

Brief for potential Accredited Consultants

Introduction

Craigmyle Fundraising Consultants is the longest established fundraising consultancy in the UK. Since 1959, Craigmyle consultants have provided services to more than 2,000 clients, across all areas of the not-for-profit sector, many of them returning for assistance on several assignments.

Our Mission: We enable UK charities and not-for-profit organisations to realise their objectives through strategic development and fundraising by providing expertise tailored to each client that draws upon our consultants' hands-on experience of strategy and implementation, collective team knowledge and our 60 + year track record.

Our objectives include building strong, long-lasting donor relationships, achieving financial sustainability and developing fundraising capacity for our clients.

We currently consist of a team of nine consultants. Many consultants are sector specialist, but all consultants operate as general practitioners across all sectors. We operate mainly in the following not-for-profit sectors: Education, Heritage, Arts, Faith, Community, Social Investment, Health & Welfare. Projects range from capital campaigns, revenue fundraising, major gift campaigns, bid writing, legacies, trust research, interim management, training and mentoring communications, activity planning, feasibility studies, strategic development, governance, and business planning.

We are looking to meet new Fundraising and Development talent with the potential to join our team as accredited consultants.

Working with Craigmyle

Craigmyle accredited consultants are independently trading but exclusively under the Craigmyle brand. Marketing and acquisition is centralised through the web site. Assignments and enquiries are distributed amongst the team according to each consultant's expertise, capacity, location and availability. Larger assignments are often taken on by a small team of consultants. Especially at the start, this can be a great learning experience for a new recruit. A percentage of earnings from client work is remitted to Craigmyle as a license fee.

We work in a collaborative manner. Senior consultants provide mentoring and training for new consultants as required. We take this commitment to ongoing learning seriously. The full team meets monthly on Zoom, quarterly in person and our annual residential (usually in September) provides an important opportunity to share learning, and update knowledge. Training sessions can be introduced, as required separately. Last year, Craigmyle introduced a process of annual peer-to-peer reflective practice.

Any new consultants will receive a structured induction programme covering core Craigmyle guiding fundraising principles as well as topic specific training. New recruits will also receive instruction on templates on the sales process (enquiries, proposals, contracts etc), the CRM, invoicing and central marketing plans and guidance/support to plan personal marketing.

We offer a relaxed team atmosphere and the benefit of vastly knowledgeable and experienced colleagues who are happy to share advice and support your professional development.

Skills

The UK fundraising landscape is a dynamic place which has undergone significant changes in the past decades. Whilst social media appears to facilitate communication in the field of Individual Giving, at the same time it places greater demands on stewardship, cultivation and data and relationship management. Trusts, foundations, statutory and institutional funders are increasingly pursuing a social agenda where the applicant charity becomes the delivery mechanism through which the solution to a social problem is achieved. As part of that, fundraisers are facing ever increasing demands on meeting inclusion, community engagement, participation and learning targets, whilst KPIs outcomes and impacts need to be measured, monitored and evaluated.

We realise that candidates may not be able to demonstrate extensive knowledge and relevant experience in all of the areas mentioned here, but we are keen to talk to people who can demonstrate some, or several of the following skills and experience:

- A background and a few years working experience in charity fundraising is essential.
- Experience of working in one of the following sectors: Education, Heritage, Performing Arts, Faith, Community, Social Investment, Health & Welfare, Environment.
- Experience in strategic development and delivery of a major giving philanthropy or trusts and foundations, capital campaign, development/ business plan and risk assessment.
- Experience with bid writing to trusts and foundations, statutory (Arts Council), institutional (Lottery), local authority or Central Government (Levelling Up) bodies.
- Familiarity with producing feasibility studies and fundraising audits
- A command of issues relating to charitable giving and taxation benefits.
- Specialist knowledge and experience in delivering community engagement, diversity & inclusion, learning & participation and/or activity planning programmes.
- Knowledge of Charity Governance, Trustee recruitment.
- Experience of measuring outcomes, impact monitoring and evaluation
- Specialist knowledge of digital marketing/fundraising and social media

Person specification

- A pro-active attitude and willingness to learn
- A network of contacts in any of the above sectors would be an advantage
- Client-focussed and results driven
- A natural communicator with excellent presentation skills
- Can work in a team or individually as required
- Ability to generate own leads
- Means to work from home
- Subscribes to the Craigmyle ethos, methodology and code of practice [link].
- The ability to think creatively.

Process

If any of the above appeals to you, or if you are interested in an informal exploratory chat, please do get in touch by phoning 07914 340325 or email christine@craigmyle.org.uk

We are particularly interested in speaking to candidates from the South West, the Midlands and the North, including Scotland. Candidates from ethnic or other minority backgrounds are particularly encouraged to get in touch.