

CURRICULUM VITAE

GORDON HUDSON

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- **Experienced Senior Manager in the voluntary and private sectors with financial and staff management experience.**
- **Experienced Fundraising Manager – worked with £1m+ budgets and a number of difficult causes.**
- **Marketing Manager – qualified in Marketing and Public Relations with experience of product marketing and cause related marketing.**
- **Strategic Fundraising – developed and implementing long term development and fundraising strategies for several organisations.**
- **Excellent People Management Skills – recruited and managed specialist staff teams of up to seventeen people.**

Senior Management

- Founded Hostroute.com Ltd in 2000 with an initial investment of £200, developed it into a market leader and sold it in 2007.
- Joined the board of Ultraspeed UK Ltd in 2007 as a director to help prepare it for external venture capital funding.
- Member of senior management team in three voluntary organisations: Vetaid, Waverley Care Trust and BTCV - reporting directly to the board.
- Experienced in overseeing financial management, budgeting and accountancy procedures.
- Recruited and developed staff teams of up to 17 including developing supervision procedures, employment and equal opportunities policies.
- Managed budgets in excess of £1M.
- Experienced in the regulatory frameworks surrounding the voluntary sector.

Fundraising Management

- **Trust Fundraising**
With Eric Liddell Centre, Fairbridge, Vetaid and BTCV, researched relevant trusts and ran a programme of systematic application to increase our donor bases; fostered good relations with secretaries and trustees of major trusts in Scotland, England and overseas.

Result: At BTCV achieved a major gift of £150,000 to pay off organisational debt and regular annual funding for ongoing operations. At Eric Liddell Centre raised £170,000 in six months for revenue purposes.

- **Corporate Fundraising**

At Waverley Care Trust and Fairbridge organised corporate receptions with business leaders who were followed up later for support; Targeted companies PR & Marketing consultants as another way of influencing decisions.

Results: Secured sponsorship for one project at £85,000 per annum for three years plus other income and ongoing relationships.

- **Public Collections**

While with Children 1st worked with a number of small and large charities and local authorities to clear the way for a national collecting week; pioneered the use of real flowers and other higher value devices instead of stickers for use with static collecting boxes.

Result: Doubled income from collecting boxes.

- **Legacies**

At BTCV evaluated existing legacy strategy and decided to shift expenditure to a reduced cost will writing service for our members and supporters.

Result: Doubled the number of legacy pledges.

- **Events**

With Waverley Care Trust organised a scratch performance of an opera in a major theatre venue with 200 singers.

Result: Raised £7000 and generated substantial publicity including a TV documentary.

Strategic Fundraising

- **Strategic Development**

From 1993 to 1995 worked with James Tysoe Associates on fundraising strategy for Fairbridge and the re-launch of the RSSPCC as Children 1st. Developed and implemented fundraising strategies for BTCV, Waverley Care Trust, Vetaid and the Eric Liddell Centre.

- **Individual Donor Development**

Designed and implemented a donor development programme for Waverley Care Trust that involved direct marketing, advertising and broadcast appeals.

Results: Increased number of individual supporters from 85 to 3000 in eighteen months at a recruitment cost of £7 each. Reduced the turnover of members / donors and increased their financial commitment through a series of incentives. This work was shortlisted for a Scottish Fundraising Award.

- **Business Development**

Developed and implemented business strategies including trouble shooting existing operations at Children 1st.

Result: Restructured department building new staff team to implement agreed business plan.

- **Outsourcing**

At Waverley Care Trust and Vetaid hired external consultants and agencies to work on discreet projects like direct marketing and design of publications.

Result: Increase range of projects we could run while keeping costs down.

- **Cooperation**

While with Waverley Care, Children 1st and BTCV: cooperated with English counterpart organisations, other organisations in the same field and umbrella bodies.

Result: Gained access to additional resources and strengthened position in the sector.

Marketing

- **Public Relations and Media Work**

Wrote articles for various online & print publications and delivered regular press releases to Scottish and specialist media outlets.

Result: Increased visibility and reputation for the organisations.

- **Public Relations and Media Work**

Developed a media profile as "expert witness" on stories relating to our area of work and appeared on television and radio as a spokesperson for the organisation.

Commissioned cinema and television advertising; corporate video aimed at unified local authorities (BTCV) and co production of several TV documentaries (Vetaid and Waverley Care Trust).

- **Publications**

Has produced many publications including annual reports, flexible information packs and regular newsletters for organisations Vetaid, BTCV, Fairbridge and Waverley Care Trust as well as several properly published books with ISBN numbers including "Hands on Scotland - a DIY Conservation Manual", which was sponsored by Chevron Oil and given free to schools and community groups.

Results: Greater public awareness of the organisation's name, aims and objectives.

- **Internet**

Between 1996 and 1998 pioneered the use of the internet for fundraising purposes. In 2009 developed new website and social networking strategy for Eric Liddell Centre. Commercial experience in all aspects of ecommerce and social networking.

- **Market Research and Direct Marketing**

Commissioned market research relating to a major campaign and worked with advertising agencies and direct marketing companies to develop appropriate targeted promotional material; supervised the development of a computer database for direct marketing purposes.

Result: Increased the number of individual donors and regular givers.

- **Trading**

At Waverley Care Trust reorganised all the trading activities of Waverley Care Trust. This included the setting up of a trading company, Christmas catalogue and mail order distribution system.

Set up an affinity credit card scheme for BTCV.

Results: Greater regular income plus the advantages of VAT registration.

- **People Management**

Recruited and managing staff in fundraising and public relations roles; monitored them against KPI's and ran regular team meetings; introduced employment packages with wider benefits than just salary, with proper career and personal development through the Institute of Fundraising.

Result: Developed two successful fundraising teams and increased the organisations' financial security.

FULL EMPLOYMENT HISTORY

2009 to Now Eric Liddell Centre - Fundraiser
2007 to 2009 Ultraspeed UK Ltd – Director (non exec) and Marketing Director (exec)
2000 to 2007 Hostroute.com Ltd – Managing Director
1999 to 2001 Vetaid (The Moredun Foundation) – Fundraising Manager
1996 to 1998 Waverley Care Trust – Fundraising Manager
1995 to 1996 BTCV (Formerly Scottish Conservation Projects Trust)
- Fundraising & Marketing Manager
1993 to 1995 Fairbridge in Scotland - Regional Development Manager
- six month gap in 1994 during which I worked for Children 1st.
1988 to 1989 Royal National Institute for the Blind - Appeals Organiser

TERTIARY EDUCATION

1990 to 1993 University of Edinburgh, Degree: Licentiate in Theology (LTh)
1986 to 1988 Falkirk College of Technology, HND in Communication Studies
(Marketing, Public Relations and Advertising)

SECONDARY EDUCATION

1979 to 1984 High School of Stirling. 7 SCE 'O' Grades, 3 SCE Highers (including English)

COMPUTER SKILLS

Regular user of Microsoft office professional including Microsoft Access. Has developed two relational fundraising database systems from scratch. Typing speed recently tested at 55 words per minute.

PERSONAL DETAILS

Divorced, three children