



JOB PROFILE

JOB TITLE:	Major Donor Manager
SALARY:	£34,000 - £40,000
CONTRACT:	Permanent Full Time
LOCATION:	London (Office based with some home working)
REPORTING TO:	Senior Philanthropy and Events Manager

Main purpose of position

The Major Donor Manager is responsible for leading our philanthropic efforts through major donors, and to host showcase events alongside the Trust Manager in order that our philanthropic income can grow to £1.5m per annum by 2020.

Your role will be to maximise the net income of existing activities whilst developing new, complementary and sustainable opportunities for philanthropists and major donors, and to take the lead in proactively engaging these individuals to maximise our fundraising return.

Through regular meetings with the Senior Philanthropy and Events Manager, you will contribute to the overall strategy and development of the fundraising activities and feed these into the overall Charity strategy.

Our Vision

Our vision is of a world where no child dies of cancer.

Since we were inaugurated in 1988, we have been dedicated to fighting the injustice of cancer in children. We raise and invest money for vital specialist research to save the life of every child with cancer and keep their family together.

By liberating visionary researchers and accelerating breakthroughs we have helped to drive childhood cancer survival rates up from 63.7% in 1990 to a predicted 84%* in 2017.

We also support families whose lives have been turned upside down by:

- helping to fund the building of free patient and family homes near hospitals around the UK;
- supporting charities offering financial assistance to families during treatment;
- giving children and families unforgettable days out – creating memories that can never be lost.

* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023.

Children with Cancer UK (the Charity) is the leading national children's charity dedicated to the fight against childhood cancer. Our aims are to determine the causes, find cures, improve treatments and provide care for children with cancer.

Core Responsibilities

- Lead, manage, and develop our major donor journey
- Develop the major donor fundraising team to be fit for purpose, feel challenged and clearly focussed to deliver business plans
- Motivate the team to be inspired to look for new ways to deliver and improve major donor applications
- Maximise the net income of existing activities whilst developing new, complimentary and sustainable activities
- Ensure fundraising targets are planned, implemented and achieved, and help ensure the success of the Philanthropy and wider fundraising team, collectively and collaboratively
- Develop strategic plans and budgets within the Philanthropy team that help Children with Cancer UK deliver supporter acquisition growth plans through effective planned investment, and prepare business cases as appropriate
- Make recommendations for supporter development across the charity
- Deliver regular financial supporter acquisition KPI reports and analysis on income and expenditure, and quarterly re-forecasting
- Deliver regular non-financial supporter KPI reports and analysis such as, new supporter type, volume, profiles
- Proactively improve campaign analysis and evaluation including benchmarking KPIs and develop income scenarios such as lifetime value, and using sector trusted modelling and attribution tools
- Develop excellent working relationships across Children with Cancer UK teams and personnel
- To produce regular reports and analysis on income and expenditure, and quarterly re-forecasting
- Ensure the campaigns operate to schedule and budget and on brand
- Deputise for the Senior Philanthropy and Events Manager when necessary.

Personal Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Minimum of 1-2 years fundraising for Major Donors • Sound knowledge of the principles of Philanthropy • Good level of experience and understanding of dealing with brand and corporate identity • Experience of managing, forecasting, developing and delivering large income and expenditure budgets • Experience of using a range of techniques to develop and retain supporters and to build excellent long-term supporter relationships • Experience of database targeting, segmentation, testing and response analysis • Experience of planning, managing and evaluating successful trust and foundation campaigns • Experience of leading, managing and motivating a team through growth and/or change • Experience of supporting the development of, and, decision making in others • Experience of improving processes to deliver an excellent supporter experience 	<ul style="list-style-type: none"> • Line management • Experience of using the Raisers Edge database

Knowledge	<ul style="list-style-type: none"> • Strong working knowledge of customer or supporter databases • Working knowledge of supporter acquisition models of recruit to effectively develop and retain new supporters • Working knowledge of legislation and compliance, including GDPR • Working knowledge of Gift Aid administration, legislation and compliance • Knowledge of forecasting income and expenditure and proactive contingency activity to deliver to budget 	<ul style="list-style-type: none"> •
Skills / Abilities	<ul style="list-style-type: none"> • Excellent command of written English, including punctuation, grammar and spelling • Excellent presentation and communication skills, across a range of audiences and messages • Ability to develop and maintain effective and collaborative internal and external relationships • Ability to negotiate and influence at a senior level • Ability to lead, motivate and develop a team and volunteers • Ability to develop strategic and operational plans to grow income • Ability to challenge the accepted way of doing things, generate ideas and opportunities and drive forward their implementation • Ability to concurrently manage multiple projects • Ability to interpret data to inform actions and decisions to grow income or improve processes, therefore highly numerate and methodical, with the ability to analyse data and produce reports • Ability to develop and maintain effective and collaborative internal and external relationships • Ability to negotiate and influence at a senior level • Ability to write supporter focused engaging copy and encourage this in others. • Strong IT skills including intermediate/advanced MS Word and MS Excel. • Good customer service skills and an ability to work with a variety of stakeholders, including fundraisers, committee members, celebrity supporters and Trustees • Proficient use of Microsoft Office programmes, including Outlook, Word (advanced level), Excel (advanced level) and PowerPoint • Excellent organisational skills • Ability to prioritise and multi-task • A keen eye for detail 	<ul style="list-style-type: none"> • Proficient use of Raisers Edge database
Qualifications, training and education	<ul style="list-style-type: none"> • Degree level education or equivalent level of work experience 	<ul style="list-style-type: none"> • Fundraising qualifications
Personal qualities	<ul style="list-style-type: none"> • Enthusiastic, confident, sociable, resilient 	

	<ul style="list-style-type: none">• A self-starter who can plan their own diary and seize the initiative• Creative and innovative• Good team player• Ability to work under pressure and to deadlines	
--	---	--

This job description outlines the current main responsibilities of the post. The duties of the post may change and develop over time and this job description may be amended in consultation with the post holder. To gain the knowledge and experience required, the post holder will be expected to remain in their current position following a successful probationary period for between 6-9 months.