

## JOB PROFILE: HEAD OF MAJOR GIFTS

Role:	Head of Major Gifts	Date profile last reviewed:	August 2024
Name:		Reports to:	Director of Fundraising & Communications

### MAIN SUMMARY OF ROLE:

The Head of Major Gifts is a key role within the Fundraising Strategy to significantly grow our net income over the next five years. This role will be responsible for the creation and implementation of a Major Gifts Strategy which will focus on increasing the number of six figure and higher donations from individuals, trusts, and foundations.

The successful candidate will be responsible for identifying and cultivating new relationships, being a credible and seasoned communicator who is able to persuade, influence and refine complex welfare needs into easy to understand cases of support.

The role requires accountability for meeting annual income targets, managing expenditure, and ensuring efficient financial and resource management. This includes monitoring and evaluating performance, reporting against objectives, and ensuring compliance with governance and regulatory requirements.

In terms of people management, the role involves line managing a team of 3, setting clear objectives, overseeing performance, and fostering a culture of innovation.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

#### ***Strategic Leadership of the Major Gifts Programme***

- To be responsible for the development and delivery of the Major Gift Strategy.
- Responsible for the identification and building of new relationships that will lead to six and seven figure donations from individuals, trusts and foundations.
- To lead and deliver stewardship plans for the existing portfolio of donors and prospects.
- To manage key external relationships with key stakeholders together with the Director of Fundraising and other Heads of Department where appropriate.
- Plan and deliver, in collaboration with the Head of Events, a programme of events programme aimed at recruitment, stewardship and income generation.
- To create an environment and team culture of innovation across all team income streams.
- To take responsibility for fundraising and data protection regulation for all appropriate fundraising activity within the Major Gifts portfolio.

#### ***Meeting Annual Income and Activity Targets***

- To be accountable for the Major Gift programme, which includes gifts from individuals as well as grants from Trusts & Foundation. You will ensure it meets income targets with a balanced approach to risk and opportunity.

- To manage expenditure effectively, including budget preparation, planning, monitoring, and review, ensuring efficient financial and resource management.
- To analyse and evaluate performance information, monitoring and reporting against objectives, outcomes, and KPIs.
- To manage and support the Major Gifts and Trust fundraisers in achieving their personal income and activity targets.
- Ensure the implementation and achievement of all necessary governance and regulatory requirements.
- Ensure the Major Gift team's work aligns with the business plan and contributes to the overall strategic aims of the charity.

***People Management***

- Line manage the Major Gift teams, setting clear individual and team(s) work plans, managing performance and development through regular one-to-ones, feedback, supervision, and the performance development review process.
- Oversee the effective day-to-day management and delivery of functions and activities within the team.
- Recruit and induct new staff and volunteers when needed.

COMPETENCIES REQUIRED FOR THE ROLE	
Essential	Desirable
<ul style="list-style-type: none"> <li>• Formulating strategies and concepts</li> <li>• Relating and networking</li> <li>• Deciding and initiating Action</li> <li>• Persuading and influencing</li> <li>• Presenting and communicating information</li> <li>• Planning and organising</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurial and commercial thinking</li> <li>• Writing and reporting</li> <li>• Planning and organising</li> <li>• Creating and innovating</li> <li>• Analysing</li> <li>• Adapting and responding to change</li> </ul>
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
<b>Academic or Professional Qualifications (or equivalent):</b>	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> <li>• Professional experience</li> </ul>	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> <li>• Qualification in Fundraising or a related discipline</li> </ul>
<b>Knowledge/ Experience:</b>	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> <li>• A demonstrable track record of successful, impressive results where targets have been exceeded or met.</li> <li>• Experience of successful solicitation of six and seven figure high-level giving</li> <li>• Experience of managing and leading a Major Gifts team (for example Major Donor and/or Trusts &amp; Foundation teams) of managing a team or delivering</li> </ul>	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> <li>• Experience of Trusts &amp; Foundation fundraising</li> <li>• Experience of financial management and budgets</li> <li>• An understanding of the RAF and the Wider RAF Family.</li> <li>• Experience of capital or large national fundraising campaigns</li> </ul>
<b>Skills/Abilities:</b>	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> <li>• Strategic in thinking and planning</li> <li>• Sound people management and leadership skills</li> <li>• Proven ability to identify new funders Able to present complex information and positively influence stakeholders in an interesting and accessible way relevant to different channels</li> <li>• Creates personal credibility</li> <li>• Excellent networking and relationship building skills</li> <li>•</li> </ul>	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> <li>• Ability to motivate others</li> </ul>
<b>Other Requirements:</b>	
<ul style="list-style-type: none"> <li>• Ability to work outside of office hours and country-wide travel.</li> <li>• To carry out any other duties that is within the scope of the job as requested by the Director of Fundraising and Communications</li> </ul>	

**Signature**

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: