

**AAW**  
GROUP

**PARKINSON'S<sup>UK</sup>**  
**CHANGE ATTITUDES.**  
**FIND A CURE.**  
**JOIN US.**



**Head of Major Gifts and Special Events**

**Candidate Information Pack**

## What We Do and How We Do It

### Our vision • our ultimate aim

Together we will find the cure, and improve life for everybody affected by Parkinson's.

### Our social mission • what we deliver

We're a people-powered movement on the verge of major breakthroughs in Parkinson's. Together, we will find a cure. We help people to live as well as possible. And make sure everyone understands the real impact of Parkinson's.



### Our values • the way we work

- **People-first:** we're a strong movement for change, informed, shaped and powered by people affected by Parkinson's. We value and support each other.
- **Uniting:** we're people with Parkinson's, scientists and supporters, fundraisers and families, carers and clinicians. We're working, side by side, to improve the lives of everyone affected by Parkinson's.
- **Pioneering:** we innovate across everything we do. Creative, courageous and with pioneering spirit, we strive to continually improve.
- **Driven:** we live and breathe our purpose. We set clear goals and strive to deliver the greatest impact for people affected by Parkinson's.

## Be Part of the Fundraising and Experience Directorate

How do we get Parkinson's understood? Through the work of our Fundraising and Experience team. Our bold and creative communications challenge stereotypes, keep Parkinson's in the public conversation and inspire people to take action.

We're a movement powered by people. We grow, engage and inspire communities, volunteers and supporters to rally behind our charity goals. We work to transform Parkinson's, together. We raise funds to enable our ambitious work.

The Fundraising and Experience team develops and delivers effective engagement activities – to support all areas of our strategy, maximise income and raise the profile of Parkinson's and the charity.

## About the Role and the Team

Maximising the value and contribution of our supporters is fundamental to Parkinson's UK delivering the impact we want to see for people affected by Parkinson's. Building networks, understanding what motivates our supporters, and aligning our programmes to their charitable interests is key to our growth plans for Major Gifts.



Our Major Gifts and Special Events function are a talented and dynamic team of 18 colleagues. We have a well-established programme raising in excess of £6 million a year to fund our vital work.

This critical role will lead the philanthropy, trust and statutory, special events and prospect research and insights teams. Parkinson's UK has just outlined a [refreshed strategy](#) to ensure everyone affected by Parkinson's can receive the support they need. This role will lead the delivery of the charity's established high value fundraising - securing substantial donations and providing a first class supporter experience to our valued supporters. Building from a position of growth you will lead the teams to grow our income further.

You will work with colleagues and leaders across the charity to identify prospects and opportunities to give at a transformational level. You will present and inspire philanthropic support for our work including our support services and our Parkinson's Virtual Biotech drug development programme which is leading the way in driving forward new pioneering treatments. You will also be an active member of the Fundraising Leadership Team working collaboratively with leaders across the Fundraising and Experience directorate.

We are also launching a multi-year fundraising appeal in May and you will be instrumental to delivering the private phase of this campaign.

## Key Information

You'll report to the Associate Director of Fundraising & Experience.

Your contract will be permanent.

You'll work 35 hours per week (part time working and compressed hours considered).

You'll work a combination between the UK office in London (Victoria) and your home (minimum of 2 days per week in person working). Some travel will also be required.

You'll be paid between £65k - £70k per year (Travel expenses to the UK office are not covered by the charity).

You'll have budget responsibility.

Your team structure: Your team comprises 18 people currently based in England with a team member based in Scotland. You will have 4 direct reports - Philanthropy Lead, Trusts and Statutory Lead, Special Events Lead and Prospect Research and Insights Lead.

Your main relationships will be with:

- Associate Director of Fundraising and Experience (Line Manager)
- Director of Fundraising and Experience
- Fundraising and Experience Leadership Team
- Head of Proposition Development



- Research Directorate
- Community Directorate (Services)
- Commercial Partnerships
- Chief Executive Office
- Trustees/high level donors and funders
- Special events/high value committees

## What You Will Do

You'll support and inspire an ambitious and high performing team to build propositions, proposals and pipelines, unlocking opportunities to truly engage our supporters and untap networks across the charity, securing vital funds to underpin our strategic programmes and ambitions for people with Parkinson's.

As an accomplished leader you'll shape our high value strategy to deliver significant growth in our income. You'll inspire supporters to give their biggest donation and ensure we are giving our supporters the best experience possible. You will also play a pivotal role in driving our multi-year, multi-million pound charity appeal.

More specifically, you will:

- Lead and inspire your team to implement the major gifts and special events growth strategy.
- Deliver an annual income target of £6m+ in raised voluntary income - forecasting, monitoring, and reporting back on performance. This includes ensuring strong pipeline management.
- Personally manage a pipeline of donors.
- Deliver a range of audience led cultivation and special fundraising events designed to engage our supporters, open up new networks, committees and fundraising influencers.
- Lead on the management of our high value Volunteer Fundraising Board.
- Lead on the private phase of our multi-year, multi-million, charity appeal.
- Ensure high quality prospect research is provided towards the areas of greatest need and benefit, implement the charities gift acceptance policy, ensuring due diligence is carried out to protect the charities values and reputation.
- Build and influence effective relationships with senior leaders to promote and embed a culture of philanthropy across the charity.
- Work effectively with Trustees and senior Leaders to identify, map and develop a network of potential major donors.
- As a senior leader and key member of the Fundraising and Experience Leadership team, you will play an active and strategic role in wider priorities and project delivery, including our CRM migration project.

## What You Will Bring

- Extensive experience in major gifts fundraising and a proven track record of securing significant gifts. (I,T).
- Experience of managing a large annual income target and driving continued growth, ensuring targets are met (I).
- Exceptional and experienced, innovative leader who can motivate, coach and manage a multidisciplinary team in a high-performing culture (A,I).

- Lead multiple teams to coordinate their projects and exceed fundraising targets and KPIs performance (I).
- Highly effective presentational skills to build positive and high-value relationships across a range of sectors, individuals, organisations and committees (I).
- Experience of creating and managing a volunteer fundraising board (A,I).
- Ability to manage, monitor and deliver a multi-million pound income budget and appeal (A,I).
- Proven knowledge and experience in philanthropy, charitable trusts, statutory fundraising and special events (A,I,T).
- Effective use of prospect research and insights data to develop a pipeline, convert new supporters, implement effective ways of working and monitor performance (A,I).
- Ability to build compelling propositions, working with colleagues to develop strong cases for support (I,T).
- Ability to work well under pressure and be solutions focused (A,I).
- Solid understanding of trends in philanthropy. special events and charity law (I).

**(A) assessed at the application stage (I) assessed at interview stage (T) assessed by a test/presentation.**

## What We Offer

**Flexi-time** – The scheme offers employees flexibility on start and finish times, and the ability to take back time you have worked above your contracted hours.

**Annual and Christmas leave** – We offer 25 days, rising by an additional day after two years and then another day after four years' service, taking you to 27 days. We also close for three days between Christmas and New Year, and you don't need to book this using your allowance.



**Our UK Office** - Take advantage of our UK office based in London, Victoria, which offers a great space to work with sit-stand work desks, touch points, collaboration spaces and private work in booths. Most of our meeting rooms are now equipped with new Google Meet devices which let you easily conduct hybrid video conference calls and collaborate with both colleagues in the room and those joining remotely.

**Interest-free season ticket loan** – This will enable you to purchase an advance ticket more cheaply, once or twice a year, and benefit from the savings. You can apply after you're confirmed in post.

**Pension** – You'll be eligible and auto-enrolled into a pension scheme. We'll double your contribution up to 6% - so if you contribute 2%, we'll contribute 4% etc.

**Salary Exchange** - The scheme offers you to exchange part of your gross salary for pension contributions. Salary exchange is linked to our auto enrolment pension scheme and is operated on an opt-in basis.

**Sabbatical Leave** - The charity is committed to supporting our people in their personal and professional aspirations and offers sabbatical leave for up to six months after three years continuous service.

**Learning and development** – A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Parkinson’s UK, and we are proud to offer many learning opportunities.

**Maternity, adoption and shared parental pay** – we offer an enhanced arrangement on the statutory entitlement. This is 8 weeks at full pay and 18 weeks at half pay dependent on your qualifying service.

**Paternity pay** – we offer up to 2 weeks full pay dependent on your qualifying service.

**Family leave** – these policies include compassionate, dependents, carers and bereavement leave that support the lives of employees who have additional commitments

**Disability related leave** - we offer this paid leave to support our people with disabilities or long term health conditions from the first day of employment.

**Employee assistance programme** – A free and confidential service which ranges from emotional support to financial advice.

**Interest-free educational loan** – This is our commitment to invest and support employees with continued learning.

**Death in service cover** – From your first day of service, we’ll pay four times your salary, if you’re aged between 16 and 70.

**Ride2work programme** – This is another scheme that enables employees to get tax incentives from cycling to work.

## How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter highlighting your suitability for the position and why you are interested, by clicking on this [link](#).

For any queries please contact Suzie Groves at [suzie@aawpartnership.com](mailto:suzie@aawpartnership.com).

Closing date: Monday 29<sup>th</sup> April, 9.00am.

Interview dates: 1<sup>st</sup> virtual interviews will take place on Wednesday 8<sup>th</sup> May and, for those progressing further, a second in-person round on Monday 13<sup>th</sup> or Tuesday 14<sup>th</sup> May.

**Please note we will be assessing applications as soon as they come in, so please apply early.**



# Our Major Gifts and Special Events Team

