

Gordon Hudson

Contact via www.gordonhudson.com

Personal Statement

I am a confident professional with a focus on leadership, organisational development, communication and fundraising. I am entrepreneurial, have an attention to detail, and believe that the best way to secure the long term future of any organisation is through integrity.

My Skills

<ul style="list-style-type: none">● Organisational development● Leadership● Fundraising● Teamwork● Creativity with limited resources● Media representation● Lobbying● Staff development and management	<ul style="list-style-type: none">● Charity and company regulatory compliance● Public speaking and presentation● Community engagement● Monitoring and evaluation● Attention to detail● Self motivation● IT, Internet and social media
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My Work Experience

Manager, Eco-Congregation Scotland (Dec 2010 - Current)

- Chief officer of a leading environmental charity
- Developed the organisation from a voluntary body to a registered charity
- Increased income by 4x through close partnerships with other organisations and the Scottish Government
- Recruited 11% of Scotland's churches (431) to take part in the programme
- Developed a Values, Vision and Mission statement
- Developed internal policies on data protection
- Developed and implemented fundraising and communication strategies
- Company secretary and data protection officer
- Leading a staff team of five
- Developed trustee board through skill based selection and training
- Community engagement through local behaviour change initiatives
- Represented the charity on umbrella bodies like Stop Climate Chaos Scotland, the campaign for a deposit return scheme for plastic bottles and Scottish Food Coalition
- Campaigning and lobbying Scottish Government on climate change issues
- Digital engagement including web site, mailing lists, social media and database
- Writing and production of printed promotional material

Fundraiser, Eric Liddell Centre (Sep 2009 - Dec 2010)

- Secured the organisation's future by raising £100,000 for immediate need
- Devised and launched a successful capital fundraising appeal for building improvements
- Developed new funding sources from trusts, individuals and trading activities
- Implemented a new website and social media profile
- Developed and implemented communication and strategy

Marketing Director, Ultraspeed UK (Sep 2007 - Jul 2009)

- Developed successful online and offline marketing strategies
- Integrated new product development into the marketing process
- Managed the development of the shared hosting business
- Contributing as a company board member and controlling shareholder
- I remained an equity shareholder until the business was sold in 2012

Managing Director, Hostroute.com Ltd (Aug 2000 - Sep 2007)

- Founded this web hosting and internet domain registration company with initial capital of £200
- Grew the business to over 40,000 customers with continuous profit and positive cash flow
- Developed and implemented business strategies to constantly innovate and gain market share - combining small market segments to make a scalable business
- Wrote entire online sales and provisioning system for web hosting and domain name registration services in Perl, PHP and JavaScript
- Business sold in 2007 when I joined the board of Ultraspeed UK Ltd

Fundraising Manager, The Moredun Foundation and VETAID (Feb 1999 - Aug 2000)

- Worked jointly for the Foundation and its international development charity VETAID
- Developed new income from sale of imported fairtrade items
- Ran highly successful BBC broadcast appeal following Mozambique floods

Fundraising Manager, Waverley Care Trust (HIV/AIDS charity) (1989 -1990)

- Member of senior management team responsible for fundraising and marketing
- Moved the organisation's fundraising activities to a new level of professionalism and efficiency
- Developed one of the first Charity websites in Scotland
- Managed a staff team of four

Fundraising & Marketing Director, Scottish Conservation Projects Trust (1995 -1996)

- Member of senior management team reporting to the board
- Raised core funding for organisational restructuring
- Led a staff team of five public relations and marketing professionals

Regional Development Manager, Fairbridge in Scotland (1995)

- Established Fairbridge as a leader in working with young people at risk in Scotland.

Marketing Coordinator, Children 1st (1994)

- Worked with a fundraising consultancy firm on the re-branding and relaunch of the Royal Scottish Society for Prevention of Cruelty to Children as Children 1st and the associated major appeal

Fundraising Researcher, Fairbridge (1993)

- Research and planning for a major appeal to launch Fairbridge in Scotland
- Researched Trusts, individuals and companies for approach by fundraising team and consultants
- Coordinated design work and copywriting for appeal.

Appeals Organiser, Royal National Institute of Blind People (1988-89)

- Raising funds through community activities including organisation of local fundraising groups, flag days and other local activities.

Qualifications, education, training and development

<ul style="list-style-type: none">● LTh (Theology), University of Edinburgh, 1993● HND Communication Studies (Marketing, Public Relations), Falkirk College of Technology, 1988	<ul style="list-style-type: none">● Full Member, Institute of Fundraising● Member, Association of Chief Officers of Scottish Voluntary Organisations● Common Purpose graduate
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Personal Interests

I play the trumpet and cornet and have performed with orchestras and brass bands at the highest levels of amateur music making. I am a licensed radio amateur with particular interest in long distance HF (Shortwave) communication. I live in Edinburgh, am married with three grown up children and have a full driving licence.