


Job Description		 GEORGE WATSON'S — COLLEGE —
Job Title:	Senior Philanthropy Officer Grade 4 Salary £41,838	
Department:	Development Office (Fundraising & Alumni Relations)	
Business Unit:	Professional Services	
Line Manager:	Head of Development	
Location and Hours:	Office based with flexibility, 36.25 hrs per week (FT)	
Closing date:	Sunday 26 July 2026, 11:59pm	
Interview Date:	Wednesday 5 th August 2026, George Watson's College, Edinburgh	
<p>Job Purpose: Lead the school's individual giving and legacy fundraising initiatives, and support major programmes and campaigns. Develop strong relationships with donors and our alumni community to grow philanthropic income and long-term engagement.</p>		
<p>This is an exciting new opportunity to join the Development Team at George Watson's College as a Senior Philanthropy Officer.</p> <p>For more than 280 years, George Watson's College has been a place where ambition is nurtured, potential is realised and a strong sense of belonging unites generations of pupils, families, staff and friends. As we look to the future, we are embarking on an ambitious programme to expand opportunities, enhance facilities and ensure that every young person can thrive. Fulfilling our purpose <i>to be the making of every child</i>.</p> <p>The Senior Philanthropy Officer will play a central role in this vision - helping build and deepen relationships with our community of Former and Current pupils, parents, staff and supporters. The role will inspire transformational giving and securing the resources that will shape our next chapter, particularly linked to Foundation Places, Enrichment support and capital projects.</p> <p>This is a unique opportunity to combine strategic fundraising and stewardship expertise with a genuine passion for education, making a lasting difference to the lives of our pupils and the community we serve. Reporting to the Head of Development, the Senior Philanthropy Officer will focus on the delivery and growth of George Watson's College's individual giving activities, including annual appeals (Foundation Places), capital appeals, giving days, Patron Programmes and the Legacy Programme.</p> <p>We are seeking an experienced, creative, data driven fundraiser who enjoys managing campaigns end-to-end and is passionate about delivering an excellent support experience. The role holder will be shaping a culture of regular giving and strengthening our broader supporter</p>		

journeys, and your work will directly influence the scale and scope of what we can achieve together.

For more information and to discuss the role please contact R.Bruce@gwc.org.uk.

We look forward to hearing from you.

Main Responsibilities:

1	<p>Individual Giving</p> <ul style="list-style-type: none"> • Lead the planning, execution and optimisation of individual giving efforts to build year-on-year growth. Manage campaign setup, timelines, assets, and donor experience. • Monitor performance and analyse results to drive continuous improvement in participation, engagement, and revenue. • Collaborate with Admissions and Marketing, and other internal teams, to source and develop compelling content. • Along with the Head of Development, manage a fundraising communications calendar and play a leading role in content creation. • Collaborate with the Admissions and Marketing team to ensure website content, landing pages, and donation pages support digital giving goals. • Execute fundraising strategies in partnership with the Head of Development. • Build, segment, code, and deploy digital communications to support giving campaigns and organisational priorities. • Manage a portfolio of donors linked to specific programmes and campaigns. 	30%
2	<p>Legacies</p> <ul style="list-style-type: none"> • Plan and deliver multi-channel legacy marketing campaigns (print, digital, events) • Build and maintain relationships with legacy pledgers and prospects • Deliver high-quality, sensitive stewardship to recognise and retain legacy supporters • Organise events and communications to engage legacy supporters • Produce compelling and sensitive legacy messaging and materials 	30%
3	<p>Campaign/Programmes</p> <ul style="list-style-type: none"> • Lead the Individual Giving workflows for all campaigns (including annual and capital) and engagement programmes as agreed with Head of Development • Manage and grow the donor engagement programme offering across key priority areas aligned to our strategy, including Sport and the 	30%

	<p>Creative and Performing Arts. To include recruitment, retention and upgrades.</p> <ul style="list-style-type: none"> • Develop a clear donor journey, including benefits, communications, and recognition • Monitor performance against income targets and KPIs, and prepare regular reports and dashboards to demonstrate performance • Work in collaboration with Heads of Subject Areas of donor engagement programmes to monitor and administer funds for maximum impact 	
4	<p>Foundation Places and Enrichment Fund</p> <ul style="list-style-type: none"> • Support impact reporting and administration of discrete aspects of our widening access programmes. • Manage application process to the Enrichment Fund, including managing enquiries, disbursements and liaison with Finance. • Any other duties related to these programmes as directed by senior staff. 	10 %
<p>Key Contacts and Working Relationships:</p>		
<ul style="list-style-type: none"> • Build and maintain highly professional, discreet and effective relationships with a wide range of internal and external individuals and stakeholder groups, including senior staff, donors, high-value prospects, Watsonians (former pupil, staff, and current parents) demonstrating exceptional tact, diplomacy and judgement in support of School strategies. • Build and maintain effective relationships with a wide range of internal and external individuals and stakeholder groups, including; staff (professional services and teaching), donors and prospects and Watsonians (former pupils and staff, current parents) to support the delivery of department and School strategies, • Member of relevant School project groups, such as Estates planning and Communications • Work closely with the Principal, Principal’s EA, Heads of the Junior and Senior Schools, their PAs, Catering, Cleaning, Reception, Janitorial and Health and Safety Staff • Build networks with external suppliers to ensure value for money and ‘best service’ for school needs. • Operate as an ambassador for the school in a range of external professional networks including IDPE, CASE, and CIOF. 		
<p>Planning and Organising:</p>		
<ul style="list-style-type: none"> • Monitor and evaluate fundraising performance against agreed KPIs, producing regular reports, forecasts and recommendations for the Director of Development on a monthly and quarterly basis. 		

- Work collaboratively with colleagues across Development, Admissions, Marketing and Senior Leadership to plan integrated engagement and communication activity.
- Identify opportunities to improve processes, donor journeys and operational efficiency within the Individual Giving programme.
- Manage budgets relating to appeals, events and donor engagement activity, ensuring effective and accountable use of resources.
- Support the planning and execution of high-profile cultivation and stewardship events, including logistics, guest management and follow-up activity.
- Anticipate competing priorities and adapt plans accordingly to respond to changing organisational needs and donor opportunities.

Problem Solving and Decision Making:

- Often working independently, use initiative and sound judgement to resolve fundraising and donor engagement challenges effectively and ensure high standards of donor experience.
- Analyse donor and campaign data to inform decisions and improve fundraising performance and increase income and levels of engagement in line with annual targets.
- Prioritise opportunities and make recommendations to maximise philanthropic support.
- Respond flexibly to changing priorities and adapt plans accordingly, ensuring that income is maximised for remit and meets targets for specific income streams on an annual basis.
- Handle sensitive and confidential information with discretion and professionalism.
- Working in collaboration with the Head of Development, identify and implement improvements to fundraising processes and donor experience.
- Monitor performance of income streams against set KPIs on a monthly, quarterly and annual basis, and make decisions to impact outcomes based on data.

Resources and Requirements:

- Manage appeal budget to ensure targets are met and efficient use of resources.
- Work closely with colleagues across the Development Office to influence and coordinate individual giving activities, providing senior guidance and delegating responsibilities as appropriate to ensure effective delivery.
- Maintain accurate donor records and reporting systems using the School's CRM (Raisers Edge).
- Use time and resources efficiently to manage multiple projects and competing priorities.
- Ensure all fundraising activity complies with relevant legislation, data protection requirements and School policies.
- Support the effective use of donor information, communications and stewardship materials to maximise engagement and income generation.

Knowledge, Skills and Experience:

Essential:

- Relevant degree, professional qualification or equivalent professional experience

- Demonstrable experience in Individual Giving, Direct Marketing or Legacy fundraising, with an annual income return of 6+ figures
- Proven track record of delivering successful multi-channel campaigns
- Strong understanding of supporter journeys, acquisition and retention
- Skilled in data analysis, performance tracking and forecasting
- Proficiency with graphic design tools, experience with Canva would be an advantage.
- Demonstrable experience with Raisers Edge, or similar CRM system
- Ability to manage complex projects and programmes and deliver to set KPI and timelines
- Excellent written and verbal communication skills.
- Experience with content writing, brand voice, and digital fundraising best practices.
- Ability to build and foster relationships across business functions.
- Understanding of charity law, GDPR and best practices in fundraising
- Commitment to high level of professional standards
- Genuine appreciation of George Watson's College's mission and the ability to communicate it

Desirable:

- Fundraising or marketing qualification such as CIOF accreditation or CIM qualifications.
- Event management experience
- Experience of working in the education or charity sectors
- Understanding of the Independent School sector