

**Fundraising Manager**

Job Pack

September 2024

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**May 2024**

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# Message from the Charity Director

Thank you for your interest in joining Fife Health Charity as our new Fundraising Manager. This is a fantastic time to be joining our charity as we have this year launched our first ever strategy to focus our efforts on making a positive impact for people across Fife. To support our strategy we want to grow our resources and income to be able to increase the volume and value of our grants over the next five years. Fundraising will be essential to achieving this goal.

If you are a fundraising professional who is passionate about our cause, enthusiastic, self-motivated and driven to make a difference then Fife Health Charity wants you to join our team! This is an essential post within our small team and the successful candidate will be responsible for implementing and delivering our charity’s approach to fundraising and increasing our charity income. We know that our grants make a huge difference to the people we are here to support and we want to increase the volume and value of our grants so increasing our income is key to enabling this.

Fife Health Charity is the official charity of NHS Fife, registered with the Scottish Charity Regulator as Fife Health Board Endowment Fund (SCO11988). We provide grants for projects, activities and services to deliver on our outcomes which will benefit patients, staff and communities across the Kingdom of Fife.

This role is offered on a permanent part-time basis (22.5 hours per week). The charity supports a hybrid working environment with an agreed mix of office-based and home-working. Our team work from Fife House in Glenrothes although hot-desking options are available across NHS Fife. The specific nature of this role will require the postholder to be able to engage in person with donors and fundraising activities, travelling across Fife. If you would like to find out more about this opportunity before applying, please contact me at the details below. I look forward to receiving your application!

Mark McGeachie

Charity Director

mark.mcgeachie@nhs.scot

# Job Description: Fundraising Manager

### NHS Agenda for Change Band 5 (£30,229 - £37,664 pro-rata)

2024/25 Pay review pending. Appointments will be made at the base of this scale.

## Job purpose

The Fundraising Manager will be based within Fife Health Charity but is employed by NHS Fife. Working with the Charity Director, the postholder will implement the charity’s fundraising strategy including the development of Community Fundraising; Corporate Fundraising and establishing our Supporter Journey. This will require team working with colleagues in the charity team and developing successful relationships with the charity’s stakeholders. The role will include:

* Working with the public and other stakeholders to build effective relationships which maximise income to the charity
* Being the key point of contact for potential fundraisers, donors, community organisations and local businesses who are looking to raise funds and donate to Fife Health Charity
* Supporting the delivery of all streams of fundraising / appeals and operating in ways that are consistent with the principles and standards outlined by the Chartered Institute of Fundraising and Fundraising Regulator’s Code of Fundraising Practice along with other relevant legislation with regards to the fundraising activities undertaken

## Role of Fife Health Charity

Fife Health Charity is the strategic charity partner of NHS Fife and has been supporting the NHS in Fife for 75 years. We are a grant-making charity, and our vision is for “A healthier future for the people of Fife” through using our grants to be supportive, bold, and innovative, making a difference for the people of Fife and NHS Fife staff, enabling them to live well and flourish. Our new strategy focuses on delivering six outcomes:

* Improve patients’ experience
* Increase staff knowledge and skills which will benefit patients
* Improve the physical and mental wellbeing of staff
* Improve people’s mental wellbeing
* Increase support for children and young people
* Reduce health inequalities by supporting approaches focused on early intervention and prevention

The charity team is employed by NHS Fife specifically to manage and deliver the activities of the charity in line with our registered charitable purpose and our strategic priorities.

Every donation that is given to NHS Fife hospitals, ward or services is distributed by Fife Health Charity to make a real difference to patients, communities and NHS staff throughout Fife. Fife Health Charity is the operating name for Fife Health Board Endowment Funds, which is a Scottish Charity, SC011988, regulated by the Scottish Charity Regulator (OSCR). The charity provides a comprehensive fund management and administration service to NHS Fife. Specifically:

* Guide and support the Fife Health Charity Trustees to meet OSCR regulatory requirements
* Provide to the Trustees the financial information required for effective and appropriate decision-making, procuring expert advice and guidance where necessary
* Support Fund holders with guidance and administration to enable funds to be accessed at service/ward level in line with delegated authority
* Provide a quality grant management pathway from initial enquiry to file closure

Each year we award grants totalling around £1M to support the staff of, and people supported by NHS Fife. This will be an exciting time for the charity as 2024 also marks the 75th anniversary of the charity. The charity has an ambition to grow and develop in order to increase the impact we have for the beneficiaries of our grants. We have a strategic aim to increase our level of grant-making and growing our income is necessary to achieve this aim. The postholder will be expected to be proactive and seek out opportunities which can increase our income through fundraising and donations. This will require a high level of stakeholder engagement and collaboration with colleagues across the Charity and NHS Fife.

## Key result areas

The Fundraising Manager will be responsible for:

* Implementing, with guidance, a multi-year fundraising strategy aligned to our charity strategy in consultation with key stakeholders.
* Developing and delivering a range of fundraising activities in support of the fundraising strategy and targets.
* Creating and delivering a varied calendar of fundraising opportunities and events, including recruitment of participants to wider charity-sector mass participation events.
* Liaising with colleagues to help to identify possible fundraising opportunities.
* Maintaining records of fundraising activity and income and producing reports (including financial) for the Charity Director and Trustees of progress against annual plans.
* Encouraging and facilitating new knowledge and ways of thinking in developing Fife Health Charity’s fundraising strategic direction.
* Developing promotional and marketing materials to support fundraising activities and events.
* Preparing and confidently delivering verbal presentations to individuals, local organisations and corporate bodies, as potential supporters of our charity.
* Leveraging social and local media to enhance fundraising, to build awareness of fundraising activities and to engage, develop and support fundraisers, as well as liaising with Communications colleagues to ensure well-coordinated social and mainstream media activity.
* Being a key contact for NHS and community volunteers who may be undertaking fundraising activity on behalf of the charity, ensuring all supporter enquiries, including complaints, are dealt with efficiently, compliantly and with sensitivity.
* Maintain all relevant donor information in accordance with all required legislation and best practice, including GDPR and PECR requirements.
* Working in ways that are consistent with the principles and standards outlined by the Chartered Institute of Fundraising and Fundraising Regulator’s Code of Fundraising Practice along with other relevant legislation with regards to the fundraising activities undertaken.
* Understand and comply with all regulations set by the Office of the Scottish Charity Regulator and other statutory requirements, including the requirements of the charity’s Trustees.
* Take responsibility for individual financial and non-financial targets agreed as part of the post holder’s annual work plan, including regular monitoring and reviewing of income against projected budget figures.

The postholder will be required to adopt flexibility of approach in day to day working in order to respond effectively to the varying demands of a fundraising role.

## Assignment and review of work

The post holder will work with the Charity Director and autonomously when required, using their own initiative to progress priorities in accordance with the strategic and operational goals for Fife Health Charity. Annual objectives will be agreed with the Charity Director. The post holder is responsible for ensuring delivery of those objectives within the obligations of the post. Formal review will take place at mid-year and year-end. Update of objectives and review of progress will also take place through regular 1:1 meetings. A number of the delivery timescales are predetermined by strategic planning, e.g. grant programmes and budgeting cycles, project reporting and evaluation.

The day-to-day work of this post is largely self-directed. The post holder is required to analyse, develop plans and timescales for the specific areas of activity assigned to them, and work to financial and non-financial targets. They will need to prioritise workload across their different areas of responsibility to ensure progress is made across all annual objectives. The nature of the workload will be a combination of routine, planned and timetabled tasks. There will also be a need to respond to changing situations and priorities within the charity and the post-holder is expected to be pro-active and identify matters of urgency, prioritising workload, referring to the Charity Director as necessary.

Beyond this the post holder’s work will be informed by issues and developments arising through project delivery and, from time-to-time, out of Trustee meetings. The post-holder is required to be flexible, innovative and adaptable often dealing with time sensitive and confidential material.

## Decisions and judgements

The postholder will be expected to work with a moderate level of autonomy, in line with the demands of the role and the specialist knowledge they bring. They will be expected to manage their own time and workload but regularly refer back to the Charity Director for guidance on, e.g. the best method of approach to adopt in a particular setting; building up a network of contacts and any problems encountered; and the planning, scheduling and coordination of fundraising activity. Aspects of the work may be subject to confidential, personal, and professional information in a commercial/workplace setting and so is required to have a high level of discretion and confidentiality.

The postholder must ensure all activities are carried out in line with charity law and applicable regulations as well as NHS Fife policies and procedures.

The post-holder:

* Will be required to work under their own initiative, be self-directed, have robust planning skills and be able to problem solve, particularly in meetings, groups and at events where they represent Fife Health Charity
* Prioritises and manages competing deadlines and exercises own judgement when dealing with both internal and external enquiries
* Manages a busy workload on a day-to-day basis with changing situations having the potential to impact on achieving tasks
* Has access to guidance and support from senior staff, but the post-holder is expected to operate in general without the need for regular supervision
* Will have considerable freedom to think and make judgments, while ensuring they take a sensitive and professional approach to tasks, projects, work planning and liaison with colleagues and external stakeholders
* Has personal contact with the Charity Director on various project areas to discuss objectives and actions required to achieve these
* Uses discretion to resolve routine problems and risks to delivery of activities, finding solutions using experience and initiative
* May be required to think and act quickly, sometimes in high pressure situations, and in doing so show discretion, tact and initiative.

## Most difficult/challenging parts of the job

* Ability to react to changing and competing demands involving multi-tasking and effective time management
* Ensuring timely and effective coordination with Communications colleagues on planned and reactive charity communications regarding fundraising and related activities, internally and externally
* Dealing with the internal clients, staff, and partner organisations, and the public who all require different skills and responses
* Maintaining knowledge of current issues in order to respond accurately and speedily to enquiries from stakeholders in a constantly changing environment
* Ability to meet tight deadlines whilst dealing with persistent interruptions, resulting in the constant reprioritisation of workload
* Maintaining a calm and controlled demeanour while working under pressure in a demanding work environment in order to inspire trust in often difficult and sensitive situations
* Managing very sensitive and emotive information when responding both to enquiries and when representing the organisation at various meetings
* Understanding and navigating the relationship between and requirements of working for the charity within the NHS structure, systems and processes.

## Communications and working relationships

The post-holder will be required to communicate with and develop excellent working relationships both internally and externally:

**Internal verbal and written communication with:**

* Trustees and committees, directors, grant-holders, fund holders, NHS senior managers, clinicians and wider staff on a wide range of topics

**External verbal and written communication with:**

* Donors and fundraisers
* Other NHS Charities
* Charities and other grant-making bodies
* Other third sector organisations
* Members of the public, partners, patients, and service users to support and maintain effective channels of communication

The post-holder will be expected to demonstrate sensitivity and awareness of difficult and complex issues and will need to adopt styles and behaviours appropriate to different situations.

The post holder must be competent in a wide range of communication skills i.e. formal presentation to large groups, negotiation, active listening, persuasion and motivation.

The post holder will work closely with a range of external stakeholders to communicate fundraising information in a timely and open fashion, consistent with the principles and objectives of the charity’s strategy and within the parameters of the fundraising framework.

## Equipment, machinery and systems

The post holder is expected to be competent in the use of office and administrative equipment relevant to the post, examples of which include:

* Personal Desktop computer
* Laptop
* Printer, photocopier, fax, and scanner
* Telephone / Mobile
* Occasional use of projectors and other audio-visual aids.

An excellent working knowledge and ability to use a variety of computer systems and packages is required, e.g.

* Office 365 and associated Apps – Sway, Forms etc.
* Microsoft Word, Excel, PowerPoint, Outlook, Teams
* Social Media platforms and tools
* Blink - Staff Communications and Engagement App Software
* Umbraco CMS – NHS Fife and Fife Health Charity microsite - website platform
* Maintenance of electronic diaries and scheduling tools
* Submitting monthly time and travel expense sheets
* Raising purchase orders in line with departmental procedures
* Monitoring spend of communication activity and campaign budgets
* Use of Grant/Donor Management or CRM systems.

New systems may be introduced as the organisation and technology develops, however training will be provided.

Use of car or similar transport to travel to external meetings, groups, events, etc.

## Physical, Mental, Emotional, and Environmental Demands of the Job

* Sitting at a keyboard for some considerable time - frequently
* Hand to eye coordination speed and accuracy required for computer use - frequently
* Manual lifting and transportation of equipment - occasionally
* Travelling between sites in Fife - regularly
* Requirement to attend meetings and events across and out with Fife - regularly
* Driving/travelling in adverse conditions i.e. bad weather, traffic congestion – occasionally
* Advanced keyboard skills -frequently
* Negotiating skills – frequently
* Presentation skills – frequently
* High intellectual content – requires knowledge and expertise combined with intelligence to understand guidance and draw conclusions
* Communicating effectively with a wide range of stakeholders
* Having to motivate, enthuse and persuade staff to contribute to various programmes of work - regularly
* Project management skills – frequently
* Time management skills – constantly
* Responses at short notice – frequently
* Pressure to meet deadlines – frequently
* Use of computer/laptop for long periods of time - frequently
* Requirement to move and work within sites in Fife (and occasionally outwith Fife) – regularly
* Accommodating and responding to personal dynamics and the politics of working within a complex organisation – frequently
* Negotiating behavioural and cultural change within complex organisational systems – frequently
* Exposure to decision-making processes at most senior level, involving contact with senior managers of NHS Fife
* Pressure of responding to urgent requests at short notice.
* Coping with demanding and sometimes aggressive external inquiries.

## Experience, knowledge, skills and aptitudes required to do the job

Essential:

* Substantial experience in community and/or corporate fundraising
* Demonstrable track record of successfully designing, delivering, and evaluating fundraising plans to achieve targets and grow income
* Experience of achieving funding and donations from a range of sources i.e. individual donors, community organisations, corporate bodies.
* Familiarity with donor management software, spreadsheets or other data managements systems
* Experience of creating promotional materials and reports
* Knowledge of different approaches to fundraising, including donor segmentation and targeting engagement approaches
* Excellent problem-solving abilities
* Analytical skills - the ability to collect and analyse information
* Excellent presentation skills
* Ability to use a range of IT programmes to a high standard, including databases, donor management software and social media.
* Proactive and self-motivated, able to work without supervision, using own initiative to complete tasks and deliver objectives
* Excellent time management and able to manage workload, prioritising and delivering to agreed deadlines
* Customer-focussed with a friendly and supportive approach to staff and donors
* Ability to engage with people at all levels both within and outwith the organisation
* A team player with ability to work well under pressure
* Determination, resilience and perseverance
* Demonstrate ethics, values and personal qualities / behaviours consistent with the vision, culture and values of Fife Health Charity and NHS Fife
* To be able to travel independently to a range of venues across Fife (and occasionally outwith Fife) to support meetings and events (including some evenings and weekends)

The post holder would be expected to undertake additional training if required.

Desirable:

* Membership of the Chartered Institute of Fundraising
* Experience working in the third sector
* Experience of running events and working with volunteers
* Knowledge of charities and their operating environment
* Knowledge of local fundraising environment and opportunities
* Knowledge of the NHS Scotland environment
* Understanding of financial management and budgeting
* Knowledge of Gift Aid processes
* Project management experience
* Evidence of continuing professional development

Mandatory Induction Standards and Code of Conduct for Healthcare Support Workers – NHS Circular CEL(2010)23

Your performance must comply with the “Mandatory Inductions Standards for Health Care Support Workers in Scotland” 2009; and with the Code of Conduct for Health Care Support Workers, both as amended from time to time, which will be issued with your contract (further copies can be obtained from Human Resources). Failure to adhere to the Standards or to comply with the code may result in poor performance measures or disciplinary action and could lead to dismissal; or if you are self-employed, such failure will be deemed to be a breach of an essential term of your contract, allowing us to terminate with or without notice."

# Person Specification

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Essential** | **Desirable** | **Measure** |
| **Experience** | * Specialist experience in fundraising * Demonstrable track record of successfully designing, delivering, and evaluating fundraising plans to achieve targets and grow income * Experience of achieving funding and donations from a range of sources i.e. individual donors, community organisations, corporate bodies. | * Experience working in the charity sector * Experience of running events and working with volunteers * Project management experience | Application form / interview |
| **Qualifications / training** |  | * Membership of Chartered Institute of Fundraising * Evidence of continuing professional development * Educated to SCQF level 10 (Honours degree or equivalent) in a relevant area e.g. business studies, marketing | Application form |
| **Knowledge** | * Knowledge of different approaches to fundraising, including community & corporate fundraising * Familiarity with donor management software, spreadsheets or other data managements systems * Knowledge and experience of creating promotional materials and reports | * Knowledge of charities and their operating environment * Knowledge of local fundraising environment and opportunities * Knowledge of the NHS Scotland environment * Understanding of financial management and budgeting * Knowledge of Gift Aid processes | Application form / interview |
| **Skills** | * Excellent problem-solving abilities * Analytical skills - the ability to collect and analyse information * Excellent communication and presentation skills * Keen networking ability * Ability to use a range of IT programmes to a high standard, including databases, donor management software and social media. * Excellent time management and able to manage workload, prioritising and delivering to agreed deadlines |  | Application form and interview |
| **Aptitude** | * Proactive and self-motivated, able to work without supervision, using own initiative to complete tasks and deliver objectives * Customer-focussed with a friendly and supportive approach to staff and donors * Ability to engage with people at all levels both within and outwith the organisation * A team player with ability to work well under pressure * Determination, resilience and perseverance * Demonstrate ethics, values and personal qualities / behaviours consistent with the vision, culture and values of Fife Health Charity and NHS Fife |  | Interview |
| **Other** | * To be able to travel independently to a range of venues across Fife (and occasionally outwith Fife) to support meetings and events (including some evenings and weekends) |  | Interview |

# Organisational chart

Fife Health Charity is directly accountable to the charity Trustees but also sits within NHS Fife Finance Directorate under the responsibility of the Finance Director, who is also one of the charity Trustees.

# Appendix 1 – Fife Health Charity

Our charity aims to improve the physical and mental health of the people of Fife, through funding and grants that support projects and initiatives which meet our strategic objectives. Through our grant-making we want to work towards a vision of “A healthier future for the people of Fife”. We have a clear mission and values that guide our work:

Mission: “We will use our grant-making to be supportive, bold, and innovative, making a difference for the people of Fife and NHS Fife staff: enabling them to live well and flourish”

### Values:

* Ethics – We strive to meet the highest ethical standards, working with integrity to be fair and supportive.
* Learning – We strive for impact, support innovation and look to continually learn and improve.
* Partnership – We focus on positive outcomes we work in partnership to achieve our shared vision.

### Charity outcomes:

Through our grant-making across 2024 to 2029, we want to deliver these outcomes:-

# Appendix 2 – Discover NHS Fife



## Vision, mission, and values

**Our vision**

The people of Fife live long and healthy lives

**Our mission**

Transforming Health and Care in Fife to be the best

**Our values**

Care and compassion

Dignity and respect

Openness, honesty, and responsibility

Quality and teamwork

## NHS Fife – priorities and corporate objectives



**Person-centred:**

* Listen to what matters to you
* Design services in partnership with service users, carers, and communities
* Give you choices and information
* Create environments that encourage caring and positive outcomes for all
* Develop and redesign services that put patients first supporting independent living and self-management

**Clinical excellence:**

* Work with individuals to receive the best care possible
* Ensure there is no avoidable harm
* Achieve and maintain quality standards
* Ensure environment is clean, tidy, well maintained, safe and something to be proud of
* Embed patient safety consistently across all aspects of healthcare provision

**Sustainable:**

* Optimise resource for health and wellbeing
* Ensure cost effective and within budget
* Increase efficiency and Reduce Waste
* Service redesign will ensure cost effective, lean and minimise adverse variation
* Optimise use of property and assets with our partners

**Exemplar employer:**

* Create time and space for continuous learning
* Listen to and involve staff at all levels
* Give staff skills, resources and equipment required for the job
* Encourage staff to be ambassadors for Health and Social Care in Fife
* Create high performing multidisciplinary teams through education and development
* Equip people to be the best leaders

**Inspiring healthcare, inspiring life**



The National Health Service (Scotland) Act 1947 came into effect on 5 July 1948 and created the National Health Service in Scotland. Since then, the NHS in Scotland has gone from strength to strength, taking advantage of new technologies and innovations and continually changing and evolving to meet the needs of the communities it services.

NHS Fife is one of 14 Regional NHS Boards in Scotland. The organisation provides healthcare to over 367,000 people and employs just over 8,700 staff, making it one of the largest employers in the region. As a large rural area with varied geography and several centres of population, there are particular challenges to meeting the health needs of the people of Fife.

To address these challenges NHS Fife works closely with a variety of partners at a local, regional, and national level, including Fife Council, Fife Health & Social Care Partnership, other Health Boards in Scotland, the voluntary and independent sector and, most importantly, the public.

**Brief overview of NHS Fife**

NHS Fife has set out a new and ambitious Population health and wellbeing strategy, approved by the NHS Fife Board in March 2023, which sets out the strategic direction for the organisation for the next 5 years. The strategy places a commitment to the delivery of high-quality health and care services across Fife and sets out how we will seek to address this whilst recognising that change will be required to deliver this.

Fife is home to two large hospitals - the Victoria Hospital, a district general in the centre of the Kingdom: and Queen Margaret Hospital in West Fife. The majority of NHS Fife’s acute services are provided from the Victoria Hospital in the town of Kirkcaldy. The Queen Margaret Hospital in Dunfermline is home to a considerable number of community and therapy services, alongside a minor injuries unit and a state-of-the-art diagnostic and treatment centre.

Fife is home to a further eight community hospitals spread across the Kingdom; Lynebank Hospital in Dunfermline; Glenrothes Hospital; Whyteman’s Brae Hospital in Kirkcaldy, Cameron Hospital in Windygates, Randolph Wemyss Memorial Hospital in Buckhaven, Stratheden Hospital in Springfield, Adamson Hospital in Cupar and St Andrews Community Hospital.





In addition, there is also a wide range of Primary Care services available in Fife. There are 55 GP practices, 59 Dentists, 46 Opticians and 85 community pharmacies throughout Fife.

**Improving services provided by NHS Fife**

NHS Fife, along with help from its partners, the public, other NHS Boards, Fife Council, and voluntary agencies, is working to improve its services. The board is working on a number of strategic projects that will shape the future of health care in Fife through the transformation of service provision and facilities.

**Demographic and social profile of Fife**

The Kingdom of Fife is a peninsula in eastern Scotland with a coastline of 170 kilometres (105 miles) bounded by the Firth of Forth to the South and the Firth of Tay to the North. It is the third largest local authority area in Scotland with a population of over 370,330. This represents 7% of the total population of Scotland. 96% of Fife residents live in 134 settlements, the largest of these being Kirkcaldy, Dunfermline and Glenrothes. 59% of residents feel they have access to quality green space, from award winning beaches to historic town parks.

Fife shares inland boundaries with Perth & Kinross and Clackmannanshire, and is divided into seven administrative or business areas:

* Cowdenbeath
* Dunfermline



* Glenrothes
* Kirkcaldy
* Levenmouth
* North East Fife
* South West Fife

By 2039, the population of Fife is expected to increase by 4.5% to 387,214. The 16 to 19 age group is expected to reduce and those aged 75+ to see the greatest increase. This may be attributed to a declining birth rate and increased life expectancy in Fife, which is currently greater than the Scottish average for both males and females.

The baseline for the minority ethnic population in Fife is still the 2011 Census. This estimated that approximately 1.6% of Fife’s population were from an ethnic minority group, with the highest percentage categorised as Asian Pakistani.

The extent of deprivation in Fife is fairly evenly spread across the different data zone bands from most to least deprived. The 2009 Scottish Index of Multiple Deprivation (SIMD) indicates that Fife has an increasing share of Scotland’s most deprived areas. Fife has the sixth highest local authority share of the 15% most deprived data zones in Scotland. 51 (5.2%) of the 976 data zones in the top 15% across Scotland are located in Fife, 8 of which fall into the top 5%. The 2009 data also confirms enduring deprivation in specific areas of Fife.

The proportion of young people not in education, employment or training in Fife is higher than for Scotland overall. The proportion of the working age population with no qualifications is 10.4 per 100,000 of the population, which is also below the Scottish average. Physical health data is positive and among the best in Scotland. This shows evidence of good general health and nurture, and the emergency hospital rate is lower than the Scottish average.

In recent years Fife’s economy has moved away from traditional manufacturing industries towards the service sector.

**Realise your full potential with NHS Fife**

With its stunning beauty, rich history and abundance of sporting and leisure activities, Fife is a fantastic place to live and work, with an identity and a character all of its own. The cost of living here is lower than the national Scottish average and house prices offer superb value for money, providing you with a high standard of living and quality of life.

The major economic and cultural hubs of Edinburgh, Stirling, Perth and Dundee are all within easy commuting distance. In Fife you really can have it all.

**Work life balance**



As one of the largest employers in the region, NHS Fife is a forward-thinking and innovative organisation which offers an exciting and diverse range of work, training and study opportunities for people from all backgrounds.

NHS Fife works to provide a supportive environment for staff where strong teams work and develop together and where individuals can flourish to realise their full potential. Our ’Well at Work’ programme has helped to bring about a truly positive culture within NHS Fife, helping to reduce stress, increase motivation and improve productivity among staff.

**It’s a beautiful life**

The Kingdom of Fife occupies the peninsula formed by the Firth of Forth to the south and the Firth of Tay to the north. The region’s landscape is as beautiful as it is diverse, with rolling hills, lochs and spectacular coastline.

This is a place steeped in history. Dunfermline was the first capital of Scotland, home to royal inhabitants, as well as birthplace of Andrew Carnegie, steel magnate and philanthropist whose legacy lives on across the world to this day. The more recent past saw the establishment of the pits and coal mines, heavy industry whose rich heritage is still evident today in the close-knit communities of Cowdenbeath, Lochgelly and Kelty.

The town of St Andrews, named after Scotland’s patron saint, sits on its own on a wide bay on our north east shores, boasting not only Scotland’s first university, but also its oldest golf club, the Royal and Ancient Golf Club, which helped to establish the sport as one of Scotland’s greatest exports.

Nowadays it’s Kirkcaldy and new town Glenrothes that offer the modern bases favoured by major manufacturing and services industries. Both towns are well connected to Scotland’s capital, Edinburgh and the North via the M90 motorway and are easily accessible in less than half an hour by car.

**Well connected**

Getting to and around Fife is simple, with excellent public transport links from around the UK. This fabulous region is not far from Scotland’s cities and is also very easy to get around. With Edinburgh just to the south, Dundee and Perth to the north, and Glasgow to the south west, Fife is in a great position in Scotland and getting here is simple thanks to excellent air, road, rail and public transport links from around the UK.



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**By road**

If you are driving from Edinburgh and the south, Edinburgh is directly connected by the Queensferry Crossing. Then head to Dunfermline where the A92 takes you further into Fife.

From Glasgow and the west, it is easiest to take the M8 to Edinburgh and then head to Fife from there. The best route from Aberdeen and Dundee is to head for the Tay Road Bridge where the A92 continues into Fife. If you are heading to Fife from Inverness, Perth and the north, follow the A9 from Inverness to Perth. Continue down the M90 from either the A912 at the Bridge of Earn, or continue to Dunfermline on the A92.

The A92 connects the whole region and is perfect for car touring with many well sign-posted scenic routes linking the smaller towns and villages.

**By train**

If you wish to get the train here, there are a number of train stations which have direct rail connections to other towns and cities in Scotland, including Edinburgh, Glasgow, Dundee, Aberdeen and Inverness. There are also links to major English towns and cities on the east and west coast. Fife Circle trains make stops at numerous towns and villages in south west Fife, while there are also regular trains which run between Edinburgh and Dundee.

**By air**



National and international flights fly into Edinburgh International Airport and Dundee Airport, which are both just a 20-minute drive from the Kingdom of Fife. In addition, there is Glasgow International Airport, which is just over an hour away.

**By bus**

Buses from all over the UK stop at Inverkeithing Ferrytoll, where you can continue your journey throughout Fife by bus. An express coach network links Anstruther, Dunfermline, Kirkcaldy, Leven, Glenrothes, Cupar and St Andrews and is complemented by local bus networks in each town.

**Sustainability**

NHS Fife seeks to encourage staff to be mindful of the impact that their journey to work has on the environment. We encourage staff car sharing, provide electric vehicle charging points at our larger hospitals and offer low emissions pool cars for use of staff. There is also a regular shuttle bus between the QMH and Victoria hospitals for staff use.



**Fife Health Charity provides accessible communication in a variety of formats including for people who are speakers of community languages,   
who require Easy Read versions, who speak BSL, read Braille or use   
Audio formats.**

NHS Fife SMS text service number 07805800005 is available for people   
who have a hearing or speech impairment.

To find out more about accessible formats contact:

fife-UHB.EqualityandHumanRights@nhs.scot or phone 01592 729130

**Fife Health Charity**

Queen Margaret Hospital, Whitefield Road, Dunfermline, KY12 8SU

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