

Job Description – Blind Veterans UK

Job title: Major Donor Manager
Reports to: Senior Manager Philanthropy & Special Projects
Department: Philanthropy & Partnerships
Location: London
Last updated: October 2017

Job purpose

To help deliver an effective and systematic High value donor programme for Blind Veterans UK, building on existing relationships with supporters and identifying and developing new prospect major donors.

Dimensions

1. The role will require the post holder to contribute to the development of the major donor fundraising strategy and generate income targets from high value donors
2. The post holder is responsible for initiating, building and sustaining productive fundraising relationships with a range of new major donor prospects, producing and managing detailed cultivation and stewardship plans and overseeing budgets.

Main accountabilities of the post

1. To support the Senior Manager Philanthropy & Special Projects to deliver the overall High Value Relationships Business Plans and deliver against income targets
2. To oversee the development of individual high value donor relationships, and to personally manage a portfolio of prospects and donors.
3. To ensure the delivery of the highest standards of support, service and stewardship to high value and major donors, ensuring compliance with donor monitoring and reporting requirements.
4. To be accountable for the analysis and evaluation of performance information, income & expenditure, monitoring and reporting against objectives, outcomes and KPIs for internal and external audiences
5. Work with the Prospect Researcher to lead on the identification and research of potential new major donors to produce a pipeline of prospects and income opportunities
6. To keep up to date with best practice in fundraising and comply with relevant legislation and regulation ensuring that good practice is observed.
7. To develop and maintain detailed knowledge and information on Blind Veterans UK programmes and projects, and priority areas.
8. To line manage staff (although there are currently no direct reports at present)

High Value Donors

- Manage the major donor fundraising income and expenditure budget, ensuring the achievement of the financial plans, taking action as appropriate.
- Assist the Senior Manager Philanthropy & Special Projects to develop the Major Donor strategy and create compelling, relevant and tailored funding proposals to prospective and existing major donor supporters.
- Identify and develop necessary systems and processes to support the growth of major donor income across the charity.

Relationship Management, Stewardship and engagement:

- To ensure that all major donor prospects have an appropriate relationship with Blind Veterans UK; with the support of the Senior Manager Philanthropy & Special Projects, make full use of trustees, the chief executive and other executive group members as appropriate.
- To prepare bespoke cultivation plans for each major donor and to liaise with colleagues across the organisation as appropriate to manage the delivery of the plan ensuring information is captured and recorded accurately on Raisers Edge.
- To employ a variety of personal engagement and communications mechanisms to ensure that prospects and supporters become, and remain, fully engaged with our cause e.g. manage donor and prospect project visits and other cultivation events, send out impact reports

Influential/ Door Opener Supporters

- To recognise the value of these relationships to Blind Veterans UK and ensure these relationships are managed accordingly as major supporters with appropriate and consistent engagement and stewardship and support (financial and non-financial) is monitored

Cross Team working:

- Work closely with the events and community team to maximise major donor contacts leverage and manage major donor participation in the events programme.
- Liaise with the Marketing and Communications Team to ensure marketing and PR support for high value and major donor programmes.
- Work with the d Operations teams to identify suitable projects within the charity's plan to build cases for support and wish lists for new and existing donors, creating tailored presentation materials and reports to evidence need and impact.

Additional responsibilities

1. Attend in-house and relevant external training courses, as agreed with line manager.
2. Practice and comply with all aspects of Health and Safety at Work etc Act 1974 and the Charity's current Health and Safety policies.
3. Engage actively with our volunteers as appropriate and within the scope of the post.
4. Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.
5. Carry out duties, when required, associated with disciplinary and grievance procedures including undertaking investigations and attending related hearings.

Work context

1. This role operates from an office base; however there is occasional requirement for national travel, including staying away from home overnight on occasion.
2. The post holder is required to maintain a positive demeanour and enthusiasm
3. Work demands can often be conflicting and require prioritisation.

Autonomy and decision making

1. The post holder is expected to make professional operational judgements relevant to high value donor fundraising without reference to others. These will include operational procedures to ensure effective management.

Communications

The post will use high degree of communication skills on a regular basis to influence decision making by others, this will include a wide range of external audience's.

Internal

1. CEO, Trustees and SMT
2. Fundraising -High Value Relationships & Community, Regional and Events Team
3. Blind Veterans UK Centres; liaison regarding cultivation events and donor visits
4. Operations Services
5. Marketing and Communications, especially PR, digital and social media teams
6. Finance; Liaison regarding income and expenditure.

External

1. The post communicates on a regular basis with high value and major donors, major donors prospects and marketing suppliers of Blind Veterans UK.
2. Frequent communication with members and other beneficiaries.

Main challenges of the role

1. Bedding in a new successful and profitable income stream for Blind Veterans UK
2. Driving new revenue from within a challenging fundraising environment
3. Ensuring all fundraising teams are aware of their part in the donor journey for high value donors.

Additional information

This Job Description is a guide to the work the job holder is required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of the Contract of Employment.

Person Specification – Blind Veterans UK

	Essential	Desirable
Knowledge	<ul style="list-style-type: none">• Good level of computer literacy; knowledge of Microsoft Office and databases• A thorough understanding of tax efficiencies relating to significant donations.• A good understanding of the Major Donor fundraising market and trends• Knowledge of Raiser's Edge or similar CRM database	<ul style="list-style-type: none">• Familiar with Institute of Fundraising codes of practice
Skills	<ul style="list-style-type: none">• Demonstrable and highly developed interpersonal and communication skills both written and verbal.• Excellent networking and influencing skills at the highest level• Excellent organisation, prioritisation and time management skills with the ability to deliver to a deadline under pressure within a context of competing demands• Proficient in Raiser's Edge or similar database	

	<ul style="list-style-type: none"> • Ability to apply a broad range of communication skills to influence, motivate and persuade a wide range of people to donate. • Ability to manage relationships effectively • Ability to motivate others • Good project management skills • Good budgeting skills 	
Qualifications	<ul style="list-style-type: none"> • Degree or marketing qualification (or equivalent vocational experience) 	<ul style="list-style-type: none"> • Professional fundraising qualification
Experience	<ul style="list-style-type: none"> • Proven track record of personally securing five figure gifts • Demonstrable experience of achieving income against agreed targets • Demonstrable experience of recruiting new donors • Experience of developing and delivering exceptional donor stewardship programmes • Experience of producing written reports and proposals, delivering quantitative and qualitative information in both formal and informal styles 	<ul style="list-style-type: none"> • Event management experience • Previous managerial experience
Personal qualities	<ul style="list-style-type: none"> • Enthusiastic and proactive • Confident and positive • Tactful and diplomatic • Thorough and Resourceful • Ability to multi-task and juggle competing demands • Team player • Enjoys working with a diverse range of people • Quality and attention to detail • Commitment to the purpose of Blind Veterans UK • Prepared to travel 	