values

#### DIGNITY

- We recognise the importance of the power to choose what, where, when, how, and with whom you eat and how and when you interact with services.
- We involve people with lived experience in our decision-making and provide opportunities to contribute.

#### RESPECT

- We treat individuals as a whole person.
- We listen and are understanding of people's situations and will respect the choices they make.
- We recognise difference and respond in a way that respects people and their protected characteristic or social situation.

#### INTEGRITY

- We conduct ourselves with integrity and ensure our work is of the highest quality.
- We are transparent, accountable for our actions and are committed to learning from experience.

#### POSITIVITY

- We act with unconditional positive regard and always assume the best of people and situations.
- We do not accept the status quo.
- We hold to a belief in a better future and that there is a way to achieve it.

## Strategic Objectives and Activities

### RELIEF

To offer dignified immediate relief to people experiencing poverty

We provide food parcels containing enough for three meals a day for three days together with other everyday essentials e.g. toiletries, household, and pet items to people referred to our seven foodbanks across the city.

We also provide Emergency grants through the Money Advice Service such as fuel, crisis, and clothing grants.

### SUPPORT

To offer support and advice to people experiencing poverty

We aim to support people beyond the initial provision of food and other items. Our Money Advice Service provides a dedicated phone line, outreach support at our foodbank centres, and engages in casework to help people with individual issues including benefit advice and appeals.

We also invite other organisations to provide drop-in support at our foodbank centres, make referrals and signpost to other sources or help, and work with partners on delivering additional community activities.

### CHANGE

To advocate for societal change

We add our voice to campaigns by the Poverty Alliance, Trussell Trust, Joseph Rowntree Foundation and others, share our learning and data, and lead by example as an employer.

We include people with lived experience in everything we do, and safeguard those we work with.

“The foodbank was there when we really needed it, it was an absolute lifeline.”

“I have a passport now and birth certificate. I won my appeal for PIP... A massive thanks to you and EFP.”

“You have made my day today, thanks for being so helpful.”

## Application Process

- Deadline:** Sunday 11 May 2025
- Interview dates:** First Round: Monday 02 June 2025  
Second Round: Monday 09 June 2025
- Interview location:** In person, Edinburgh
- Interview format:** 45-minute interview. Competency-based questions will be sent out to candidates in advance of the interview together with timings and information about the selection panel. There may also be one or two small tasks to complete in advance that will be relevant to the job.
- To apply:** Please read the pack carefully and send your CV of **no more than two sides of A4** to [recruitment@edinburghfoodproject.org](mailto:recruitment@edinburghfoodproject.org) together with a statement of **no more than two side of A4** (12 pt font or higher) telling us how you meet the Person Specification and why you are interested in working at Edinburgh Food Project.

Please also complete our [Equality and Diversity monitoring form](#)

## Part Time/Flexible/Remote Working

We operate hybrid working, with a mixture of working from home and in-person at our offices in Broomhouse and Craigmillar.

Edinburgh Food Project recognises the importance of a healthy work-life balance and encourages flexible working to meet the needs of the post and post-holder. Requests for part-time working, job shares, and adjusted hours will be fairly considered and met where possible.

## Entitlement to work in the UK

Any job offer will be subject to confirmation that you are permitted to work in the UK in accordance with the provisions of the Asylum and Immigration Act 1996. You will be asked to provide evidence of your entitlement to work in the UK if you are successful and an offer of employment is made. Please note that Edinburgh Food Project does not hold a sponsor licence and, therefore, cannot issue certificates of sponsorship under the points-based system.

## Employee Benefits

### Compensation

- We are an accredited Living Wage Employer
- Competitive salary

### Holiday

- 34 days annual leave, which includes 9 bank holidays

### Pension

- We'll automatically enrol you into our pension scheme
- We offer a 4% minimum employer contribution and will match your contribution up to a maximum of 8%
- You'll need to pay at least 4% too, but you can opt to add more for the tax benefits!
- You can opt out if you'd prefer not to have a pension at all

### Business Travel

- 45p per mile paid for business travel

### Learning

- Learning budget for training courses and conferences
- Access to over 200 free courses

### Health and Wellbeing

- Generous paid sick leave for both physical and mental health
- 1 week full pay in your probationary period
- 4 weeks full pay followed by 9 weeks half pay and up to 2 years income protection at half pay
- Access to Edinburgh Bicycle Co-op's Bike to Work Scheme
- Unlimited mental health consultations (for mild to moderate conditions), lifestyle coaching and wellbeing assessments
- Monthly wellbeing hour

### Family

- Maternity pay – 1<sup>st</sup> 16 weeks full pay, 2<sup>nd</sup> 16 weeks half pay
- Paternity pay – 5 weeks full pay
- Paid adoption and shared paternal leave also available

### Death in Service

- 3x your annual salary
- Access for you and eligible family members to financial support, legal support, wellbeing content, and discounts and savings



## Fundraising and Communications Lead

<b>Job title:</b>	Fundraising and Communications Lead
<b>Reporting to:</b>	Chief Executive Officer
<b>Direct Line Reports:</b>	x3: Trusts and Corporate Fundraising Manager, Fundraiser, Comms Officer
<b>Contract Type:</b>	Permanent contract
<b>Hours:</b>	37.5 hours per week
<b>Work Pattern:</b>	Monday-Friday, 9am-5pm
<b>Salary:</b>	£38,647 - £45,893
<b>Location:</b>	New Lairdship Yards, Broomhouse Road, Edinburgh, EH11 3UY

## Job Description

### Purpose of Role:

This is a key role within Edinburgh Food Project's senior leadership team. Reporting to the CEO, the Fundraising Lead will identify, generate and grow charitable income by nurturing existing relationships and engaging new supporters, and maximising all opportunities for support.

The role will require fundraising leadership, direction and expertise in order to support the Edinburgh Food Project over an ambitious period of change and expansion. As a small charitable organisation with ambitions to grow our voluntary income we need an experienced individual to lead our fundraising team and develop all aspects of the fundraising function across Community, Individual Giving, Corporates and Trusts and Foundations.

## Key Responsibilities

- Manage and develop all areas of the fundraising operation to ensure that support is maximised from all income streams
- Development and monitor robust plans and strategies for charitable income growth
- Deliver on all agreed fundraising objectives and financial targets
- Set and manage the fundraising budget, including forecasting and analysis of income and expenditure trends. Ensure expenditure is kept to its most effective minimum.
- Recruit, lead, and effectively manage the fundraising team in accordance with the law as it applies to charities and fundraising, best practice as outlined in the Fundraising Code of Practice and EFP's policies, fostering a strong culture and practice of learning, development and creating a supportive environment.

- Develop and support team members in line with EFP's policies and procedures
- Manage fundraising volunteers as required
- Develop stewardship and engagement programmes that increase lifetime value of current supporters and recruit new supporters, ensuring that they receive timely and high-quality information and feedback that meets their requirements.
- Actively promote and encourage fundraising activity within the community.
- Lead the development of supporter communications and products to effectively engage with all areas of the community across all channels including digital media.
- Set the Communications Strategy for the organisation across all internal and external comms, supported by the Comms Officer.
- Oversee all funding bids and corporate pitches from research to completion and ensure application deadlines and reporting requirements are adhered to and maintain effective relationships with all funders.
- Positively represent EFP and its work through external events and networks and strive to increase awareness of the organisation's work and need for support.
- Work with colleagues to oversee the administration of fundraising activity ensuring that systems for banking, managing donations and holding supporter data support effective fundraising and are carried out in adherence to all legal requirements and good practice relating to data protection and charity fundraising.
- Embed a fundraising culture throughout EFP that maximises all opportunities for engagement and support.
- Ensure compliance with all regulations, specific codes of practice and best practice, and that fundraising policies and procedures are developed or updated as required.
- Undertake any other responsibilities that advance the work of EFP and increase support for the Organisation as required.

## Person Specification

### Essential criteria

1. Excellent voluntary sector fundraising experience. Proven track-record in generating income from different income streams within a UK charity context.
2. Experience of managing or supervising staff
3. Demonstrable experience of developing and managing high quality relationships with individuals, corporates, charitable trusts and foundations
4. Experience of working with CRM systems and databases
5. Strong understanding of the law as it applies to UK charity fundraising and familiarity with the Fundraising Code of Practice

6. Experience of setting budgets, monitoring income and expenditure, and meeting income targets
7. Able to communicate clearly both formally and informally, verbally and in writing
8. Excellent organisational skills, attention to detail and ability to work to deadlines
9. Strong supporter focus and the ability to work well with a wide range of people
10. Proactive, self-motivated and organised – experienced at working independently, managing multiple priorities simultaneously and achieving success within a target driven environment.
11. Excellent IT skills including MS Office and working with databases.
12. A commitment to the mission and values of the Edinburgh Food Project.

### **Desirable Criteria**

13. Professional qualification in Fundraising
14. Working knowledge of the current funding landscape for Scottish charities working in the anti-poverty sector
15. Valid driving licence