

# Merry-go-round Glasgow

## Head of Funding and Engagement

Feb 2026



<b>Salary</b>	£31,941 per annum
<b>Hours of work</b>	37.5 hours per week across 5 days Monday to Sunday
<b>Duration</b>	Permanent
<b>Location:</b>	Merry-go-round Shop, Merry-go-round Hub (Shawlands) and any future bases.
<b>Reporting to:</b>	The board of Directors
<b>Benefits:</b>	Merry-go-round offers a contributory pension scheme, a company sick pay scheme, rewards and discounts platform, employee assistant programme, free silent disco equipment hire, 4 additional public holidays and a day off for your birthday.

### ABOUT US

Merry-go-round Glasgow is an award winning social enterprise and charity in the Southside of Glasgow. We support local families with high quality, low cost children's goods and through inclusive events and workshops. We have a boutique style charity shop in Strathbungo selling everything baby, run an events programme, and also work with a large number of agencies across the city to provide free packs of goods to families in need. As the winners of the Environmental Social Enterprise award in Scotland and the UK we are a highly ambitious, supportive and inclusive organisation creating huge local impact. Our aim is simple: to be Glasgow's go-to for parents.

### PURPOSE OF THE ROLE

The Head of Funding and Engagement plays a key role in growing Merry-go-round's income, partnerships and profile so that more families can access sustainable, affordable children's goods, clothing and community services. The role will focus on building strategic partnerships, growing and sustaining individual giving, developing opportunities for sponsorship and securing funding by developing and executing engagement activities prospective and existing donors, agencies, community and businesses. The role will also increase awareness of Merry-go-round's work, impact and social enterprise model in Glasgow and beyond to build loyalty and sustainable funding

This key role is crucial to growing the Merry-go-round model into the future.

## **KEY RESPONSIBILITIES**

### **Fundraising and Income Growth**

- Develop and execute a fundraising and income growth strategy.
- Complete funding and grant applications in line with the agreed strategy, requesting support from colleagues and trustees as needed while working with the Head of Retail and Operations to align business needs with funding opportunities.
- Prepare and submit grant funding reports accurately and on time.
- Create community fundraising activities, including challenges, events and appeals.
- Identify and nurture relationships with potential donors, supporters and partners.
- Develop targeted campaigns to grow regular giving and attract one-off donations.
- Provide donor stewardship, including thanking supporters, sharing updates and demonstrating the impact of contributions.
- Collaborate with the Retail team to deliver in-store community events that drive engagement and maximise income opportunities.

### **Community, Partnerships and Sponsorship**

- Act as an ambassador for Merry-go-round at all times.
- Build and maintain relationships with community groups, local organisations, local government, schools and businesses, identifying opportunities for collaboration.
- Represent Merry-go-round at local events and relevant networks, giving talks and presentations when required.
- Develop and evolve engagement plans for key audiences.
- Create opportunities for beneficiaries and volunteers to share stories, feedback and ideas.
- Coordinate a range of events to maintain a full programme of relevant and engaging activities, optimising use of community spaces and liaising proactively with event hosts.

### **Engagement, Marketing and Communications**

- Plan and deliver day-to-day communications across email, social media and the website.
- Develop and maintain a community engagement strategy, using data to enhance the experience for different audiences.
- Create marketing materials that tell the Merry-go-round story, communicate our purpose and highlight value to current and potential audiences.
- Produce clear, accessible and relevant content demonstrating the impact of Merry-go-round's work.
- Maintain a consistent tone of voice and brand across all materials.
- Use simple design tools to create basic marketing materials. Deliver marketing and communications that drive community event engagement and store footfall.
- Work with the Head of Retail and Operations to execute seasonal campaigns and respond creatively to retail needs.

### **Financial accounting**

- Ensure income and expenditure records are accurately kept up to date and prepare clear, timely reports on financial activity for the board, funders and other stakeholders as required.

- Reconcile bank transactions regularly to ensure all income and expenditure are accurately recorded and any discrepancies are acted upon promptly.
- Monitor cash flow to support operational decision-making, funding and donation requirements and reporting to the Board of Trustees.
- Work closely with the Head of Retail and Operations to align budget allocations and spend where required and identify gaps and funding requirements.

### Data and Reporting

- Maintain accurate records of contacts, supporters, volunteers and activities using databases.
- Monitor engagement across all channels using analytics, ensuring GDPR compliance and adherence to fundraising regulations.
- Provide regular updates to the Board on engagement, funding, partnership progress and performance against KPIs.
- Collect and analyse customer feedback and insights.

### Events

- Coordinate inhouse community events, including scheduling, advertising and engagement with providers.
- Seek opportunities to optimise the use of space, experimenting with new initiatives to increase footfall.
- Promote the events timetable citywide in line with the community engagement plan.
- Liaise with event hosts (including volunteers) to ensure smooth delivery and a positive customer experience.
- Maintain accurate records of events and attendance.

### KEY SKILLS AND REQUIREMENTS

This is a varied and dynamic role requiring excellent organisational skills, a proactive mindset and the ability to lead with both confidence and care. The post is pivotal to Merry-go-round’s success, with responsibility for financial growth, profile and partnerships.

You will be highly organised, detail-focused and self-motivated, with the ability to manage a varied workload independently while contributing positively to a small, collaborative team. Strong interpersonal and communication skills are essential, with the ability to engage effectively with customers, staff, volunteers and the Board of Directors.

AREA	ESSENTIAL	DESIRABLE
Experience / Knowledge	<ul style="list-style-type: none"> <li>● Experience in community engagement, fundraising or outreach roles.</li> <li>● Proven experience building relationships and networks with diverse stakeholders.</li> <li>● Experience planning, delivering and evaluating events and campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>● Experience in a social enterprise or charity environment.</li> <li>● Knowledge of donor trends and local/national fundraising environment.</li> </ul>

	<ul style="list-style-type: none"> <li>● Knowledge of digital tools and social media for engagement.</li> <li>● Experience managing budgets, bookings, income and expenditure records, and financial reconciliation.</li> <li>● Experience with grant funding applications and reporting.</li> <li>● Knowledge of marketing and communications principles for community and retail engagement.</li> </ul>	
<b>Skills &amp; capabilities</b>	<ul style="list-style-type: none"> <li>● Strong leadership and team management skills.</li> <li>● Excellent organisational, planning and prioritisation ability.</li> <li>● Ability to balance strategic planning with operational delivery.</li> <li>● Strong written and verbal communication skills, including public speaking.</li> <li>● Ability to create and deliver marketing and engagement plans, monitor performance, and adapt based on insights.</li> <li>● Financial literacy including budget management, bank reconciliation and income/expenditure tracking.</li> <li>● Ability to manage multiple activities in parallel and meet deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>● Ability to use design tools for marketing materials.</li> <li>● Experience developing community engagement strategies using data insights.</li> <li>● Experience in donor stewardship and relationship management.</li> </ul>
<b>Values &amp; Approach</b>	<ul style="list-style-type: none"> <li>● Proactive, self-motivated and able to work independently and collaboratively.</li> <li>● Committed to inclusion, continuous improvement, and achieving social impact.</li> <li>● Flexible approach with ability to experiment, learn, and evolve engagement and marketing approaches.</li> </ul>	<ul style="list-style-type: none"> <li>● Demonstrated commitment to sustainability, reuse and waste reduction.</li> </ul>
<b>Leadership &amp; Impact</b>	<ul style="list-style-type: none"> <li>● Ability to lead engagement and fundraising initiatives that strengthen organisational profile and impact.</li> <li>● Commitment to maintaining high standards, compliance and operational effectiveness.</li> <li>● Ability to contribute to organisational strategy and culture positively.</li> </ul>	<ul style="list-style-type: none"> <li>● Experience contributing to organisational growth or influencing organisational change.</li> </ul>