

ROLE PROFILE: High Value Officer

Reports to:	Head of High Value
Department:	Fundraising & Communications
Direct reports:	NA
Salary and hours	£28,000 p.a. Full time

ROLE PURPOSE

The High Value Officer will be instrumental in supporting the High Value team at St George's Hospital Charity across multiple income streams; corporate partnerships, trusts and foundations, special events, and major donors.

This role will work closely with the Trusts, Foundations and Corporate Partnerships Manager and Head of High Value to achieve an annual £1.5 million fundraising target, with an aim to support the growth of High Value income to £2.5 million over the next five years and by 29/30.

The Officer will also lead the organisation and execution of the special events calendar, including our flagship Fundraising Gala, which aims to raise £250,000

MAIN DUTIES & RESPONSIBILITIES

High Value Fundraising

- Support the High Value team in the management of key supporters – ensuring the provision of briefings, preparation of proposals, reports and fundraising materials.
- Provide High Value prospecting support for Manager, Head of and Director at all giving levels
- Cultivate and manage relationships with major donors, Trusts & Foundations and corporate partners of £10k and below providing tailored stewardship experiences to encourage continued support and repeat giving. Whilst we anticipate these relationships will be £10k and below, please note this isn't arbitrary and may be subject to change given our development.
- Represent the charity across the Trust at various events and meetings.
- Collaborate with senior volunteers and stakeholders to identify new prospects and open networks of support.
- Re-engage lapsed donors with tailored communications, showcasing new initiatives and opportunities for involvement.
- Support the management of the philanthropy pipeline, ensuring that leads are appropriately cultivated and monitored throughout their journey.
- Develop compelling proposals, grant applications, and donor communications to ensure high-quality interactions and successful fundraising outcomes.
- Collaborate with the Head of High Value and Director of Fundraising and Communications to analyse data and identify opportunities for pipeline growth across all income streams.
- Conduct due diligence for potential supporters, adhering to GDPR and fundraising compliance standards.

Event Organisation

- Take the lead in planning and implementing the charity's special events calendar, including the annual Fundraising Gala, ensuring all aspects are well-coordinated to achieve fundraising targets.
- Work closely with internal teams and external partners to secure sponsorship, manage logistics, and create engaging experiences for attendees.
- Develop post-event reports and analysis to assess success and identify areas for improvement in future events.

Administration & Reporting

- Support the High Value team to maintain accurate records of communications and interactions on our Raiser's Edge database with supporters in line with data protection obligations and lead on best practice.
- Review and refine our database processes so we can monitor our Key Performance Indicators and use this data to maximise income generation potential.
- Work with the fundraising team and finance to process and record high value income on our systems.
- Provide regular progress reports to the Head of High Value and Director of Fundraising and Communications, highlighting achievements, challenges, and areas for strategic focus.

General Duties

- Participate actively in team meetings, contributing ideas and insights to enhance team performance and collaboration.
- Using our communications toolkit, incorporate our branding and tone of voice across all assets.
- Ensure our website pages and social media presence regarding High Value partnerships and events are kept up to date.
- Collaborate with colleagues across the Fundraising and Communications team on shared initiatives, such as events, collateral and so on.
- As and when required, provide front desk coverage, welcoming visitors and donors at the Welcome Office and serving as a friendly and helpful representative of the organisation.
- Engage in continuous professional development and participate in regular performance reviews

This is not an exhaustive list of responsibilities. Duties may vary dependent on the needs of the charity.

Person Specification

Skills

- Exceptional relationship management and interpersonal skills, with the ability to build rapport with supporters at all levels.
- Strong written and verbal communication skills, capable of producing high-quality proposals and reports tailored to diverse audiences.
- Strong design skills in Canva.

- Team player comfortable liaising with different levels of seniority.
- Ability to think creatively and a proactive, can-do attitude.
- Excellent organisational skills, with the ability to manage multiple priorities and meet deadlines effectively.
- Solid knowledge of fundraising best practices, including compliance with the Fundraising Regulator and data protection laws.

Experience

- Proven experience in managing relationships with high-value supporters and successfully securing £5,000+ support.
- Demonstrable success in event planning and execution, particularly within a fundraising context.
- Experience in utilizing CRM systems to track donor engagement and manage fundraising activities.