

RECRUITMENT PACK

Individual Giving Lead



SU Scotland

Scripture Union Scotland is registered in Scotland as a charity (no. SCO11222)
and as a company limited by guarantee (no. SC54297).

New Olympia House, 13 Olympia Street, Glasgow, G40 3TA.
suscotland.org.uk | 0141 332 1162



Recruitment Pack

Individual Giving Lead

January 2026

Hello.

Thank you for taking the time to check out this new Fundraising opportunity with SU Scotland.

Our shared vision is to see every child and young people in Scotland exploring the Bible and responding to the significance of Jesus.

We're probably best known for our work in schools, with churches and in SU centres. not to mention our dynamic programme of holidays and camps for children in P5 through to S6 where we say to every child and young person, "You belong here."

As part of the Fundraising Team, the Individual Giving Lead will will be responsible for developing and delivering SU Scotland's supporter acquisition, retention and stewardship campaigns with a focus on growing income, reach and engagement across a range of Individual Giving fundraising campaigns.

Please enjoy reading through the enclosed recruitment pack and if you have questions about the role prior to applying, just shout.

Meantime, be assured of our prayers for you and others giving serious consideration to whether this could be the right thing for you.

If you enjoy using your gifts and experience in fundraising, and feel called to be part of this vision, we'd love to hear from you.



Robin MacLellan, CEO
robin.maclellan@suscotland.org.uk



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ABOUT SU SCOTLAND

Scripture Union Scotland is part of the worldwide family of Scripture Union movements that began in the nineteenth century and now operate in over 130 countries across the world.

We are a Christian charity working in partnership with local churches and other sympathetic organisations. More than 2,500 volunteers are involved in helping to run our activities, together with around 140 staff and associate workers.

- Our SU Holidays and weekends are the place to be for high energy activities, music, crafts, friends, fun, camping and a whole lot more with Magnitude. Festival adding a dynamic new dimension to the mix.
- Our residential centres are places of adventure, escape, discovery and hope, hosting thousands of school pupils on residential breaks each year.
- We work in schools throughout the academic year. SU workers and volunteers contribute to the curriculum in many of Scotland's schools.
- Our discipleship programme helps young people to grow, learn, explore and develop leadership skills.



OUR VISION VALUES

Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

Everything we do is governed by two core values: dependence on God and deepening relationships.

We love to see children and young people:

- **Feeling valued and accepted in every encounter with SU Scotland** being able to express their views, engage with others, and grow in confidence as they recognise and develop their abilities.
- **Exploring the key stories and events from the Bible**, reading and studying the Bible on their own and with others, and growing in their understanding of God and what it means to follow him.
- **Having opportunities to learn about Jesus.** Making the decision to follow Jesus, and having the confidence to reflect this in their choices, attitudes and actions.





OUR STRATEGY 2024+

VISION

Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

VALUES

Everything we do is governed by our core values of Dependence on God and Deepening Relationships

OUTCOMES

we seek for children and young people

Discover

Discover God's love for them
Encounter God's goodness through the service of his people
Explore God's world

Explore

Explore and understand the Christian faith
Read the Bible and understand its big story

Respond

Space to reflect and make a response to the Gospel
Children and young people coming to faith

Flourish

Confidence in living for Jesus and sharing faith
Grow as a disciple and young leader
Help disciple others

ANCHORS

As we work we will do so with:

Bibles open – Prayer central – Ministry at the Margins prioritised – Volunteers first – Disciples making disciples – Serving churches – Residential transforming lives

JOB OVERVIEW

Job Title: Individual Giving Lead

Salary: £28,988 – £31,210 per annum, dependent upon experience, plus generous employer pension contributions and other benefits

Location: Hybrid: Nearest SU Scotland office/home, and role related attendance throughout Scotland

Contract: Full-time, 37.5 hours per week; permanent

Managed By: Head of Fundraising (this may change, dependent upon future organisational structure)

Key Relationships: **Internal:** Fundraising team, Creative team, Leadership Team, Finance, Regional Team Leaders and staff, Centre Directors, new and existing staff who need support raising coaching

External: Suppliers and agencies for design, copywriting, print and fulfilment, churches and church leaders, supporters, volunteers





TASKS & RESPONSIBILITIES

Strategic Planning

- In conjunction with the Head of Fundraising continue to develop the individual giving strategy, with a focus on recruiting new regular donors and inspiring the next generation of donors.
- Research and develop business cases for testing new activities to generate increased donations and recruit new individual donors, showing expected returns on financial and non-financial KPIs.
- Identify resource requirements.

Data and Processes

- Manage the improvement and implementation of processes including thanking, data, income coding, and donor record maintenance on the CRM.
- Provide expertise and guidance on all matters relating to gift aid, including maximising income and work closely with the finance team to ensure gift aid declarations are accurately made and stored.

Reporting and Evaluation

- Set up and complete regular reporting, analysing results against KPIs and budgets and making changes as necessary to optimise long-term ROI.
- Facilitate post-campaign reviews, collating internal and external stakeholder feedback to inform improvements for future campaigns.
- Analyse supporter insights to help inform and optimise audience targeting and identify improvements for supporter engagement.

Campaign Planning and Delivery

- In conjunction with relevant SU Scotland team members, coordinate SU Scotland's existing and new fundraising programmes in individual giving in order to maximise returns from existing donor base, achieving the annual targets agreed for all areas of individual giving.
- Oversee management of suppliers and agencies for design, copywriting, print and fulfilment, ensuring they meet agreed standards and deadlines and provide best value for the campaigns.
- Oversee the production of individual giving collateral and ensure all content is in the correct tone of voice and of a high standard.
- Use data insight and analysis to inform campaigns and report on effectiveness and return on investment (ROI).

Donor Care and Stewardship

- Working with the Head of Fundraising, develop donor journeys that are based on data and supporter insight, adopting a test-and-learn approach and optimising communications that increase income and supporter loyalty, and build relationships with cold and warm leads.
- Provide guidance and coaching to staff members to assist their 'ministry partner development' in which they are asked to develop personal networks to support SU Scotland's ministry.

TASKS & RESPONSIBILITIES

Ministry Partner Development

Each member of the SU Scotland staff team is involved in ministry partner development. Action plans may include:

- personal approaches to potential donors and prayer supporters to invite them to partner in your ministry
- regularly updating your action plan and keeping track of tasks undertaken
- regular communication with existing prayer and financial supporters to ensure they are well-informed and their contribution appreciated
- promoting volunteer opportunities

OTHER REQUIREMENTS

In common with all SU Scotland staff members:

- Further the aims and activities of Scripture Union Scotland
- Undertaking professional development through active participation in annual work appraisals, supervision and internal or external training as required or individually identified.
- Attendance and full involvement at the annual staff residential conference and other staff days as they arise, taking part in planning and/or delivering activities/sessions as required.
- Taking part in other Scripture Union activities where appropriate.
- Demonstrating commitment to the SU Scotland ethos, vision, values and work practices, and the wider ministry of SU in Scotland and beyond.
- The above list is intended to give an indication of the range of duties for the role. Other tasks/responsibilities, appropriate to the remit, will be expected as required.

Occupational Requirement

An Occupational Requirement applies in terms of the Equality Act (part 1, schedule 9)

This post requires the occupant to have a personal faith in Jesus Christ as Saviour and Lord and to believe the Bible to be fully trustworthy in all that it affirms, and the highest authority for faith and life in keeping with SU Scotland's statement of faith. These principles require to be applied alongside the professional skills required in this role.



PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
Character		
A practising Christian whose lifestyle is in keeping with SU Scotland's ethos and statement of faith. Must enjoy the confidence of their church	✓	
Able to act as a role model for depending upon and trusting in God's provision	✓	
Passionate about sharing the gospel, particularly with children and young people	✓	
Competence and Experience		
Degree level or equivalent		✓
Previous experience in fundraising, ideally across a number of individual giving channels	✓	
Experience of delivering effective multi-channel fundraising campaigns, and knowledge of techniques for driving acquisition and retention		✓
Experience of developing and implementing an individual giving strategy		✓
Knowledge of charity law and fundraising regulations, including GDPR and Gift Aid	✓	
Membership of the Chartered Institute of Fundraising		✓
Experience of coordinating projects at all stages (planning, delivery, evaluation) and that involve multiple internal and external stakeholders	✓	
Ability to use data insight and analysis to inform campaigns and report on effectiveness and return on investment	✓	
Ability to think creatively and innovatively around fundraising campaigns and supporter communications and stewardship that increase income and engagement.	✓	
Evidence of strong commitment to personal/professional development	✓	
Excellent numeracy, literacy and computer skills	✓	
Chemistry		
Ability to build strong and positive relationships and networks both internally and externally		✓
A natural communicator with strong written and verbal presentation skills		✓
Other		
Own transport and a full current driving licence	✓	
Able to demonstrate awareness of SU Scotland's ministry and activities		✓



TERMS & CONDITIONS

HOURS

The post is full time, working 37.5 hours per week

PROBATIONARY PERIOD

The first three months of your employment will be probationary. Your performance will be reviewed throughout this period. If your performance is satisfactory at the end of this period, your appointment will be confirmed. The employer reserves the right to extend your probationary period.

TERMINATION OF EMPLOYMENT

During the probationary period the notice required to be given either by you or Scripture Union Scotland to terminate your employment is one week. Except during the probationary period, the length of notice which you are obliged to give the company to terminate your employment is twelve weeks. Except during the probationary period, the length of notice which you are entitled to receive from the employer to terminate your employment is four weeks until you have been continuously employed for five years. Thereafter, you will be entitled to one further week's notice for each completed year of service up to a maximum of twelve weeks. Your employment may be terminated summarily in the event of a breach of contract by you that warrants summary dismissal.

SALARY

£28,988 – £31,210 per annum, dependent upon experience. You will be paid in arrears on a monthly basis, on or before the 28th of each month.

PENSION ARRANGEMENTS

SU Scotland operates a Group Personal Pension Scheme for employees over 18 and under 75 years of age. An employer's contribution of between 5% and 9% of total pensionable salary will be paid (the actual amount depending on your level of employee's contribution.)

LIFE INSURANCE COVER

Life insurance cover of three times your annual salary is provided, with the premium being paid for by SU Scotland.

HOLIDAYS

The holiday year runs from 1 April to 31 March. Annual leave entitlement for a full-time post is 33 days paid holiday (this amount is inclusive of entitlement to local and national holidays). Annual leave entitlement for part-time and fixed term staff is pro-rata. Annual leave entitlement will increase with length of service.



NEXT STEPS

If you feel this role is something that God may be calling you to apply for:

- For general questions about the role, please email jennifer.babb@suscotland.org.uk
- Follow this link to apply:
<https://suscotland.bamboohr.com/careers/94>
- Submit your completed application form through the Bamboo application portal by 4pm, 28 January 2026.
- Interview will take place on 4 February 2026

THANKS FOR YOUR INTEREST!



SU Scotland

@suscotland    

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Scripture Union Scotland is registered with the Information Commissioner's Office under registration reference ZA356097.
SU Scotland subscribes to the United Nations Convention on the Rights of the Child, as reflected in UK law.