



**AYRSHIRE
CANCER
SUPPORT**

We're here for you

Recruitment Pack

Director of Income Generation & Communications



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Thank you for your interest in our

Director of Income Generation & Communications role

- **Salary Range:** £48,000 to £54,000 per annum.
- **Hours:** 35 hours per week.
- **Base:** Ayr KA8 8LD / Kilmarnock KA1 1EQ.
- **Working pattern:** Full-time, on-site with flexibility, with some evening and weekend working required.
- **Travel within Ayrshire will be required, therefore a driving licence and access to a vehicle for work purposes is essential.**

Ayrshire Cancer Support are here for anyone in Ayrshire affected by cancer, regardless of diagnosis, age, stage or level of need. We support people with their own diagnosis, the diagnosis of a loved one, or if they are bereaved by cancer. Our services are professional, individualised, holistic and comprehensive and include patient transport, counselling, complementary therapies, support for children and young people, wellbeing activities, and specialist information and support. As a self-funded local charity, we punch well above our weight and rely on the generosity of our supporters, partners, and community to continue delivering these vital services.

We are seeking a collaborative, proactive, and adaptable Director of Income Generation & Communications to join our team. This is an exciting opportunity for an empowering and inspiring leader to help grow income and ensure that people affected by cancer across Ayrshire continue to receive the free practical and emotional support that means so much to individuals and families in our communities.

Reporting to our Chief Executive, our Director of Income Generation and Communications will lead and support our Income Generation and Communications Team, holding overall responsibility for our fundraising, retail and communications operation, developing and delivering strategies that grow awareness and sustainable income, by strengthening engagement with supporters, partners, beneficiaries, and the wider community. The postholder will provide leadership across fundraising and retail, driving an integrated approach to income generation, events, supporter engagement, and communications. They will ensure compelling impact-led messaging that strengthens donor understanding and encourages long-term, committed giving.



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How We Support...

- **Drop in**

Meet our friendly team and find out more about our services open weekdays 10.00am to 4.00pm.

- **Counselling**

One-to-one emotional support to help with the feelings and challenges that cancer brings.

- **Complementary Therapies**

A range of therapies to help promote relaxation and relieve the symptoms of cancer and its treatment.

- **Patient Transport Service**

A door-to-door volunteer driver transport service to help people attend hospital appointments or our centres.

- **Children and Young People Support**

Counselling, therapeutic support or groups for children and young people affected by or bereaved from cancer.

- **Cancer Support Specialist Appointments**

Time with experienced oncology health professionals that can assess needs fully, provide a plan of support, or help liaise with clinical teams.

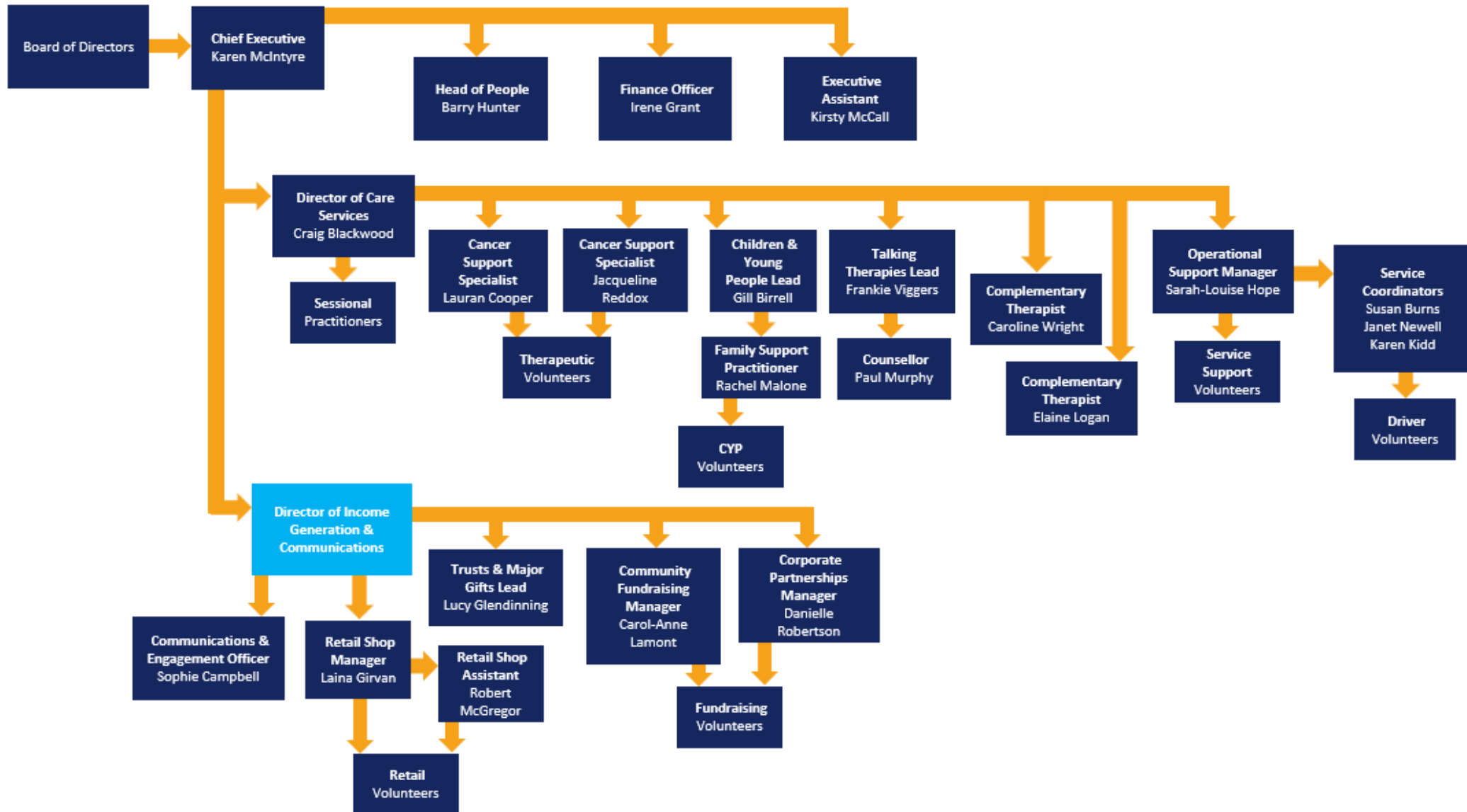
- **Patient Information Service**

A library of information and advice on cancer, our services, and other local/national support organisations.

- **Groups, Courses & Workshops**

A range of specialist groups, courses and workshops to learn and connect with others.

Our Structure...



Why this role matters...

Our Director of Income Generation & Communications will play a critical role in securing the sustainable income needed to support people across Ayrshire affected by cancer.

As a member of our Leadership Team, the postholder will lead fundraising and retail activity, strengthen supporter and partner engagement, and help ensure that the charity can continue to deliver high-quality practical and emotional support to the community.

Essential Criteria...

- Extensive experience in senior fundraising, income generation, or retail roles, ideally within the charity or not-for-profit sector.
- Demonstrable track record of developing and delivering successful income growth strategies across a range of income streams, preferably including events, community, corporate, retail, regular giving, trusts and major gifts.
- Ability to shape and deliver our organisational communications strategy that clearly articulates business impact and effectively engages audiences with compelling calls to action.
- Proven experience of leading and managing teams, with the ability to motivate, coach, and develop staff in a high-pressure environment.
- A collaborative, proactive, and adaptable leadership style.
- Excellent written and verbal communication skills, with the ability to build compelling cases for support and engage a wide range of audiences.
- Strong understanding of a range of fundraising methods, supporter engagement approaches, and commercial or retail performance drivers.
- Experience of building effective partnerships and effective relationship management with corporate supporters, community stakeholders, funders, donors, and local businesses.
- Commercial awareness and the ability to balance creativity with a focus on results and return on investment.
- Strong planning, organisational, and project management skills, with the ability to manage multiple priorities effectively.
- Champion continuous improvement, lead new advancements and positively manage change.
- Experience of using data and performance measures to drive improvement and support strategic decisions.
- Knowledge of fundraising regulation, data protection, and good practice in supporter care.
- Commitment to the mission and values of Ayrshire Cancer Support.



- Lead the development and delivery of an ambitious income generation strategy aligned to the charity's overall objectives; driving growth across a range of streams, including community, corporate, events, trusts and major gifts, regular giving, and retail.
- Build and maintain strong relationships with donors, supporters, corporate partners, community groups, and key stakeholders across Ayrshire, while providing direction for communications that outlines priorities and creative approaches to engagement.
- Lead, manage, motivate, and develop the income generation team, empowering a high-performing team and enhancing our values-led culture.
- Develop, implement and manage the charity's communication strategy, ensuring that messaging upholds the brand and our values, with clear calls to action and ways to get involved.
- Oversee the planning and delivery of fundraising campaigns, appeals, and events to maximise income and supporter engagement, identifying and securing new fundraising, retail, and partnership opportunities to diversify and grow income.
- Prepare budgets, forecasts, reports, and updates relating to performance for Leadership and Board level governance.
- Use data, insight, and performance reporting to monitor progress, evaluate return on investment, and inform decision-making across income generation and communications.
- As a member of our Leadership Team, work closely with colleagues to ensure income generation activity reflects service priorities, organisational impact, and community need.
- Ensure all income generation activity is delivered in line with relevant legislation, codes of practice, data protection requirements, and charity policies.
- Act as an ambassador for Ayrshire Cancer Support, representing the charity externally and promoting our mission, values, and impact.



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Confidentiality, Data Protection and Safeguarding

We value those we support and our team members who allow us to deliver that support.

Confidentiality is of utmost importance; our expectation is that you will adhere to Ayrshire Cancer Support's policies and procedures in relation to confidentiality, consent and information sharing.

Your privacy is important to us, by submitting the information required in the application process you consent to all your data being processed under the relevant provisions of current Data Protection Acts, and any subsequent changes to Data Protection Acts. Our Privacy Notices are available to view on our website www.ayrshirecs.org

Ayrshire Cancer Support is committed to safeguarding and protecting the welfare of vulnerable adults, children and young people and expects all staff and volunteers to share this commitment.

How to Apply...



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To apply, please submit your CV along with an accompanying letter to HR@ayrshirecs.org by 5.00pm on Thursday 25th June 2026.

Please outline why you are the right candidate for this role. We are looking for someone who can bring strategic leadership, energy, and a strong commitment to our mission. Your letter should tell us about the experience, skills, and personal qualities you would bring to the organisation.

If you would like to discuss the role, please contact the email address above to schedule a call-back.

We expect first stage interviews to take place on Thursday 2nd July 2026.



Registered Charity Number SC016098