

# THINK Recruitment



ROYAL BRITISH LEGION

## Candidate Pack: Head of High Value Giving\*

Location: Hybrid – HQ in London, office based 2 days per week

Salary: £45,252 - £50,000 per annum (inc London weighting)

Closing date: Rolling interviews until position filled

\*internally this role is called Senior Trusts & Philanthropy Manager





## Welcome from Holly Seabrook, Head of Supporter Development at the Royal British Legion

Thanks for your interest in this role and working for RBL.

The Royal British Legion holds a special place in the hearts and minds of generations of people in society. As the largest military charity in the UK and home of the Poppy Appeal we have provided support to members of the Armed Forces community for over 100 years.

Today is no different. The needs of veterans, young and old, serving personal and their families are growing.

To support them we must raise awareness and secure donations, and that is where you could come in, playing a key role in the leadership and management of a newly formed Supporter Development team, focusing on stewarding and growing a high value programme. Core to our revamped Supporter Development team is bringing in this post. The post holder will launch our ambitious Mid-Value programme whilst maintaining relationships with our existing high value donor base across major giving and trusts and foundations.

As a vital part of the Supporter Development Management team this role will shape the experience that all donors have with the Royal British Legion, ensuring it is a positive one throughout their lifetime, and that your donors feel part of our 'One Legion'.

This is an extraordinary opportunity to join the leading Armed Forces charity and help to deliver evolving donor relationship programmes that ensure strong relationships today and also provide longer term opportunities to help fund our much-needed services in the years ahead.

I am excited about our work and our plans, as there is vast potential across all of high value giving. We just need the right person to help us realise that potential. If you'd like to hear more from me about why I joined RBL and why I think it is a fantastic place to work, I shared my story [here](#). I'd be delighted to speak with you informally about the role - just let THINK Recruitment know you'd value a chat.

Thank you, we hope you join us at the Royal British Legion,

*Holly*

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# Our vision: High Value Giving

RBL has recently launched a new fundraising strategy which focuses on their 'Three Giants': Poppy Appeal, Individual Giving and Legacies.

Trusts and major giving at RBL has huge potential; the trusts portfolio is large and varied, with support from some of the largest and most well known foundations in the UK and beyond.

The six-figure major donor programme is just at the beginning but showing great potential. RBL boasts a well established special events programme, successful mass marketing programmes, and senior leadership appetite to grow a major donor portfolio, so there is a significant opportunity to grow high value support from individuals.

With such a solid base to build from, the successful candidate can (and will!) own and lead the programme, be the in house expert, and transform high value giving to fund crucial services for the armed forces community.



**Total fundraising income FY2024 (Oct-Sept) £62.3million**

**High Value Giving Target FY2024 £1.2million**



<b>High Value Income FY2024 £1.2million</b>	<b>Trusts &amp; Foundations £795k</b>	<b>Mid Value £329k</b>	<b>Philanthropy £100k</b>
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## The role: Head of High Value Giving

With experience of building relationships with Major Donors and Trusts, you will be responsible for developing and managing long-term relationships with current donors, and for creating and implementing a stewardship programme. You will be responsible for building long-term development of the Mid-Value and Trusts programmes, using the iconic Poppy Appeal, which is part of the fabric of UK society, to engage mid and high value audiences.

Internally, following an organisational wide restructure in 2022, the Philanthropy function was brought underneath Supporter Development and role levels re-banded. As such, internally this role is called Senior Trusts and Philanthropy Manager. In terms of responsibility level, salary and income targets this role aligns with Head of positions across many other organisations.

This new role will lead the team which is responsible for managing relationships with RBL's trust and foundation and major giving supporters, ensuring excellent relationship management and stewardship to maximise income and growth. A newly formed mid value team also reports into this role, with a focus on increased retention, a reduction in attrition, growth in the short to medium term, with an ultimate focus on legacy pledges.

### Areas of potential

There is a fantastic base level of activity, engaged trust and foundations who support at a high level year on year, and a target which is achievable based on business as usual.

What is needed is a candidate with the experience, energy, and expertise to recognise this opportunity and take the programme to the next level, leading by example in cultivating the biggest trusts in the UK and indeed internationally, and using robust internal networks to build out a major donor programme, whilst overseeing an experienced mid value team to continue to deliver brilliant results.





## **The role: Head of High Value Giving**

### **Areas of challenge**

The team has been without a senior presence in this role for some time, so there is a sense of urgency to find someone with strong relationship management skills, who can work across both their team, supporters and key stakeholders effectively.

From the leader of the high value team we need to see ambition, but also compassion from the post holder - a mix of driving the team forward, but in a high challenge, high support manner. The team is awash with potential, we need someone who can hone in on where to prioritise.

We also need someone who can get to know the cause, understand what RBL does and how to communicate it effectively to donors. There is a lot of misunderstanding of RBL's work and communicating the cause with passion will be key to secure high value support.

### **The successful candidate**

We are looking for an experienced high value fundraiser who can understand and act on the potential in the high value programme, bring internal stakeholder management skills, alongside excellent supporter management experience.

The role requires someone who is comfortable working on their own initiative, being the in house expert in high value, and be a champion for high value fundraising best practice.

Line management support is there to help the post holder get up to speed with the organisation, help make connections and understand ways of working, but there is an expectation that the successful candidate will be able to deliver high value activity without direction or hand holding.

This is a fantastic opportunity to own, grow, and lead a high value programme, maximising growth within a trust and foundations and lay the foundations for long term growth of major giving.

### **Why is the role vacant**

Following the restructure the role was filled for a few months as a development opportunity for a valued internal candidate.

However the size of the role, and the potential within it, demonstrated that the permanent post holder needs to have significant experience across high value fundraising, in managing key stakeholders and confidence in taking a proactive approach to high value income.



## Hear from the High Value Giving team members...

"The team is currently in a very exciting phase, with a chance to make a real difference in the high value area. As a team we are keen for growth and success, we know and enjoy being part of making a big impact within RBL and its wider community.

We are a close, happy and friendly team, always on hand to help each other and the wider organisation, we face challenges together and like to talk things through to get everyone's opinions and experience, and we celebrate successes this keeps us driven and excited for the future.

We are looking forward to welcoming someone with a deep understanding of philanthropy and wider fundraising, significant experience to help us reach our goals and ambitions for each area and continuing to help us grow our own personal knowledge and understanding. Someone with compassion, focused and forward thinking, a big team player who can enjoy the fun side of life as well as the serious business of making an impact. We enjoy each others company and can be found to be having a giggle so we are looking forward to someone to join us on our exciting journey."



## Job Description: Head of High Value Giving

### Key Responsibilities:

#### Strategy and Leadership

- Develop the strategy and plan for the high value programme (Mid Value, Major Donors, and Trusts and Foundations) and its implementation, including the creation of processes and procedures to ensure success
- To deputise for the Head of Supporter Development where appropriate

#### Finance

- Deliver the Donor Relationship income and expenditure targets as defined in the Fundraising short and long-term plans
- Manage the formal budgeting and planning process for the team to ensure sound investment of resources, accurate planning and reporting, and positive return on investment

#### Relationship Management – External

- Provide outstanding supporter journeys for individual and trust and foundation donors, with tailored short and long-term stewardship plans to ensure long-term sustainable support for RBL
- Maximise unique engagement opportunities, including Remembrance events and Commemorative anniversaries, and visits to our welfare services
- Manage a portfolio of high value donors, providing compelling and engaging cultivation and stewardship plans, cases for support, and impact reporting in line with their expectations



## Job Description: Head of High Value Giving

### Key Responsibilities continued:

#### Relationship Management - Internal

- Engage and influence National Officers, Director General, Directors, and other key internal stakeholders to support the development of the high value programme
- Engage the Case for Support team to ensure compelling and engaging content is available for prospects and donors, and restricted funding opportunities are utilised where relevant
- Develop and implement ways of working within Supporter Development to enable the success of the new Mid Value donor programme
- Ensure the Prospect Researcher function is utilised by the Directorate to meet their needs

#### People Management

- Effectively lead, inspire, manage, and develop the Donor Relationship team, ensuring each team member is enabled to make an effective contribution.
- Lead on the performance framework for staff, aligning objectives to key performance indicators and ensuring that each member of staff is clear of their contribution to the achievement of the Three Giants vision

#### Data and insight

- To deliver reporting and analysis requirements to enable a detailed understanding of overall programme performance on a regular basis

#### Compliance

- Ensure restricted funding from donors is spent in line with the donors' wishes
- Monitor and manage risk from philanthropic donors, ensuring compliance with our Ethical Fundraising policy
- Oversee and ensure that all Prospect Research is compliant





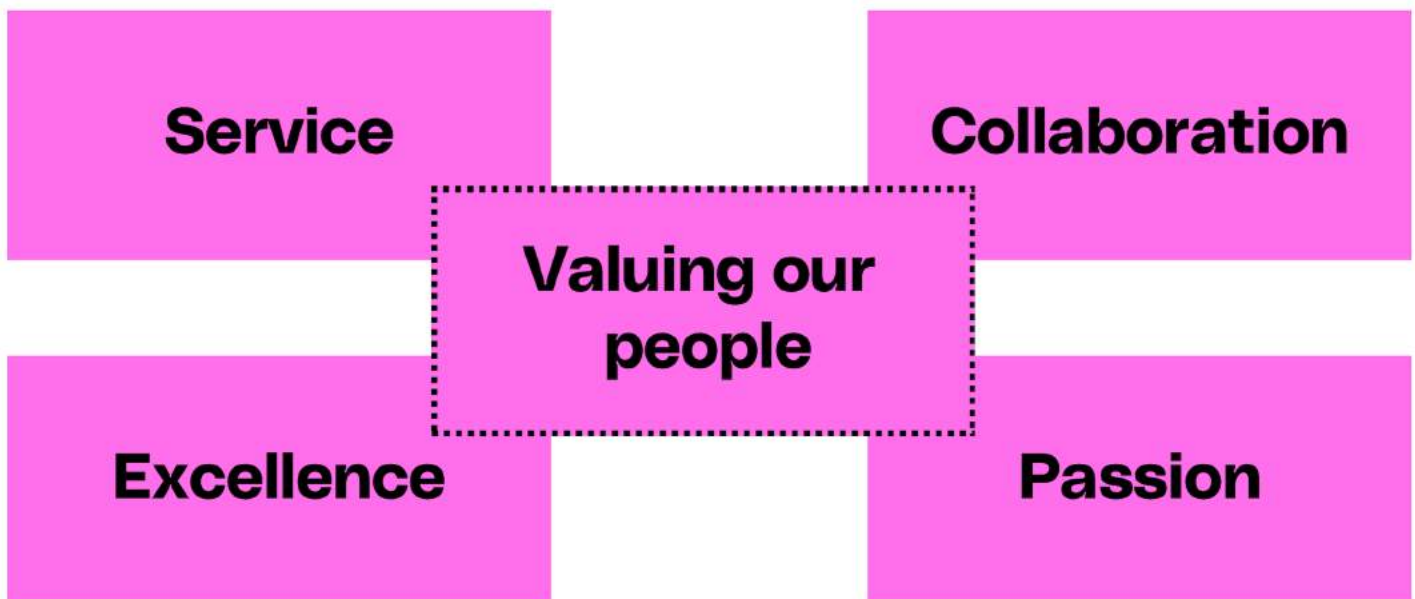


## Job Description: Head of High Value Giving

### Key Responsibilities continued:

#### General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010)

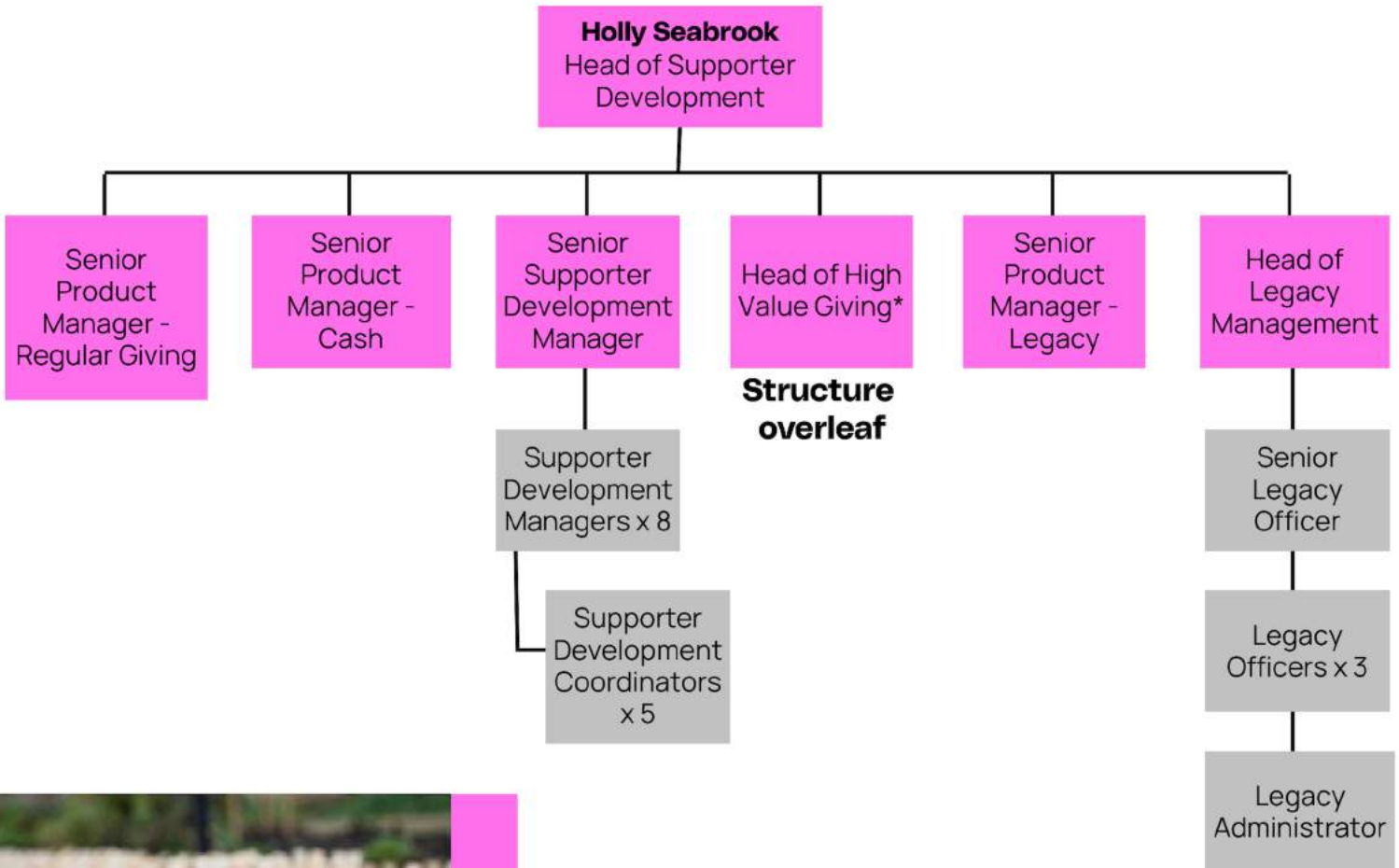


# Job Description: Head of High Value Giving

## Person Specification:

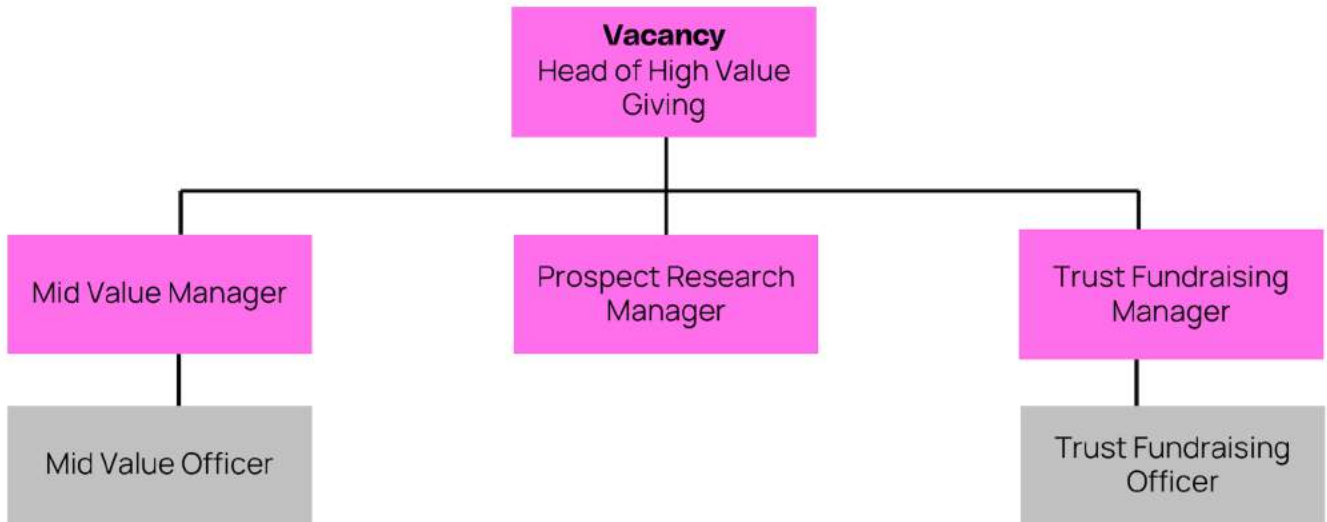
	Person Specification
Experience and Knowledge	<p>A demonstrable background across trusts, foundations and major giving.</p> <p>Managing and developing a team; tailoring development plans, monitoring performance using KPIs, building direct reports skills and confidence.</p> <p>Planning, developing and implementing successful fundraising strategies, maximising opportunities, and using insight to inform decision making.</p> <p>Budget development and management.</p> <p>Organising and attending cultivation and stewardship events.</p>
Job related skills / competencies	<p>Verbal and written communication skills that enable candidate to confidently engage, influence, establish trust, negotiate with and report to a range of diverse and high value stakeholders. E.g. from writing compelling cases for support to impact reports, engaging with board members to cultivating donors.</p> <p>Leadership skills that motivates, inspires and guides direct reports, colleagues and donors.</p> <p>A thorough understanding of the principles of the Data Protection Act, GDPR, ICO guidelines, and relevant legislation and guidelines, and how it impacts on prospect researcher and donor development.</p> <p>Ability to work to deadlines, prioritise own workload and direct the work of others</p> <p>Professional – act with integrity at all times</p> <p>Bold and ambitious</p>

# The Supporter Development Department



\*internally this role is called Senior Trusts & Philanthropy Manager

## The High Value Team



### Don't just take our word for it, here's what members of the RBL High Value Team have to say....

"I'd say that this is a rare opportunity to be the in house expert in high value and take the programme to the next level. There is a large and long standing pool of trust and foundation supporters, alongside a portfolio of engaged major donors and prospects, impactful services against which to fundraise, and organisational support to understand the opportunity for high value fundraising.

The role would suit someone who is a natural relationship manager, who is keen to build relationships across an organisation in support of high value fundraising, and who is ready to own and lead a high value programme with masses of potential."





## Benefits and life at the Royal British Legion

RBL employs c 1,800 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

It's an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...and, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have served our country, to keep us safe and to protect our democratic freedoms and way of life.

### Annual Leave

28 day's paid holiday per year (plus bank holidays), increasing to 30 days after 5 years, plus the ability to buy up to 1 working week of additional leave.

### Pension

Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution. (until 5 years' service reached, when 14% employer contribution achievable)

### Death in Service

Death-in-service Life Assurance, with a benefit of 3x annual salary.

### Flexible Working

RBL considers any flexible working requests in line with personal and business need. Many of the Supporter Development Team work compressed hours and flexible working patterns.

### Other

Employee Assistance Programme and Togetherall access  
Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme  
Reward Hub online benefits platform with extensive offers and discounts

If you have questions about the benefit package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) and we will be happy to find out the information you need.

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# Benefits and life at the Royal British Legion

## Working from London Haig House

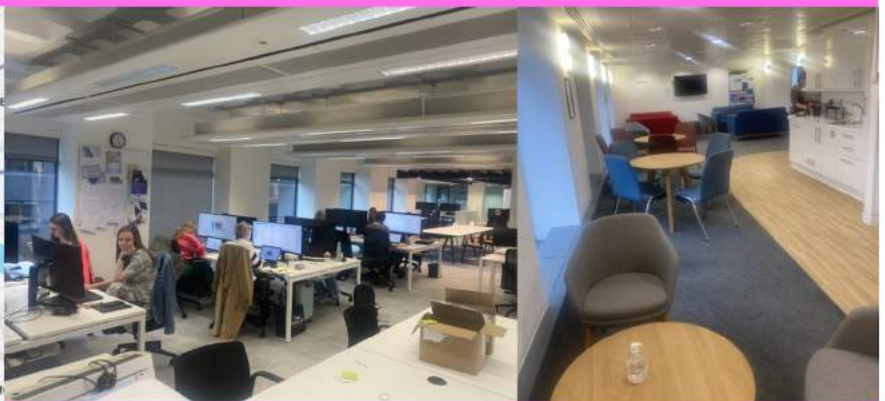
The Royal British Legion is fortunate to have an amazing, modern office space on Borough High Street, just a 3 minute walk from the famous Borough Market.

Collaborative, face to face working is important to RBL as part of the 'One Legion' ethos. Sharing working space can help build connections and encourage learning from peers, colleagues and volunteers.

The successful post holder will work from Haig House at least two days a week, the High Value Team and colleagues from the Supporter Development team are usually in Thursday and at least one other day.

### What the team say about working at the Royal British Legion;

"We have a friendly and supportive team, modern, well-equipped offices, dedicated and committed supporter base, regular team get togethers, opportunities for progression, huge potential for income growth and flexible working practices."



### Transport

- 3 minute walk - Borough Station (Northern line)
- 8 minute walk - London Bridge Station (Network Rail, Jubilee and Northern lines)
- 15 minute walk - Monument Station (Circle and District lines)
- 18 minute walk - Elephant & Castle Station (Bank and Northern lines)



## Diversity, Equality and Inclusion

The RBL are committed to building a truly inclusive organisation of diverse people and perspectives.

They recognise that they are not where they would like to be, so have set out commitments to realise this ambition and are actively engaged in a programme of work to develop our practices.

They are committed to keep listening, learning, and sharing their progress and impact.

Applications are especially welcome from;

- People with a disability
- People of non-White British ethnicity; who are currently under-represented in the RBL workforce
- People who are LGBTQ+; a group that has been marginalised in the past in the Armed Forces community

As a Disability Confident employer, RBL guarantees an interview to any applicant who declares a disability on application and whose application demonstrates that they meet the Person Specification criteria.

If there is anything THINK Recruitment can do to make any reasonable adjustments to ensure you can engage fully in the selection process please contact Jo McGuinness at [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) for a confidential discussion.





## To apply

To express interest in this role, and to arrange an initial conversation with THINK Recruiting please email [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) with a copy of your CV and contact information. Our Recruitment Manager will have a screening conversation with all applicants prior to shortlisting. Rather than requesting candidate submit a supporting statement or cover letter, we will provide interested candidates with 3 short screening questions to answer ahead of the role closing.

We can organise an informal conversation with Holly Seabrook, the recruiting manager. If you would like to speak with Holly, please flag this during your initial call with THINK Recruitment.

Interviews will be conducted on a rolling basis as and when suitable applicants apply. There are two rounds to the interview process:

First round interviews will be held in person at the Royal British Legion Head Office in London. The interview will consist of a presentation task and panel interview with Holly and Suzanna Lopez, RBL's Philanthropy Consultant.

The second round will consist of a conversation with Holly and Rufus Cruft, Director of Fundraising.

If there are any reasonable adjustments THINK Recruiting can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.



Thank you for your interest, we hope to hear from you soon.

**Jo McGuinness**

Recruitment Manager - THINK Recruitment  
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