



## Marketing and Fundraising - Philanthropy, Corporate and Trusts

<b>Job Title:</b>	Deputy Head of Philanthropy (Major Gifts)
<b>Reporting to:</b>	Head of Philanthropy
<b>Responsible for:</b>	Regional Development Manager (Scotland), Regional Development Manager (North West), Regional Development Manager (South West and Wales), Development Manager x 2, Philanthropy Assistant
<b>Dogs Trust Grade:</b>	D
<b>Location:</b>	London office

### Job Purpose

The Deputy Head of Philanthropy (Major Gifts) is responsible for ensuring the successful delivery of the Major Gift elements of the Philanthropy Strategy. This includes growth in the Major Gifts pipeline, securing aspirational and sustainable income targets from this pipeline.

### Overview of the Department/Team

Dogs Trust is the UK's largest dog welfare charity and cares for dogs across our network of 21 rehoming centres in the UK and one in Dublin. We are proud of the work we do to support dogs and their owners in the UK and internationally. We are the leading organisation promoting dog welfare and responsible dog ownership and support vulnerable owners in times of crisis through our Freedom and Together Through Homelessness projects.

In the UK, we have just launched the private phase of our first ever capital campaign, 'Lead The Way' which aims to raise £30 million to transform how we care for dogs. By expanding our fostering programme, investing in innovation, and transforming three of our oldest rehoming centres in West Calder, Merseyside, and Glasgow, we aim double the number of dogs we can care for over the next decade.

Internationally, Dogs Trust has recently united with WVS and Mission Rabies to champion dog welfare globally and take the decisive step forward in the fight against rabies, one of the deadliest zoonotic diseases in the world.

Over the 5 years, we plan to grow our income from individual philanthropists based in the UK and overseas for both our UK and Worldwide programmes. We are seeking an experienced philanthropy leader who will drive growth in the Major Gifts pipeline. This highly skilled philanthropy professional will have a proven track record of securing 5 and 6 figure gifts, leading a team of front-line philanthropy professionals to grow the major gifts pipeline at scale, and working in a complex and fast-paced environment.

### Key areas of accountability

Strategy, planning and delivery, including:

- Develop and implement a senior volunteer strategy for major giving at Dogs Trust, with consultation from other Deputy Heads of Philanthropy and the approval of Head of Philanthropy including the development and activation of senior volunteers and potential volunteer-led giving circles.
- Lead on the development and implementation of the Champions scheme within the Dogs Trust Leaders Circle, with consultation from and the approval of Head of Philanthropy.
- Work with Deputy Head of Philanthropy – Principal Gifts and Deputy Head of Philanthropy – Trusts and Foundations to develop and deliver a strategy for growing major gifts income for our international work from UK based major gift prospects.
- Lead on the development of a regional philanthropy strategy that enables the realisation of the Lead The Way campaign target and creates sustainable regional pipeline for the future.

Pipeline development, including:

- Support Major Gift Development Managers with the cultivation of significant prospects in the pipeline, where appropriate.
- Ensure growth in the numbers of Champions needed to reach the Lead The Way campaign targets.
- Lead the Major Gift team to deliver expert major gift cultivations to ensure a varied and large-scale Major Gift programme across all key regions.
- Develop a small personal pipeline of top-tier 5 figure prospects based in the UK and raise an agreed individual annual income target.
- Lead on the review of mid-value giving at Dogs Trust, including the evolution of the mid-value Friends Club product.

Team management, including:

- Lead and manage the Major Gifts team to develop their pipelines and deliver on ambitious income targets.
- Deputise for the Head of Philanthropy in matters related Major Gifts, and in matters relating to all aspects of Philanthropy from time to time.

Internal relationship management, including:

- Work collaboratively with other Deputy Heads of Philanthropy towards a donor led, fluid and holistic approach to prospect allocation and development across the Major Gift, Principal Gift, Corporate and Trust and Foundation pipeline to ensure the best outcome for all philanthropic gift cultivations.
- Work collaboratively with senior stakeholders across Dogs Trust to support the Heads of Department within Philanthropy and Corporate Partnerships in the development of new cases for support and bespoke funding opportunities.
- Maintain strong relationships with leadership across the organisation, including the CEO office and Directors to ensure good working relationships and encourage their support with cultivations and stewardship across the team. Other key working relationships will include HR, Internal Communications, Finance, Data Protection, PR and Operations.
- Contribute to and provide regular updates across the organisation to ensure philanthropy activity is embedded within the culture and is aligned with the wider plans and objectives of Dogs Trust.

Monitoring and Reporting, including:

- Ensure the team tracks all UK Philanthropy cultivation activity through our CRM (Salesforce).
- Oversee the forecasting and management of income and expenditure for the Major Gifts team.
- Lead on the monthly reconciliation of income and financial reporting for both the Major and Principal Gifts teams.

Any other reasonable duties.

**Person Specification**

*Essential skills, qualifications, experience, and attributes*

Proven track record of leading and developing a Philanthropy function.

Proven track record of relationship building with high-net-worth Individuals to personally five and six figure gifts.
Proven track record of peer to peer giving, including developing and managing working closely with/managing Trustees and Senior Volunteers.
Proven strategic thinker with strong track record of strategy development and implementation.
Excellent relationship management skills, working in collaboration with multiple stakeholders.
Proven experience of creating a positive culture, managing, and motivating others to work successfully as a team.
A senior leader, with a proven track record of leading diverse teams, covering multiple locations.
Experience of developing and managing large budgets.
Excellent communication skills, both written and face to face.
Willingness to travel and work irregular office hours from time to time, such as for an evening events or breakfast meeting.
Comfortable with a role that involves extensive travel within the UK and overnight stays.
A commitment to the aims and values of Dogs Trust.
<i>Desirable skills, qualifications, experience, and attributes</i>
Demonstrable success in a similar role in a charity setting.

<b>Additional information</b>
Our Hybrid working policy requires employees to spend approximately 40% of their time working from our London office, and the remainder from home.
<b>Last revised: July 2024</b>



