

Job description: Major Donor Manager

Duration: Permanent. Full time; 37.5 hours per week

Salary: £47,699 per annum

Location: Flexible

Reporting to: Head of Engagement

Department: External Relations

Purpose of the job

As Major Donor Manager, you will support the delivery of UK Youth's major donor programme, cultivating high-value, long-term relationships with high-net-worth (HNW) individuals in support of UK Youth's mission and vision. You will build and manage a pipeline of major donors and prospects, working towards income targets that grow year on year, and play a critical role in securing unrestricted funding, programme funding and transformational capital investment.

This role requires a strategic, relationship-led approach and a deep understanding of major gift fundraising. You will work closely with senior leadership to ensure credibility, effective stewardship and meaningful donor engagement. The Major Donor programme prioritises depth of relationship and long-term value over short-term income targets, and you will be instrumental in embedding this culture across the organisation.

The role sits within the strongly performing and highly motivated Fundraising department, including events, corporate, trust and foundation fundraising.

Why work at UK Youth?

Every young person deserves a youth worker. UK Youth exists to make that a reality. As the UK's infrastructure body for youth work, we support a network of thousands of youth organisations to improve young lives every day. At the same time, we are transforming the policies, investment, and ideas needed to future-proof youth work for generations to come.

UK Youth exists to widen the reach and deepen the impact of youth work and outdoor learning. By joining UK Youth, you can help create a society that backs young people – through each spark, struggle and success.

Key responsibilities

Major Donor Fundraising and Pipeline Development

- Build and manage a robust major donor pipeline of HNW individuals aligned to UK Youth's mission and vision
- Proactively identify, research and qualify new prospects,
- Lead on the solicitation and stewardship of a portfolio of active major donors, working towards annual income targets.

- Develop and manage compelling, multi-year propositions across key funding priorities.
- Discuss planned giving and legacy opportunities with existing donors, building a long-term legacy pipeline.

Cultivation, Stewardship and Events

- Deliver an enhanced programme of donor cultivation and stewardship activity, including project visits, intimate cultivation events and digital engagement.
- Support the development of a clear pathway from cultivation to solicitation.
- Ensure each major donor contact receives meaningful, tailored communications throughout the year.
- Produce and distribute quarterly 'Inside Track' communications to the major donor and connector list, featuring organisational updates, strategic developments and impact stories.
- Coordinate and brief in senior leadership involvement in donor meetings and events to ensure credibility and effective relationship management.

Capital Appeal Support – Avon Tyrrell

- Work cross-organisationally to support the Capital Appeal lead in identifying HNW prospects for the Avon Tyrrell Capital Appeal.
- Contribute to the development of appeal propositions and case for support materials tailored to major donor audiences.
- Maintain awareness of prospect pipeline activity to ensure joined-up approaches to donor engagement across income streams and funding priorities.

Communications and Engagement

- Work closely with the Brand, Marketing and Communications team to develop powerful storytelling assets and impact communications for major donors.
- Ensure young people and the voice of young people are reflected in all major donor materials and engagement activity.
- Represent UK Youth at cultivation events, networking forums and other external engagement opportunities.

Strategy and Performance

- Provide regular updates to the Head of Engagement, including pipeline progress, income forecasting and KPI reporting.
- Monitor progress against income targets, cultivation KPIs and stewardship milestones.
- Manage and operate within the agreed business plan and budget to ensure that UK Youth income targets are met.
- Ensure all donations are accurately recorded and recognised, working closely with the finance team.
- Maintain the CRM to ensure the major donor pipeline and all interactions are accurately and consistently recorded.

- Ensure all fundraising activities meet fundraising, data protection and compliance standards.
- Undertake any other duties and reasonable requests in keeping with the nature of this post.

Manager behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds understanding of equity, diversity and an inclusive culture
- Able to take personal accountability for key work areas and understand individual accountabilities within work areas back to inform planning and decision making
- Able to identify cause and effect relationships and take a solution focussed approach
- Able to be solution focussed in their thinking and approach.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Person specification: Major Donor Manager

Experience

- Proven experience in major donor fundraising, with a track record of cultivating and securing five or six figure gifts from HNW individuals.
- Experience of building and managing a major donor pipeline from prospect identification through to solicitation and stewardship.
- Experience of senior stakeholder management, including working with CEOs, trustees and senior volunteers.
- Experience of managing a diverse workload with multiple deadlines, stakeholders and deliverables.
- Experience of thinking strategically and developing compelling fundraising propositions aligned to organisational priorities.
- Experience of delivering cultivation and stewardship events for major donors.

Knowledge, skills and understanding

- Thorough knowledge of the major donor and individual giving fundraising landscape.
- Knowledge of the needs of young people, the youth sector and UK Youth.
- Excellent written and verbal communication skills, with the ability to create compelling cases for support and impact reports.
- Strong relationship management and interpersonal skills, with the ability to influence and engage a wide range of audiences with tact and diplomacy.
- Excellent project management and organisational skills, with the ability to handle multiple

priorities independently.

- Strong IT skills including Microsoft Office and CRM systems (experience of Dynamics 365 desirable).

Personal qualities

- A strategic thinker with a long-term, relationship-led approach to income generation.
- Outcomes-focused and target-driven, with the confidence to ask for significant gifts.
- Passionate about supporting young people and committed to UK Youth's mission.
- Excellent storyteller and communicator, able to inspire and motivate donors.
- Honesty, integrity and a high degree of professionalism in all donor interactions.
- Brave and ambitious, with an open and creative approach to new opportunities.
- Willingness to travel and work occasional evenings and weekends as required.

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments. This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.

As part of the recruitment process UK Youth will be gathering and uses certain information about you. For further information regarding this please review our [Data Protection Privacy Notice](#) which explains what data of yours we process and how we use it.