

Global Head of Major Donors

Department:	Global Philanthropy Team
Reviewing Manager:	Associate Director Philanthropy
Job Type:	Permanent; Full-time
Location:	Godalming, UK (Flexible hybrid working pattern 2x days in the office)

[Compassion in World Farming International](#) is a leading global organisation working to end factory farming. Founded in 1967 by British farmer Peter Roberts, we've spent over 50 years driving change, successfully campaigning to ban cruel practices such as barren battery cages, veal crates, and sow stalls across the UK and Europe.

Our work combines advocacy, campaigning, and collaboration with policymakers and businesses to promote animal welfare and sustainable food systems. We envision a future where animals are treated with compassion, and farming supports both people and the planet. To learn more about our mission, culture, and opportunities, please explore our [Candidate Pack](#), and [Careers Page](#).

Part 1: JOB SUMMARY

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help [Compassion in World Farming](#) to end factory farming. This role will contribute by providing strategic leadership to Compassion's Major Donor programme, growing philanthropic income from High-Net-Worth Individuals and principal donors to unlock major investment in our global mission.

As our Global Head of Major Donors, you will build and deliver an ambitious income strategy internationally, expand the pipeline of five and six figure prospects, and personally cultivate and solicit high value gifts. You will also have oversight of the Global Mid-Level programme to ensure strategic growth across markets. You will coach and empower a high performing team to deliver meaningful supporter experiences, working collaboratively across the organisation to shape powerful donor propositions and deepen engagement with our most influential supporters.

Through strong leadership, insight-driven planning and a focus on excellence in stewardship, you will significantly strengthen Compassion's philanthropic impact and underpin our long-term growth ambitions.

2. POSITION IN ORGANISATION

- **Reports into:** Associate Director Philanthropy
- **Leads:** The Global Major Donor fundraising function, including the Mid-Level programme.
- **Line Manages:** Team of Major Donor and Mid-Level Managers.
- **Close Working Relationships:** Works closely with Programmes, Campaigns, Country Offices, Finance, CRM, Global Events Manager, Head of Trusts & Foundations and wider Global Philanthropy and Fundraising Team.

3. SCOPE OF JOB (These are expanded on in Section 6)

- Lead the Global Major Donor fundraising programme, with oversight of the Global Mid-Level programme.
- Work with the Associate Director Philanthropy to set and deliver ambitious income targets and KPIs for HNWI and principal gifts.
- Personally cultivate, solicit and steward high value donors, while growing the pipeline with a focus on £50k plus donors.
- Develop compelling donor propositions and exceptional supporter experiences.
- Ensure accurate forecasting, financial tracking and CRM record-keeping.
- Line manage and develop a team of Major Donor & Mid-Level managers
- Collaborate with the Global Head of Trusts and Foundations, Global Mid-Level Manager and Global Events Manager to maximise donor engagement and events opportunities.
- Contribute to wider Philanthropy and Global Fundraising strategy and 5-year plan in line with the organisational strategy

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for delivering the Global Major Donor and Mid-Level income targets. Oversees the Major Donor and Mid-Level programmes to achieve strategic growth across markets.
- Line management of Global Major Donor Team
- Develops and recommends team KPIs, budgets and pipeline strategies within organisational frameworks.
- Shapes high value donor engagement plans, working within CIWF policies and ethical fundraising standards.

5. PERSON SPECIFICATION

Proven Ability, Qualifications & Training	E - Essential D - Desirable
Extensive experience securing five- and six-figure gifts from High Net Worth Individuals	E
Proven track record in designing and implementing major donor growth strategies.	E
Demonstrable success in cultivating, soliciting and closing high-value gifts personally.	E
Experience leading or developing a Major Donor or Philanthropy team.	E
Strong financial literacy, including pipeline management, income forecasting and KPI planning.	E
Excellent ability to create and deliver tailored donor journeys and exceptional stewardship.	E
Skilled in translating programme impact into compelling donor propositions.	E
Strong understanding of ethical fundraising, GDPR and compliance standards.	E
Proficient with CRM databases and prospect research tools.	E
Experience of leading a Mid-Level fundraising programme	D
Experience in major donor campaign fundraising.	D
Knowledge of UK and international philanthropy trends.	D
Experience within animal welfare, environmental or social change organisations.	D
Skills, Knowledge & Attributes	E - Essential D - Desirable

Outstanding interpersonal and communication skills, with the ability to engage and inspire high value donors.	E
Ability to think strategically while managing a high-quality portfolio of donor relationships.	E
Skilled at developing tailored propositions and stewarding donors through complex giving cycles.	E
Confident, credible and comfortable representing CIWF with senior leaders and external audiences.	E
Strong organisational and planning skills, with excellent attention to detail.	E
Collaborative, proactive and resilient, with a clear commitment to CIWF's mission.	E
Knowledge of wealth networks, private philanthropy and HNWI market trends.	D
Experience working across international markets or with global donor audiences.	D

Part 2: DUTIES AND KEY RESPONSIBILITIES

6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

Strategic Leadership of Major Donor Fundraising

20%

- Lead the development and delivery of a comprehensive global strategy to grow mid- and major donor income with priority focus on UK and US.
- Work with the Associate Director Philanthropy to set ambitious income targets, KPIs and multi-year growth plans for Major Donors and principal gifts.
- Champion a donor centred culture across CIWF, ensuring major donor needs, motivations- and expectations shape engagement strategies.
- Provide strategic insight and recommendations to senior leaders across the organisation on philanthropy trends, risks and opportunities.

High Value Relationship Management, Cultivation & Solicitation

30%

- Personally cultivate, solicit and steward a portfolio of high value donors capable of giving -donations of £50k+
- Develop and deliver tailored cultivation plans that align donor interests with CIWF's programme priorities.
- Lead high impact donor meetings, events- and engagement activity, working with senior leaders and technical experts as needed.
- Ensure exceptional stewardship, including bespoke updates, personalised reporting and meaningful donor experiences.

Pipeline Development & Prospect Acquisition

25%

- Work with the Global Senior Prospect Researcher to develop a strong, insight driven- pipeline of new prospects, using research, networking and market insight.
- Work with internal teams to shape high value propositions and cases for support that resonate with major donors.
- Oversee proactive outreach and cultivation planning for new and existing prospects.
- Ensure robust tracking and forecasting of the pipeline, identifying gaps and opportunities for growth.

Financial Oversight, Forecasting & Data Management

10%

- Lead income forecasting, reforecasting, target setting and KPI monitoring for major donor income.
- Work with Finance and programmes teams to ensure accurate budgeting, financial modelling and reporting for restricted and unrestricted gifts.
- Oversee CRM data quality, ensuring that all donor interactions and income are recorded accurately and meet compliance standards.

Team Leadership & Development

10%

- Line manage Major Donor and Global Mid-Level Managers, providing clear objectives, coaching, feedback and development opportunities.
- Build a skilled, motivated and high performing team capable of delivering income growth.
- Support team members in developing personal pipelines, donor strategies and professional capabilities.

Cross Organisational Collaboration & Influence

5%

- Partner with Programmes, Campaigns, Events, Communications and Country Offices to shape compelling donor offers.
- Engage senior leadership in donor cultivation and stewardship activity where appropriate.
- Contribute to cross team strategy discussions, planning cycles and continuous improvement efforts across the Global Fundraising team.

7. CIWF VALUES:

Core Values:

- Treats people with dignity & respect
- Maintains high ethical standards
- Demonstrates commitment to Compassion in World Farming’s mission and goals.

8. ADDITIONAL TASKS:

To assist with other departmental duties where necessary, as listed below:

- Travelling internationally, as needed to fulfil your role.
- Sharing knowledge through formal and informal training sessions with staff and key stakeholders.
- Occasionally working outside standard office hours, in line with organisational procedures and requirements.
- Ensuring the health and safety of yourself and others in the workplace.
- Acting in accordance with Compassion in World Farming’s Ethical Policy.
- Complying with data protection legislation and internal policies on privacy and information security.
- Delivering training on your areas of expertise when requested by your line manager or senior leadership.
- Undertaking other duties appropriate to your role, as required by your line manager.
- Actively promoting and supporting equality, inclusion, and diversity across the organisation.

Signature of Employee Date