

Philanthropy Manager (Major Donors)



Department:	Global Fundraising and Engagement
Reviewing Manager:	Global Head of Major Donors
Job Type:	Permanent - Full-time
Location:	Godalming, Surrey, HQ. Hybrid working pattern: two days in the office, currently Tuesdays and Thursdays.

[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 is an exciting time to join the Global Philanthropy team at Compassion in World Farming and contribute to delivering our mission to end factory farming. With growing awareness of the impact of factory farming not only on animal welfare, but on human health and the environment, now is a unique moment to raise critical funding for Compassion's work and bring new donors on board.

In this role, you will be responsible for cultivating and soliciting significant gifts from high-net-worth individuals and philanthropists across the UK and Europe. You will manage and strengthen relationships with existing donors, giving £10,000+, providing exceptional stewardship through tailored communications, impact reports and meaningful engagement opportunities. Strong relationship management skills, an ability to think creatively, and excellent writing skills are essential to the success of this role.

You will report to the Global Head of Major Donors as part of a dynamic and supportive team of four mid-and major donor fundraisers. This team sits within the Global Philanthropy team which comprises ten major gift and trust fundraisers based in the UK, Europe and USA.

2. Position in organisation

- Reports to the Global Head of Major Donors
- Develops strong and effective working relationships with the wider Global Philanthropy team, and the wider Fundraising & Engagement team and Global Director, as well as Finance colleagues.
- This role is part of the Global Fundraising and Engagement Team of over 50 staff, consisting of Philanthropy, Individual Giving, Legacies, Digital, Data and Performance, and Donor Experience and Engagement teams based in the UK (HQ) and 6 country markets in the EU and USA.

3. Scope of job (These are expanded on in Section 6)

- Work to achieve personal and team annual fundraising targets and KPIs
- Proactively grow our fundraising from individual donors (HNWIs, philanthropists and family foundations), primarily in the UK with scope to expand into European markets
- Deliver first-class account management to a large and varied portfolio of donors and prospects.
- Work with the Global Senior Prospect Research Manager to proactively identify and cultivate new donors (through research, event attendance, networking) to deliver to new business targets.
- Work closely with the Global Senior Mid-Level Giving Manager to identify and steward donors with high value capacity and growth potential.
- Develop and write compelling funding proposals, cases for support and impact and stewardship reports.
- Prepare donor-facing project budgets, working with our Finance and Programmes teams.
- Work to our ethical fundraising policy, GDPR protocols and all procedures set out for the Global Philanthropy Team and by Finance, HR, and other business requirements.
- Track and report progress against income targets and KPIs.
- Maintain accurate and timely donor records on our database for relationship management, financial reporting and evaluation purposes.

4. Dimensions & limits of authority

- Responsible for delivering personal fundraising target and KPIs.
- Supporting the Associate Director Global Philanthropy to deliver the team's income targets annually.

5. Person specification

Proven ability, qualifications & training	E - Essential D - Desirable
Proven ability in fundraising from HNWIs	E
Demonstrable experience of successfully soliciting personal gifts of £25,000 or more	E
Excellent written and oral communications skills, ability to write clearly and persuasively	E
Able to be entrepreneurial, identifying and seizing new opportunities	E
An analytical and questioning mind	E
Able to pioneer new ideas, adapt processes and create innovative solutions	E
Truly can-do attitude – used to thinking strategically AND making it happen.	E
Working with targets and KPIs to plan workload, prioritise and learn.	E
Personal motivation that inspires energy and commitment throughout the team.	E
Budgeting and financial management skills	E
Good IT skills including Microsoft Office applications	E

Knowledge of your responsibilities in relation to GDPR and the Code of Fundraising Practice	E
Experience of fundraising for an animal welfare, environmental or climate NGO.	D
Skills, knowledge and attributes	E - Essential D - Desirable
Excellent understanding of philanthropic fundraising including prospect research, cultivation, gift solicitation and stewardship	E
Exceptional interpersonal and communication skills	E
A well organised, methodical approach with fantastic attention to detail	E
Positive disposition; approachable and adaptable	E
Interest in, combined with the ability to communicate enthusiasm for, Compassion's mission and work	E
Ability to work on own initiative and as part of a team	E
Uses information effectively to present a persuasive case	E
Able to present complex information to small and large groups of people in an appropriate manner	E
Excellent proof-reading skills	E
Excellent event management skills and proven track record of delivering events.	E
Good working knowledge of Salesforce or equivalent CRM database	D
Working knowledge of other European languages	D

Part 2: Duties and Key Responsibilities

6. Primary responsibilities

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

Deliver first-class account management to a varied portfolio of donors **25%**

- Build and manage meaningful long-term relationships with a large portfolio of existing donors to generate increased support and engagement with Compassion's work, including multi-year grants.
- Exceed donor expectations through excellent and innovative stewardship (e.g. regular reports, updates, and donor meetings).

Proactively research and cultivate a pipeline of new prospects **20%**

- Work closely with the Global Head of Major Donors to support the development of a fundraising growth strategy for major donors, identifying the biggest opportunities for growth in the UK and Europe

- Working with the Global Senior Prospect Research Manager to identify and prioritise new prospects to maintain a strong donor pipeline, - Use Salesforce dashboards and reports to manage the prospect pipeline and achieve KPIs.	
Strategic oversight of income targets and KPIs	20%
- Drive income to meet challenging annual targets by securing donations from new individual donors (with a focus on £10k+ donors and prospects) - Monitor progress against targets, using KPIs and data to develop and adapt the strategy, identify priorities and identify opportunities for growth - Input into income budgets and forecasts, providing accurate pipeline analysis.	
Develop compelling funding proposals, cases for support and impact reports	20%
- Develop a comprehensive understanding of Compassion's programmatic priorities, our 'case for support' and the impact of factory farming on animals, people and planet. - Produce high quality, well written funding applications, using plain English to distil complex programmatic information into compelling proposals - Use creativity and innovation to keep donor communications engaging and different - Extrapolate financial budgets and data for use in donor proposals and reports, working closely with the finance team to ensure accuracy	
Maintain accurate donor records for financial reporting and evaluation purposes	10%
- Keep comprehensive records (including financial) of all fundraising related activities, in line with GDPR and data protection guidelines - Work with Finance and programme colleagues to provide timely, precise and appropriate updates to key funders regarding the charity's activities - Use Salesforce to record donor activity and financial reporting	
Contribute to the wider team's activity and success	5%
- Contribute to the strategic direction of the Global Philanthropy team, contributing expertise on Trusts and Foundation fundraising and inputting into growth plans and objectives. - Contribute to the development and implementation of the Global Philanthropy Team's policies and processes - Ensure fundraising literature is kept up to date, available to members of the team and other colleagues as appropriate	

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.

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- 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