



## Job Description

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|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title:</b>          | Philanthropy Manager: Major Donor Gifts                                                                                                                                                             |
| <b>Accountable to:</b> | Head of Fundraising                                                                                                                                                                                 |
| <b>Location:</b>       | Home-Based with frequent travel to supporter locations and occasional travel to Head Office (Leamington Spa)                                                                                        |
| <b>Contract Type:</b>  | Permanent                                                                                                                                                                                           |
| <b>Working Hours:</b>  | Part-time - 21 hours per week                                                                                                                                                                       |
| <b>Benefits:</b>       | 25 days holiday plus bank holidays (pro rata), Pension Scheme, Flexible working arrangements, Birthday leave after 2 years' service, Paid mileage for travel to locations other than base location. |

### Main purposes of the job:

Reporting to the Head of Fundraising, the postholder will account manage a portfolio of dedicated major donors who contribute significant funding to the charity, developing and implementing inspiring supporter journeys that encourage repeated/ increased support. The postholder will work closely with the Individual Giving Manager and other fundraising team members to identify major donor prospects, ensuring thorough research and engagement to cultivate relationships and solicit major gifts.

The postholder will work within a committed and supportive team environment, working collaboratively to raise awareness of the charity's services, initiating and building mutually beneficial and sustainable relationships to ensure long-term support. The role will also involve interacting with senior church contacts such as Archbishops and diocesan representatives who have a history of support, so whilst the charity is non-religious and non-political, sensitivity within this jurisdiction will be required.

### Key achievement areas:

The purpose of the role is to drive and deliver our ambitious fundraising strategy in order to support the work of Life. The Philanthropy Manager is responsible for shaping and delivering the end-to-end experience of existing major donors as well as cultivating new prospects.

- Design, develop and implement a cohesive supporter journey strategy focussed on supporter needs and continuous re-engagement;
- Inspire positive supporter journeys for major donors and potential donors, thereby increasing lifetime value of donors
- Work in partnership with other members of the fundraising team to promote national campaigns and other opportunities, ensuring we maximise ROI
- Work closely with the Individual Giving Manager to identify new major donors in our database and ensure smooth handover and stewardship, including promotion of our legacy literature with the aim of securing bequests
- Be a key point of contact for senior church leaders and contacts who can facilitate introductions and recommendations for related funding / fundraising opportunities

- Effectively manage own time, balancing the needs of the organisation and our Major Donor supporters
- Maintain accurate and up to date records on Life's database so that all relationships and activities are captured effectively
- Undertake all activities in compliance with the Fundraising Regulator's fundraising code, the Fundraising Preference Scheme and in accord with the Institute of Fundraising codes of practice, and to ensure that all communications are in compliance with relevant legislation.
- Build, maintain and develop relationships with colleagues across Life, keeping an up-to-date knowledge of service developments and opportunities to collaborate with colleagues to maximise income and awareness to support service delivery.

### **Personal responsibilities:**

- The post holder must assume responsibility for their own professional and personal development (supported by Life where appropriate) to ensure their continuing competence to deliver Life's requirements.
- A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services are aware of and deliver their individual responsibilities

### **Safeguarding Children & Adults at Risk of Harm:**

- Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and adults at harm of risk.
- Familiarisation with, and adherence to, the appropriate organisational Safeguarding policies and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.
- All employees must ensure that they understand and act in accordance with this clause. If you do not understand exactly how this clause relates to you personally, then you must seek clarification from your immediate line manager as a matter of urgency.
- Equally, all managers have a responsibility to ensure that their team members understand their individual responsibilities with regards to Safeguarding Children and Adults at Harm of Risk.

### **Corporate behaviours:**

#### **All staff are expected to:**

- Work towards the charity's aims and objectives, and uphold it's vision and mission
- Operate in line with our core workplace values which are:
  - Humanity – All people are special and equal
  - Solidarity – We're with you and for you
  - Community – We're better together

- Charity – Doing good for one another
- Common Good – Building a better world
- Demonstrate respect for others and value diversity
- Act responsibly regarding the health and safety of themselves and others
- Focus on the client and customer, both internally and externally, at all times
- Make an active contribution to develop the service
- Learn from, and share experience and knowledge
- Keep others informed of issues of importance and relevance
- Consciously review mistakes and successes to improve performance
- Act as an ambassador for the charity and always maintain professional standards
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality
- Demonstrate a flexible approach to their work
- Abide by and take responsibility for the obtaining, storage, processing and sharing of any personal data within the meaning of the General Data Protection Regulations 2018 and as defined in the relevant Life policies for all aspects of service delivery and working practice, paying particular attention to the protection of personal information in any form and by whatever means it is accessed by you.

In addition, all managers and supervisors will be expected to:

- Value and recognise ideas and the contribution of all team members
- Coach individuals to perform to the best of their ability
- Delegate work to develop individuals in their roles and realise their potential
- Provide support, feedback and guidance to all team members and encourage their team to achieve work/personal life balance

### **Charitable Ethic & Fundraising:**

Life relies on voluntary income to deliver our vital services. As a result, all staff and volunteers are required to have a charitable ethic, ensuring we are careful with our donor's funds and representing the best value for money in everything we do. This includes being an ambassador for fundraising, retail and marketing when we represent Life in each of our roles; looking for funding opportunities to pass onto the income generation team as well as taking a personal interest in supporting income generation for Life.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in consultation with the post holder.

### **Post title: Philanthropy Manager – Major Donor Gifts**

| Personal skill characteristics | Essential<br>(Tick) | Desirable<br>(Tick) |
|--------------------------------|---------------------|---------------------|
| <b>Values &amp; Behaviours</b> |                     |                     |

|                                                                                                                                                                              |   |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|
| Ability to demonstrate, understand and apply our workplace values. These are embedded in all roles and employees must evidence their attitudes/behaviours                    | ✓ |   |
| Committed to the vision, mission and values of the charity                                                                                                                   | ✓ |   |
| <b>Business Management / Delivery</b>                                                                                                                                        |   |   |
| Proven track record and an in-depth expert knowledge of major donor fundraising with high level individuals of significant influence and ability to give substantial funding | ✓ |   |
| Ability to manage a portfolio of major donors and prospects with demonstratable knowledge of support journeys and cultivation                                                | ✓ |   |
| Demonstrate experience of creative and successful written proposals and presentation pitches                                                                                 | ✓ |   |
| Ability to manage budgets                                                                                                                                                    | ✓ |   |
| Experience of using CRM/database for the purpose of donor stewardship and development.                                                                                       |   | ✓ |
| <b>Leadership</b>                                                                                                                                                            |   |   |
| Understand and appreciate the role of Fundraising                                                                                                                            | ✓ |   |
| Demonstrate strategic thinking e.g. in campaigns                                                                                                                             | ✓ |   |
| Demonstrate use of innovative fundraising techniques                                                                                                                         | ✓ |   |
| Understanding relevance of moral advocacy in fundraising                                                                                                                     | ✓ |   |
| <b>Experience / Knowledge / Qualifications</b>                                                                                                                               |   |   |
| Proven experience of working within a charity in a similar role                                                                                                              | ✓ |   |
| Experience in fundraising from the general public and in particular from High Net Worth Individuals                                                                          | ✓ |   |
| Recognised fundraising qualification (e.g. Certification by the Institute of Fundraising)                                                                                    |   | ✓ |
| A thorough understanding of GDPR, ICO and fundraising regulation                                                                                                             | ✓ |   |
| Knowledge and practical experience of using IT and as analytical and management tools (e.g. report writing)                                                                  | ✓ |   |
| Experience with managing donor relationships with a CRM system                                                                                                               |   | ✓ |
| <b>Communication</b>                                                                                                                                                         |   |   |
| Strong verbal and written communication skills                                                                                                                               | ✓ |   |
| Communicates effectively and openly at all levels                                                                                                                            | ✓ |   |
| Experience of communicating effectively with a wide range of people to identify their needs, preferences and demands                                                         | ✓ |   |
| Ability to promote the charity to a wide range of individuals and external contacts                                                                                          | ✓ |   |

|                                                                                                                 |   |   |
|-----------------------------------------------------------------------------------------------------------------|---|---|
| <b>Personal</b>                                                                                                 |   |   |
| Commitment to quality, customer service, best practice and best value in all aspects of the charity's operation | ✓ |   |
| Ability to work with people at all levels                                                                       | ✓ |   |
| Positive outlook and approachable personality                                                                   | ✓ |   |
| Ability to work on own initiative                                                                               | ✓ |   |
| Handles pressure of meeting deadlines and supports others where possible                                        | ✓ |   |
| Ability to prioritise workload and plan time                                                                    | ✓ |   |
| Commitment to own personal and professional development                                                         | ✓ |   |
| Ability to motivate others and work as part of a team                                                           | ✓ |   |
| Full driving license and access to your own car                                                                 |   | ✓ |

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| Internal Use Only |              |
| Approved By:      | Issue No:    |
| Approved Date:    | Review Date: |