



Job Description: Major Giving Manager

About The Connection

When you work for The Connection, you're part of a life-changing team. We help people sleeping rough in the heart of London. It can be a long journey off the streets, and it's not an easy path. We get to know every individual, so our approach can be tailored to what they need. We don't do one size fits all, and we don't give up when things get tough.

Working here means being open-minded, resilient and pragmatic. It means being willing to go the extra mile and stick with people through thick and thin. It means being part of a team who really care about the individuals we support, and who are creative about finding better ways to help them.

Together with our donors, volunteers and partners, we are a supportive and vibrant community who are determined to make a real difference. We believe that no one should have to sleep rough on London's streets, and that everyone should get the support they need to find a place to call home.

Situated in the heart of Westminster, we work closely with local and national Major Donors and Legacy donors. Major Donor fundraising is a funding stream with great untapped growth potential. Our supporters are generous, innovative and enthusiastic, and keen to build closer and more meaningful relationships with our organisation.

Join The Connection and be part of our dynamic and supportive team.

About The Role

The Major Giving Manager role is part of an ambitious and forward-thinking Fundraising & Communications team, which is in the process of going through a period of growth as part of the implementation of a new strategy (launched in April 2023). In the last year, income from Major Donors increased by almost 100%; we are looking for someone who can contribute to the continuation of this impressive growth trajectory. The successful candidate will play a major role in shaping and developing our Major Giving programme.

This role requires a candidate with a strong background in building relationships and identifying and developing new prospects. They will need experience in the development of strategic and creative Major Giving programme and to be excited at the prospect of pursuing new opportunities for the organisation by engaging with new Major Donors and Legacy pledgers.

Responsible to:	Line Manager: Head of Fundraising Development
Responsible for:	Prospecting Volunteer
Job Purpose:	<ul style="list-style-type: none">• Lead, develop and implement the Major Giving fundraising strategy, raising in excess of £300,000 in 24/25, and growing Major Giving year by year• Build on existing relationships with donors and prospects and be proactive in managing these relationships• Work closely with Corporate Partnerships & Trusts Managers to develop a joined-up approach to Major Giving and the development of our offer• Administer Legacy giving and plan and implement a Legacy growth strategy• Ensure compliance with regulation and best practice standards in the fields of Major Donor fundraising and Legacy giving.• Work in support of the wider Fundraising & Communications Team as required

Salary	Scale points 26-30 - £38,917 - £42,306
Contract:	Full Time, Permanent (flexible and part-time hours will be considered for the right candidate)

Key Responsibilities

- 1. Lead, develop and implement the Major Giving fundraising strategy, raising in excess of £300,000 in 24/25, and growing Major Giving year by year**
 - Develop existing relationships to increase their value, both financially and by contributing towards The Connection at St Martin's objectives more widely
 - Develop and implement annual action plans to take the Major Donor Fundraising work of the organisation forwards and present these to the Board of Trustees as required
 - Devise stewardship plans for each Major Donor
 - Be accountable for monitoring and reporting against objectives and outcomes for internal and external audiences
 - Create and implement plans to transform Mid-Level donors into Major Donors

- 2. Build on existing relationships with donors and be proactive in managing these relationships.**
 - Maintain and account manage a live pipeline of our current donors and prospects, researching new funders and revisiting lapsed donors, identifying and responding to leads to secure funds
 - Work with our Trustees and current supporters on the development of a network of supporters who identify, advocate and introduce us to prospective donors
 - Produce and manage detailed cultivation and stewardship plans to ensure an optimal donor experience
 - Work closely with our Head of Supporter Involvement to identify Mid Value donors and current prospects, and the appropriate stewardship plans
 - Work closely with our Events and Community Fundraising Manager to identify opportunities to interact with existing high value donors

 - Work with our cross-site partners to identify and develop joint approaches to prospective donors.

- 3. Work closely with Head of Fundraising Development, Corporate Partnerships & Trusts Managers to develop a joined-up approach to Major Giving and the development of our offer.**
 - Collaborate to establish a High Value network through network mapping and prospect research, producing a pipeline of prospects and income opportunities
 - Work together to develop a joined up approach to our high value offer
 - Attend, as required, events to collaborate across income streams

- 4. Administer Legacy giving and plan and implement a Legacy growth strategy.**
 - Maintain and account manage the administration of legacy income
 - Create stewardship plans to engage with and maintain relationships with current legacy pledgers
 - Develop a strategy and plan around acquisition of Legacy pledgers

- Work with fundraising team to identify opportunities to promote legacies to their audiences
- 5. Ensure compliance with regulation and best practice standards in the fields of Major Donor fundraising and Legacy giving.**
- Adhere to the Fundraising Regulator's Code of Fundraising Practice, Charity Law, Health & Safety Law, the General Data Protection Act and PECR, NCVO guidance and other relevant legislative requirements
 - Maintain an up-to-date knowledge of any changes in law or best practice guidance which affect Legacy giving, Major Donor fundraising, Gift Aid, events, & volunteering, updating our policies and procedures accordingly
- 6. Work in support of the wider Fundraising & Communications Team as required.**
- Act as a supportive and collaborative colleague, working in conjunction with others as and when necessary, providing occasional capacity to other areas in moments of pressure
 - Attend 1:1 meetings, team meetings, events, and other meetings as required
 - Incorporate organisational values, such as collaborative and inclusive, into all areas of work - this includes but is not limited to the co-production of activities with clients wherever practicable
 - Undertake line-management responsibilities for a Prospecting Volunteer
 - Undertake any other duties that may be reasonably required

The above list of job duties is not exclusive or exhaustive and may be subject to change. The post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

Person Specification

Knowledge and Experience
A successful track record in initiating, developing and managing a variety of Major Donors of at least £5,000 value each and experience of securing five-figure gifts.
Experience of managing a 6 figure income budget.
Very strong experience in building individually tailored fundraising relationships and bespoke stewardship plans with high value individuals.
Experience in the development of a strategic and creative Major Giving programme.
Experience of writing, designing and presenting compelling cases for fundraising support.
A strong understanding of Major Donor Fundraising mechanisms, with experience of Mid-Value donors.
Experience of using network mapping to develop a pipeline of prospective donors and securing high value donors.
Knowledge of a CRM database.
An understanding of the issues surrounding homelessness and homelessness services (desirable)
Skills and Attributes
Very strong written and verbal communication skills, including the ability to communicate with a range of audiences and to present information in an engaging way.
The ability to work strategically, planning next steps and considering the bigger picture
A solutions-focused outlook.
Attention to detail, ensuring the upkeep of the charity's brand.
The ability to work flexibly with Major Donors to ensure a successful outcome for the organisation.
The ability to work independently using own initiative, taking responsibility for own performance standards and working requirements.
The ability to manage time and prioritise workload effectively.
The ability and willingness to work flexible hours on occasion.
The ability to participate in CSTM's common systems, policies, procedures and written materials.
The ability to demonstrate imagination, initiative and flexibility in problem solving in an environment of change.