

JOB DESCRIPTION

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| Position: | Philanthropy Manager |
| Responsible to: | Director of Fundraising |
| Responsible for: | N/A |
| Works With: | Chief Executive, senior management, supporters, internal staff teams |
| Location: | Hybrid – office in Godalming and home based |

Overview:

As Philanthropy Manager, you will drive work to generate income for the League Against Cruel Sports from high-net-worth individuals, partners and funders.

You will lead the major donor programme and manage the charity's prospect pipeline, working closely with the Director of Fundraising, Chief Executive and other key stakeholders to solicit large gifts from our most influential supporters. You will be directly responsible for analysing existing major donors and new prospects, updating the supporter database to strengthen and grow the major donor prospect pool. You will also support the development of related income sources, such as family trusts and corporate partners.

You will use your first-class interpersonal and communication skills, your ability to inspire and negotiate, and your commitment and resilience to achieve income targets for the League. You will also use innovative fundraising solutions across all donor touchpoints to drive income generation and introduce new fundraising methods to secure future support. A team player, you will work collaboratively with colleagues across the Fundraising department to support and enable the achievement of wider team goals.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

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Purpose of Job:

- To manage the delivery of the agreed Philanthropy strategy and operational plan, and maintain a robust prospect pipeline.
- To directly manage and steward philanthropic donors and funders, including making asks, providing updates and completing associated administrative tasks.
- To play an active role in the Fundraising department and contribute to its delivery of the charity's income generation strategy.

Principal Responsibilities:

- Generate income from high-value donors by initiating, developing and directly managing relationships with new and existing supporters.
- Take responsibility for all major donor relationships, devising and implementing individual development plans using specific touchpoints and compelling cases for support.
- Manage the major donor marketing programme (digital and print), including appeal mailings and stewardship updates.
- Produce content for League Life, the major donor version of our charity newsletter Protect.
- Develop and grow the major donor pipeline and portfolio through networking and relationship-building.
- Proactively engage with colleagues across the organisation to develop suitable propositions for fundraising proposals and to deliver updates to donors.
- Conduct and act on the findings of prospect research, using personal giving histories and donor motivations to shape future activity and engagement.
- Implement and personally deliver innovative and inspiring ways to thank donors and demonstrate the impact of their gifts.
- Work closely with the Director of Fundraising, Chief Executive and other senior leaders to draw on contacts and relationships that can increase income generation.
- Develop and deliver an annual plan and budget for the Philanthropy programme.
- Produce monthly financial reports to assess ongoing performance.
- Be accountable for the maintenance and development of relationships with supporters and potential supporters for whom the team is responsible.
- Manage and implement wealth screening in line with GDPR regulations.
- Produce updated cultivation plans that accurately reflect caseload activity and performance.
- Maintain records of all activity, mailings, meetings and phone calls with major donors on Raiser's Edge.
- Assist in the development of a culture within the League that engages the wider staff team in productive relationships with major donors.
- Conduct research within the sector to identify good practice.
- Develop relationships with peers to increase our insights and identify partnership ventures and activities.
- Manage relationships with major donor-related family trusts and foundations, and corporate partners.
- Work with the Director of Fundraising and Head of Fundraising in identifying and developing new income streams for the charity.
- Work in line with company policies and processes, in particular health and safety and information security.
- Ensure all fundraising activities comply with all relevant legislation.
- Actively work to embed sustainability into day-to-day practices, advancing sustainability across the charity.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement
- Any other duties that are reasonably asked of you.

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| Skills/Knowledge | Essential | Desirable |
|--|--|---|
| Professional and Technical Qualifications | | <ul style="list-style-type: none"> Degree or relevant certification in fundraising. |
| Experience and Knowledge | <ul style="list-style-type: none"> Proven experience of major gift fundraising or equivalent sales experience, with a passion for fundraising. Previous experience working with high-net-worth individuals, either in the charity or commercial sector. Experience of leading on and managing relationships with individuals at Board level. Knowledge of major donor fundraising strategies, with demonstrable understanding of the stages involved. | <ul style="list-style-type: none"> Strong understanding of charity laws and regulations. Experience of financial processes and accounts. Excellent understanding of CRM systems and data management. Raiser's Edge experience. Experience of corporate and trusts fundraising. |
| Skills and Competencies | <ul style="list-style-type: none"> Outstanding interpersonal skills – including an ability to discover what interests people, their communication preferences and their level of financial support. Ability to match personal giving motivations with suitable projects – and to drive cross-organisational communication. Ability to produce inspiring cases for support for a broad range of funders. Excellent influencing and negotiating skills. Excellent written and oral communication skills. Ability to manage multiple tasks and prioritise work to meet daily, weekly and monthly targets. Proficient in Microsoft Word, Excel, PowerPoint and Outlook. Ability and willingness to maintain and utilise detailed records of interactions, outcomes and cultivation plans on the organisational database. | |

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Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: