

JOB DESCRIPTION

Job title: Major Giving Lead

Job purpose: To develop and lead Ashden's major giving programme.

Terms and conditions:

Permanent employee

5 days per week

Based in Ashden's office in London Victoria and working from home as appropriate/agreed.

Reports to: Director of Business Development

Responsible for: N/A

Duties and key responsibilities:

Specific to role

- Cultivate a portfolio of major donors and grow unrestricted and programmatic income for Ashden.
- Manage and grow Ashden's Changemakers programme of mid-level mission-aligned individual donors to a level of £300k by 2026
- Work alongside the Director of Business Development to cultivate and secure a portfolio of six and seven figure donations from individuals.
- Work collaboratively and effectively with the Ashden Team and with Trustees to engage major donors with Ashden's mission and work.
- Lead, with support from the Fundraising Officer and Comms Team, on designing and implementing donor cultivation events.
- Work closely and collaboratively with Ashden's Communication Team to produce compelling campaign and marketing materials and media content to engage a major donor audience.
- Produce compelling funding proposals for major donors.

- Ensure consistent and high standards of stewardship are applied to existing major donors and that opportunities to maximise funding are pursued.
- Ensure a strong pipeline of individual major donors is developed, maintained and tracked.

General responsibilities

- Be an ambassador for Ashden.
- Be proactive in keeping up to date with developments affecting your work and maintain and improve personal competence through continuous professional development.
- Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position.
- Support and promote diversity and equality of opportunity in the workplace.
- Work collaboratively with others in all aspects of Ashden's work.

Scope and accountability

Decision making and limits of authority	Will make informed decisions, in consultation with colleagues and in reference to Ashden's Ethical Fundraising Policy, on <u>ethical</u> alignment and reputational risk of prospective donations.
Financial resources	<u>Separate</u> Budget of £10,000 for events and donor cultivation and Director of Business Development will allocate some budget to training and skills development , as needed
Information resources	Will need access to Customer Relationship Management and Financial Systems
Other resources	
People management	N/A
Legal, regulatory and compliance	Ensure compliance with funding terms and conditions. Ensure compliance with statutory regulations and Ashden's policies and procedures including: <ul style="list-style-type: none"> • Data protection • Safeguarding • Health and safety • Equal Opportunity and Diversity Procedures • Fundraising regulation

PERSON SPECIFICATION

EXPERIENCE

- Demonstrable experience of securing five, six and seven figure donations from wealthy individuals, preferably for an environmental/climate charity/NGO
- Demonstrable experience of running effective donor stewardship programmes
- Financial monitoring and reporting.
- Maintaining and strengthening relationships with donors.
- Working closely with programme and communications colleagues to develop compelling proposals that are consistent with Ashden's mission and strategy.
- Working closely with internal programme colleagues and external partners to ensure effective monitoring of project deliverables and project impact in line with donor expectations.

SKILLS AND ABILITIES

- Excellent at building and growing relationships with donors
- A natural network builder.
- Excellent verbal and written communication skills.
- Highly numerate and strong financial management skills.
- Proficient in Microsoft Office including Excel.
- Excellent attention to detail.
- Ability to manage multiple priorities and meet deadlines.
- Ability to work well in a team and across the organisation, establishing excellent relationships with colleagues from different teams.

KNOWLEDGE AND EDUCATION/TRAINING

- Knowledge of grant management processes.
- Knowledge of CRM systems (Ashden uses Microsoft Dynamics).

PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS

- Able to work some evenings, weekend and out-of-hours from time to time.
- Active and self-led learner.
- Works well in a team with a flexible approach to work.
- Commitment to anti-discriminatory practice and equal opportunities. An ability to apply awareness of diversity issues to all areas of work.