

## Fundraising Intern

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**This internship is part of the Find a Solution programme which brings together current students and local Third Sector organisations to tackle issues of strategic importance through projects that will have a lasting impact. Funding for this opportunity is being provided by the Glasgow Riverside Innovation District (GRID).**

**The role will be for a total of 160 hours, to be worked flexibly between June and September (to be discussed with successful candidate). The role is open to 2nd- to 5th-year undergraduates and PGT students from the College of Social Sciences.**

### About us

The Glasgow North West Citizens Advice Bureau (GNWCAB) is a local, independent charity which provides free, impartial and confidential advice and information to people in the North West of Glasgow. We offer advice and support on a range of issues including but not limited to: finance, welfare, debt, housing, employment, energy and immigration. Our mission is to end poverty and inequality in our communities by ensuring people from all backgrounds are empowered through access to holistic advice and support that positively impacts their lives.

### The role

As a result of a recent policy change, we are now able to diversify our funding streams and consider individual giving, corporate partnerships and legacy/major giving as part of our fundraising strategy. The project will focus on individual giving specifically and how GNWCAB can be creative with it to maximise our unrestricted income. At GNWCAB, we are looking for an intern to support our Business Development Manager in creating and developing a new individual giving fundraising strategy. This project offers a unique opportunity for a student to make a direct impact to a charity that changes lives in the community. Prior to the policy change, GNWCAB relied on income from trusts and grant funding. The current trust and grant funding climate is becoming increasingly challenging with less funders available, funding pots significantly reducing and bids becoming extremely competitive. This has fueled the need to diversify our fundraising strategy. This internship provides a unique opportunity to shape our high level fundraising strategy and truly make a difference.

**Main duties & responsibilities:**

- Help to create a new individual giving fundraising strategy for GNWCAB
- Create a short term, medium and long-term plan to accompany the fundraising strategy
- Develop a marketing campaign to assist the launch of the new fundraising strategy
- Create marketing campaigns for specific individual giving areas. For example, a Christmas giving campaign
- Promote GNWCAB in the local community
- Help GNWCAB to overcome image barriers in the community and promote that we are an independent charity to help foster charitable messaging in relation to individual giving

**What makes this internship stand out? (training, benefits etc)**

This placement is a unique opportunity to undertake a brand-new project and be involved from its development phase to launch phase. The internship provides direct experience in developing a high-level strategy to transform GNWCAB's funding model to enhance sustainability and longevity of the charity. GNWCAB are part of the Citizens Advice Scotland network therefore there is opportunity to share knowledge and development at a local and national level.

**Length of Internship (in weeks)**

Flexible

**Starting month**

June

**Paid or voluntary**

Paid

**Is the internship part-time or full-time?**

Part-time

**For part-time roles, how many hours will the student work per week?**

Flexible

**Required Year Group**

Undergraduate 2nd year

Undergraduate 3rd year

Undergraduate 4th year

Undergraduate 5th year

Postgraduate taught

**Targeted College**

College of Social Sciences

**Required Degree Discipline**

Preferably Business but will consider applications from other areas with relevant experience

**The essential criteria for the role are**

E1. Excellent communication skills

E2. Work well in a team and be self-motivated

E3. Understanding of how to create an effective marketing campaign

E4. Knowledge of social platforms and how to engage with potential donors. For example, Instagram and TikTok

E5. Enthusiastic and keen to make a difference

E6. An interest in improving the lives and welfare of people living in Northwest Glasgow