Job Description and Person Specification

Marketing and Fundraising Manager

Employer: Tiny Changes
Role: Marketing and Fundraising Manager
Reports to: CEO
Location: Edinburgh (or nearby) with a balance between remote work and at times travelling to our Edinburgh work space
Salary: £40,000
Contract Length: Fixed term 12 months
Hours: 35 hours per week, Monday - Friday, with the specific days and timings on a flexible basis as agreed with your line manager
Benefits: NEST ethical pension with employer contribution, 31 days annual leave, family friendly leave policies, occupational sick pay, and an individual staff wellbeing budget
Travel and Location: This role will require coworking in Edinburgh and may require travel within Scotland. Any travel expected to fulfil the requirements of this role, with the exception of commuting to our co-working space, will be paid for by the charity.
Application deadline: 11pm on Sunday 22 November 2026
Interview: Interviews are expected to be held between 2-4 December 2026
Start date: ASAP

About Us

Tiny Changes is Scotland's first national young people's mental health charity. We co-produce and run projects with young leaders that **help young minds feel better.** The charity was set up originally by the family of Frightened Rabbit frontman Scott Hutchison, who took his own life in 2018. Tiny Changes is now run by a small, diverse team of staff and volunteers, each with their own story and personal connection to this important cause.

We believe that Scotland's young people deserve great mental health, and we believe in their insight and innovation to make this possible. We exist to nurture the talent of young people to find solutions that work for them.

The Tiny Changes Team is currently made up of one full time employee, with support from one consultant and several volunteers, including a Board of trustees. You can read more about the team on our website. While we have lines of accountability, we also aim to have a structure where everyone supports each other in different ways. We're working hard to secure grants and other income, to fund programmes staff to deliver more youth-led mental health projects. This vacancy is a critical role in that fundraising, and the charity's future.

About You

You understand the power of language: written, spoken, unspoken and visual. You know which levers to pull to raise money for charity from social media and other communications. You understand the importance of regular, predictable donations for a small charity, and how to create a memorable supporter journey so that a donor comes back to donate or run a marathon for one charity, again and again. You're an artist in your field; making communications look good is as important to you as the call to action.

You agree that storytelling has a crucial role to play in improving mental health, sharing ideas and solutions, raising money, changing opinions and making the world a better place. You're passionate about young people's mental health, justice, equality and global issues. You care about who can speak and who is too often absent or silenced.

You know that one Instagram post or TikTok video won't change a charity overnight, but you can see where each piece of content you publish fits into a bigger plan. You know how to get a clear message across to the right people, and how many times to repeat it to them. You know how to build wholesome relationships online - motivating a core group of people, gaining their financial support and loyalty, rather than shouting into the void. You're not afraid to test out new ideas and - when something isn't working - you're ready to change direction calmly and confidently.

Ultimately, you read this vacancy and it makes you feel excited about the year ahead because you love marketing, storytelling and fundraising, and would love to do something transformative for Tiny Changes and young people's mental health.

Job Summary

We're seeking a Marketing and Fundraising Manager to support our mission to help young minds feel better. This job is a mix of marketing and communications; all leading towards the same goal to increase our immediate and longer term income. There are no other communications staff or designers on the team, so we're looking for an 'all rounder' with a strategic mind and the skills to deliver.

Key Role Responsibilities
Increase the charity's monthly and regular income through strategic, digital marketing This involves using pre-set income targets, supporter data and evidence-based methods to develop and deliver an audience-led Marketing and Fundraising Plan that improves our monthly and annual donations and sales income. The new plan will contain realistic donation and sales targets for one person (this role) and clearly show which methods and tools will be used to get there, and how to amend the plan if it's not working.
Deliver great audience engagement and convert it into income This is the "day-to-day-job": deliver a new audience-led Marketing and Fundraising Plan. Example tasks include maintaining a comms schedule, digital storytelling and content creation via social media and Mailchimp, keeping our Wordpress website up-to-date, using Canva brand kit to design graphics and videos, writing copy, scheduling and publishing. Successful delivery of the new audience-led Marketing and Fundraising Plan will (a) convert followers, likes and historic donations into new donations and sales and (b) build reputation and trust.

Donor stewardship online and, sometimes, in person This involves building relationships with Tiny Changes' community of fundraisers and donors, through engaging and hopeful digital content and correspondence that helps them feel close to the charity and increases regular and one-off donations. Some days, this might look like attending a fundraising sport or music event, to meet the donor and capture content to share their story and inspire other fundraisers. We expect stewardship to be tiered, segmenting and equally valuing different types of general, mid-level and major donors under the audience-led Marketing and Fundraising Plan.
Help young minds feel better through digital communications This includes light research and creating digital content that highlights children and young people's mental health and rights, to raise the visibility of these issues and raise the profile of the charity. This is not clinical advice on mental health, but honest, brave, kind and hopeful wellbeing messaging and evidenced updates that align with our brand and work. This might include organising young-user-generated content, or building online relationships with other charities aligned to our mission to share their research findings or to signpost services, for example.
Key Outcomes
• Audience-led Marketing and Fundraising Plan developed and delivered • Quarterly and annual fundraising targets are met or exceeded • Tiered stewardship has been tried and tested • Supporters feel valued and respected, and donate again • New donors and funders are attracted to the charity • Young people can see Tiny Changes is championing their mental health and rights • The Code of Fundraising Practice and internal ethical fundraising policy are adhered to

This job description is not contractual and acts as a guide for applicants. It may be amended at any time during employment, in consultation with the role holder.

Requirements

You will uphold and represent Tiny Changes purpose, vision, values and mission in a personal and professional capacity. You have genuine commitment and enthusiasm to progress the work of Tiny Changes, our strategic plan and goals (recently extended to the end of 2027.)

Our Charity Objectives

- raise awareness about children and young people's mental health issues
- advance understanding of the root causes of mental ill health and support innovation in the design and delivery of mental health services to children and young people
- support and promote initiatives that provide help to children and young people impacted by mental health problems, their families, and carers
- provide a voice to children and young people who have been affected by mental health issues to influence mental health policy and practice

We are looking for someone with the following **essential** skills and experience
✓ Shares our vision and values - we are Hopeful, Brave, Honest and Kind ✓ Has a proven excellent track-record in generating and increasing income from regular and/or one off donations ✓ Is an excellent writer and editor, with the ability to proof read their own work ✓ Has experience managing an organisation's social media accounts ✓ Has strong attention to detail and sound editorial judgement ✓ Is comfortable juggling multiple requests and prioritising work under an agreed plan ✓ Has recent professional experience of making graphics, videos and mailings in Canva, CapCut and Mailchimp (or experience of similar tools) ✓ Has recent experience of using a CRM and/or supporter data for fundraising purposes ✓ Has recent experience of managing a Wordpress website ✓ Has an interest in children and young people's mental health, human rights and social justice ✓ Feels safe, knows how to hold professional boundaries, and when to ask for extra support around stories and disclosures of suicide, other mental illness and related deaths and in memory donations ✓ Is values-led, clued up on equalities, and thinks outside of the box when it comes to traditional narratives ✓ Thrives working without a marketing and communications team behind them, i.e. is self-motivated and organised
The following experience and skills are **desired** but not essential
✓ Member of the Chartered Institute of Fundraising ✓ Has experience of developing and implementing tiered supporter journeys for general, mid-level and major donors, e.g. digital, postal, in person, tailored stewardship ✓ Has professional experience of Beacon CRM ✓ Has a proven track-record in generating income from online sales, and experience of using WooCommerce ✓ Has experience of securing five and six figure donations or fundraising totals from individual donors ✓ Has experience of processing in memory (legacy) donations and related communications ✓ Broad knowledge of young people's mental health and services in Scotland ✓ Has coordinated user-generated content and/or managed digital marketing volunteers

How to apply

Please send us:

- A short CV (no more than two pages);
- A short letter telling us why you'd like this role and why you're suited for it (no more than one page);
- Two examples of your work that showcase what you do best

Please email attachments to: aleks@tinychanges.com with the subject line ‘Marketing and Fundraising Manager 2026’.

We will acknowledge all applications that we receive, but will not be able to provide feedback on applications that are not shortlisted. Thank you for taking the time to apply; we’re looking forward to learning more about your work.
Note: For this application and the execution of this role, we ask that you write without the support of AI. We want to find a human way to connect with each other and with our community. We should be able to hear your authentic voice in your application and through your work.

If you have any questions, or if you are a job seeker with a disability and would like someone to contact you about individualised application or interview support please contact aleks@tinychanges.com