

Philanthropy Manager



Amref Health Africa UK

Responsible to:	Director of Fundraising
Responsible for:	Philanthropy Assistant
Location:	Hybrid – a mix of home working and time in our London office
Contract:	Permanent, full-time
Salary:	£45,000

About Amref Health Africa

Amref Health Africa is the largest Africa-based international health development organisation. We work to bring about lasting health change in Africa.

Headquartered in Nairobi, Amref works in 35 countries to improve access to healthcare and to help create an environment that is conducive to good health. Amref's programmes focus on: child health and nutrition; communicable and non-communicable diseases; health financing; maternal, newborn health; neglected tropical diseases; sexual and reproductive health and rights; and water and sanitation and hygiene. Our programmes align with our [Global Strategy objectives](#): to increase primary healthcare access for all, and to address the social determinants of health. These are the factors that influence people's health, from their access to education, to their gender, and their exposure to the impacts of climate change.

Amref Health Africa UK (Amref UK) is an independent UK-registered NGO that exists to support the programme and policy activities of Amref. With a UK-based Board of Trustees and staff team, our main purpose in the UK is to develop and manage partnerships with UK donors who want to support Amref's work in Africa. [Amref UK's Strategy 2024–2030](#) will deliver transformational growth to support the work towards Africa's health transformation.

About this Role

Together with the Director of Fundraising, the **Philanthropy Manager** will develop and deliver the Philanthropy Strategy, with the support of the Philanthropy Assistant. This is a significant part of the organisation's overall Supporter Engagement Strategy which focuses specifically on unrestricted income generation. This role will raise unrestricted income through the development of Amref UK's Major Gifts programme - the Mbele Movement - by identifying and cultivating new high net worth supporters, and inspiring them to make unrestricted, multi-year major gifts, in line with the Philanthropy Strategy. The Philanthropy Manager is also responsible for nurturing and growing our existing portfolio of philanthropists and philanthropic organisations by building strong relationships and securing unrestricted income in line with the Supporter Engagement Strategy.

Responsibilities

TEAM LEADERSHIP

1. Provide day-to-day management of direct reports including recruitment, setting objectives, providing feedback, regular 1:1s and conducting regular performance and development reviews.
2. Identify the areas for personal and professional development required to ensure the team can meet the objectives set with a quality-focused mind-set and initiate activities to build these capabilities.
3. Provide informal coaching and mentoring by sharing fundraising knowledge and insights with the wider Supporter Engagement team.

UNRESTRICTED FUNDRAISING

1. Contribute to the Supporter Engagement Team's annual planning and budget process.
2. Work with the Director of Fundraising on the development of an overall Philanthropy Strategy and specifically a new Major Donor Engagement strategy, maximising income from the major donors' stream.
3. Manage the Philanthropy budget, which covers Legacies, unrestricted Major- and Mid-level donors, unrestricted Trusts & Foundations and unrestricted corporate partnerships, in line with objectives and KPIs, reporting to the Director of Fundraising on income and expenditure and highlighting variances.
4. Develop and manage Amref UK's Major- and Mid-level Donor supporter journey including its design, implementation, monitoring, and evaluation, utilising audience data and insight to maximise income and engagement.
5. Manage Amref UK's Major Gifts programme (the Mbele Movement), to ensure an increase in the number and value of committed givers, overseeing the design, testing and evaluation of new Major donors' products and activities.
6. Develop short, mid- and long-term donor strategies using data segmentation and analysis to build a picture of donor behaviours and profiles.
7. Test, implement, monitor, and evaluate existing and new fundraising initiatives and cases for support to increase two-way engagement with donors and encourage long-term giving.
8. Account-manage all existing unrestricted Trust & Foundation partners and unrestricted Corporate partners, developing an annual plan for stewardship and acquisition of new partners.
9. Account Manage Amref's ongoing relationship with the People's Postcode Lottery, including annual grant applications and impact reporting as well as monitoring the spending of the grant.
10. Oversee Amref's Legacy and Mid-level donor programmes, supporting the Philanthropy Assistant to deliver excellent stewardship, donor development and retention strategies.

DONOR MANAGEMENT & COMMUNICATIONS

1. Develop high value approaches to philanthropists and unrestricted income partners with a focus on securing major gifts for priority activities.
2. Assist with the development of Amref UK's case for support, writing proposals, applications and reports to donors to secure and manage funding.
3. Develop a prospect list, contacts and networks, building and managing a portfolio of major gift prospects.
4. Identify, research and evaluate prospective major donors, both from existing networks and by using research tools, developing individual strategies for the top prospects that reflect the donors' specific interests.

5. Initiate and build relationships with prospective major donors, working with senior management to take forward the solicitation process, including the request for a financial donation.
6. Host a small number of engagement, prospecting and recognition events to develop relationships with potential donors and solicit gifts, ensuring that they are efficiently organised, cost effective and well attended.
7. Support the Communications Manager in the coordination and delivery of quarterly virtual supporter update calls.
8. Work with Communications colleagues to identify and translate project information into compelling, high quality, major donor fundraising and stewardship materials.
9. Acknowledge, thank and recognise donors in a manner appropriate to their level of support, ensuring that gifts are used in line with any stipulations and reporting requirements are adhered to.
10. Maintain engagement with major donors to encourage long term support, sustain and increase income.
11. Provide feedback to donors that meets their needs and expectations; providing timely and compelling reports as required.
12. Ensure that donor transactions and communications are recorded on the Customer Relationship Management (CRM) database and in compliance with data protection legislation.
13. Report regularly on progress against agreed KPIs and objectives including regular moves management meetings.

DATA AND PROCESSES

1. Develop, manage and document processes that deliver high quality supporter care and stewardship.
2. Using the CRM database, ensure the timely and accurate upkeep of records of all activities, extracting and analysing reports for use in fundraising decision-making.
3. Ensure that all activity is run in compliance with key rules and regulations, including the Fundraising Regulator, Chartered Institute of Fundraising, HMRC, GDPR, Gift Aid, Information Commissioners Office (ICO), and Amref UK policies, keeping abreast of all developments.

Person Specification

ESSENTIAL KNOWLEDGE

- Knowledge of the UK fundraising environment.
- Understanding of Amref's programmatic work.
- Understanding of UK High Value donor philanthropic giving motivations and stewardship needs.
- Cultural sensitivity and an understanding of, and commitment to, Amref's mission, values and strategic direction.

ESSENTIAL EXPERIENCE

- Experience of working in fundraising, particularly high-value or events fundraising.
- Experience of working in a client or donor-facing role encompassing relationship management, supporter care and events planning.
- Relevant experience of budgeting, planning and using metrics and key performance indicators to monitor and drive performance.
- Experience in working to tight deadlines and under pressure, juggling numerous and different priorities.
- Experience using Customer Relationship Management (CRM) databases.
- Experience of line management, performance management and staff development.

ESSENTIAL SKILLS

- Fluent written and spoken English, with engaging communication skills.
- Demonstrable attention to detail, organisation, and time management.
- The ability to create engaging and responsive communications and content, tailored to donor needs.
- Confident user of Microsoft Office 365 (particularly Teams, Word, Excel and PowerPoint).
- Database management to capture, analyse and segment donors based on different criteria.
- Flexible and responsive; able to change direction and reprioritise as needed.

DESIRABLE EXPERIENCE, KNOWLEDGE & SKILLS

- Experience of working in international development / health / an organisation connected to Africa.
- Enthusiasm for fundraising and for Amref's work in Africa.

Benefits of Working at Amref UK

- Amref UK is a [Living Wage](#) employer
- Generous pension scheme with employer match of up to 7.5%
- Enhanced parental leave and flexible working opportunities
- 25 days annual leave per annum, rising to 27 after 2 years' service, plus bank holidays and 3 additional days at Christmas
- Season ticket loan and cycle-to-work schemes
- Potential for travel to offices in sub-Saharan Africa and Europe

How to Apply

To apply, please submit a cover letter of no more than two sides of A4 that demonstrates your interest in and suitability for the role, and a CV no longer than 2 sides of A4, through the [Hireful Platform](#) by 6pm on Tuesday 21st May 2024.

Amref UK champions inclusion, diversity and equal opportunity in every aspect of our work. We appoint our staff on merit, respecting and valuing the wide range of ways in which they are able to demonstrate the potential, experience and skills we seek. Unfortunately Amref UK is not able to support UK work permit sponsorship for this role, so all candidates must already hold UK Right to Work status.

If you have additional access needs, require support with your application, or if you have any questions about the role, please contact Kate Burley, HR & Operations Manager, at HR@amrefuk.org.