

JOB DESCRIPTION

Job Title:	Major Donor Manager
Responsible to:	Senior Fundraising Manager
Salary:	£38,000 - £42,000 depending on experience
Location:	Flexible working available, a minimum of 2 days in the London office (Mondays and Wednesdays) and 3 days from home
Hours of work:	Full time 5 days per week (35 hours per week) with a minimum of 2 days per week in the office. Very occasional work outside normal working hours with time off in lieu.

Background:

USPG is the Anglican mission agency that partners churches and communities worldwide in God's mission to enliven faith, strengthen relationships, unlock potential and champion justice.

You can find out more about our work by visiting www.uspg.org.uk

Communications, Engagement & Fundraising Team

Reporting to the Senior Fundraising Manager, the Major Donor Manager role sits within the Communications, Engagement and Fundraising (CEF) Team. The team serves the needs of the organisation by engaging a range of key audiences through various media channels, volunteer engagement, events and fundraising.

Job Purpose:

We are looking for an experienced, passionate, and highly personable fundraising professional to join our team, to help us identify, approach and cultivate relationships with key individuals who have the potential to make major contributions to our work.

This is a really exciting opportunity to develop and deliver a new major donor programme as well as working with our Global Missions team on developing the case for support and impact reporting.

The post holder will be expected to work in close collaboration with others across the organisation and will enjoy working in an innovative creative environment.

Strategic responsibilities:

- Developing plans that feed into the USPG fundraising strategy to increase engagement from high net worth individuals and cultivate new high value donors
- To manage the major donor income and expenditure budgets, ensuring all activity meets income targets and expenditure remains on budget
- To develop and manage a pipeline of donors to approach and build relationships, securing high value (5 and 6 figure) gifts.
- To work alongside the Global Mission team and Communications team to develop the case for support and produce tailored impact reports
- Hosting meetings, presentations and special events to network with high value donors and cultivate new relationships

Operational responsibilities:

<p>30% Strategic planning</p>
<ul style="list-style-type: none"> • Develop and execute a major gifts fundraising plan setting out key priorities across each area, including new areas to pilot and income generation targets in line with USPG’s strategy and budget • Measure the success of initiatives using a data driven approach and proactively research prospects, applying funding trends and industry best practice. • Ensure legal and financial compliance of fundraising activity including data protection, fundraising regulations, charity regulations and financial policies.
<p>30% Fundraising delivery</p>
<ul style="list-style-type: none"> • Proactively research, identify, and cultivate a high-net-worth individual (HNWI) prospect pipeline. • Build great relationships with, and deliver a fantastic service to our most significant supporters • Developing and managing a portfolio of individual donors and prospects, soliciting 5 and 6-figure gifts. • Develop and lead delivery of a programme of relevant cultivation and networking events, including receptions, lunches and gala fundraisers. • Act as a public-facing ambassador at events, representing the organisation and its values, engaging with attendees, and enhancing our public image and relationships. • Implement necessary systems and processes to promote the growth of major donor giving across the organisation.
<p>30% Stewardship</p>
<ul style="list-style-type: none"> • Design and implement giving and stewardship plans for existing and prospective major donors, including annual and regular gifts, significant gifts, and planned gifts, using insights to plan appropriate communications. • Provide engaging reports to donors on the impact of donors’ gifts as required. • Produce clear and compelling proposals, bespoke project information, thorough briefs and other supporting materials. • Creating engaging opportunities for donors to increase their giving to a higher level.
<p>10% CRM and data</p>
<ul style="list-style-type: none"> • Update and maintain our supporter database, ensuring all information relating to funders and prospects is accurate, up-to-date and adheres to guidelines • To keep up to date with legislation, policy and good practice, especially GDPR with regard to fundraising and to ensure adherence to this. • To write briefs to pull data lists from Raisers Edge for fundraising stewardship

Other:

- To undertake other duties as agreed with the line-manager, particularly those arising from the implementation of the fundraising strategy.

Person Specification

This form shows which criteria are essential and which are desirable for the job. They have been ticked as appropriate.

E = essential criteria. The job cannot be done without them.

D = desirable criteria can help the job to be done more effectively.

Knowledge, Skills and Experience

Experience

Experience of securing high value (5 and 6 figure) gifts from HNWIs and of meeting and exceeding fundraising goals	•	
Experience of managing and developing a major donor portfolio/pipeline	•	
Experience of identifying new major giving opportunities	•	
Experience of recruiting and retaining supporters	•	
Experience of designing and delivering high impact stewardship programmes	•	
Experience of designing and delivering high value events		•
Experience of working strategically and collaboratively with colleagues to improve and strengthen donor experience		•

Knowledge and Skills

Excellent stakeholder and relationship management skills	•	
Strong interpersonal skills with the ability to motivate and inspire others to give	•	
Effective public speaker and communicator who can successfully present proposals and adapt their style to different audiences	•	
Strong writing skills with the ability to compose compelling proposals and reports	•	

An understanding of GDPR and other regulations and policies	•	
Proficiency with donor databases eg Raiser's Edge	•	
Ability to work closely with trustees, leadership, senior volunteers and warm donors to unlock peer connections and leverage new or uplifted support	•	

Personal Qualities

Proactive with the ability to build and manage your own portfolio	•	
The ability to work collaboratively across the organisation	•	
Flexible and able to work well under pressure and to deadlines	•	
An understanding of the Anglican Church and Communion		•
To be in sympathy with the Christian ethos of USPG	•	