**About Lead Scotland**

Lead Scotland is a charity supporting disabled people and carers by providing personalised learning, befriending, advice, and information services. We have projects across Scotland and a national helpline and information service. Our local services are community and home based, one to one or in small groups so that people have the right support to learn and participate. We support people to build a bridge to reach their ambitions of personal development, learning, volunteering, and work. At a national level, we provide information and advice on the full range of post-school learning and training opportunities, as well as influencing and informing policy.

**Lead Scotland Vision**

Our vision is of a fair society where disabled people and carers have an equal opportunity to learn, participate and achieve their potential.

**Lead Scotland Mission**

To influence change and provide personalised learning, befriending, advice and information services.

**Strategic Goals for 2020 to 2023**

* Broaden our range of learning and befriending opportunities
* Enable more disabled people and carers to actively participate within communities
* Extend our local and national coverage
* Strengthen our financial sustainability

**Our values**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| * Equality
 | * Integrity
 | * Openness
 | * Mutual respect
 | * Kindness
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**Context**

Lead Scotland operates in the context of a competitive marketplace for educational delivery services and support for disabled people and carers. The organisation is recognised as a leader in the delivery of non-formal and accredited learning and is active in developing new services and products to retain this position. As a charity and company limited by guarantee in the current financial climate, Lead Scotland must be responsive to opportunity, alive to the financial pressures of the external environment and ready to act quickly and decisively to changes as, or before, they occur. The Learning Coordinator supports the Regional Development Manager North in facilitating engagement with stakeholders to place Lead Scotland at the centre of person-centred education provision in Scotland. This involves working in harmony with funders’ requirements and in line with Lead Scotland’s values and responsibilities.

**About the Engagement and Fundraising Officer role**

Within the scope of responsibilities for this role and the approach described above, applicants should note the following key dimensions:

**Marketing**

Building on the progress made over the last three years, your role will continue to drive a consistency in approach to our online and offline publicity and marketing materials. You can expect to take a lead on visuals and design for marketing projects throughout Scotland at national, regional, and local levels. Your work will include production of information for learners, befriendees, volunteers, funders, sponsors, partners, and supporters. This aspect of your role extends to our online presence including social media, websites, blogs and video presentations of our work.

**Engagement**

You can expect to support the team in driving forward an active engagement with a full range of our stakeholders. You will be involved in supporting activities with groups of learners, befriendees, and volunteers with a view to contributing to national consultations. Alongside our Board’s Engagement and Fundraising Committee, you will play a key role in delivering national and regional engagement events designed to bring together our staff, our learners and our volunteers alongside funders and partners as we deliver our 2020 to 2023 strategy, and beyond. Volunteers are an essential part of our national team, and you will play a part in the initial awareness-raising and engagement process to help ensure that we have the volunteers we require for a range of voluntary opportunities including learning delivery, fundraising, communications and supporting our policy work.

**Fundraising**

Your role plays a vital part in our overall approach to securing the income we need to support the increasing need for our services. Working alongside the Senior Management Team you will support our strategic fundraising activity through effective use of your fundraising network to drive new engagements. You will play a key role in tactical fundraising activity to increase unrestricted income and to source additional restricted funding from a range of small- to medium-value funding opportunities with the aim of adding additional value to individual projects and to support the purchase of relevant learning equipment and materials nationally.

Closing Date: 9:00am Monday 11th July 2022. Shortlisted applicants can expect an online panel interview with questions based on the criteria for the post on Friday 15th July.