

Role Profile: Philanthropy Advisor

Role updated:
19/03/2025

Department	Division	Location	Salary Band
Income and Public Engagement	Partnerships and Impact Funding	UK Any	D Mid
Reports to	Matrix Manager	Number of direct	Value-based behaviour level
Senior Philanthropy Officer		0	Individual Contributor

Purpose

- The role is responsible for developing, nurturing and supporting existing relationships and proactively identifying opportunities by attracting potential major donors.
- The role manages a portfolio of high value donors and trusts, developing positive, successful, and long-term relationships with donors in the portfolio and growing the number of active donors in the portfolio and average gift size to support Christian Aid in delivering organisational values and goals.

Main Areas of Responsibility & Accountability

- Deliver, develop and manage face-to-face relationships with major donors and trusts who have the capacity to donate large sums to maximise funding for Christian Aid initiatives.
- Develop tailored supporter experiences that are aligned to organisational values and goals, and responsive to the requirements of individual donors, building genuine strategic, two-way relationships with high-net-worth individuals and Trusts to drive better results.
- Manage and engage prospects and new major donor audiences within the role's geographical area of responsibility to build relationships based on trust and openness that can maximise donation potential.
- Plan and deliver events for high-net-worth donors and prospects, ensuring event content meets organisational values, goals and expectations, and (prospective) donor expectations to maximise income and minimise costs.
- Develop and deliver plans to fundraise from prospects and new major donor audiences consistent with the growth of Christian Aid's networks and their reach.
- Develop and build productive relationships with staff across the organisation to develop quality funding proposals and reports that inspire donors to support priority areas of work and be impressed by the impact their giving makes.
- Build successful and meaningful relationships with donors using a range of creative communications that suit the donor preferences to strengthen donor understanding of Christian Aid's impactful work.
- Maintain and record accurate, timely and GDPR-compliant information on donor engagement activities through Christian Aid's CRM system to ensure consistent and coherent information is stored.

Key Decisions

- Accountability for proactively developing own portfolio of donor relationships.
- Accountability for reaching agreed financial targets and KPI's.
- Accountability for developing donor solicitation plans and new prospect relationships to generate a strong portfolio of supporters.

Problem Solving

- Ability to monitor and analyse own portfolio income targets and KPI performance.
- Ability to record correct donor engagement activity and financial information.
- Ability to use creative and initiative methods to identify new or enhanced opportunities with donors to drive better results.

Key Interfaces

- **Internal:** All teams within the division, senior staff, fundraising staff and MCC based colleagues.
- **External:** Lead relationship with major donors and represent Christian Aid at regular donor meetings and networking events. Develop relationships with key influencers who can refer new potential donors to Christian Aid.

Knowledge, Skills and Experience

Essential:

- Significant experience of successful major donor fundraising or a related field of philanthropy.
- Significant experience of excellent relationship-building and account management with high-net-worth individuals to maximise their involvement, support, and to confidently secure five figure + gifts.
- Significant experience of responding to demands of donors and funders.
- Significant experience of organising fundraising events.
- Developed project management skills.
- Developed knowledge of international development.
- Detailed understanding of and ability in developing long-term donor plans, and knowledge of outstanding stewardship.
- Highly developed communication skills with ability to generate and communicate persuasive materials on specific subjects, themes, projects or initiatives.
- Developed ability to understand individual's needs, motivations and in reaching out to develop new and existing relationships.
- Developed ability to engage confidently with individuals who have strong faith-based motivators for their support.
- Developed ability to work positively and collaboratively within a team.
- Understanding of Philanthropy trends in the UK and globally, to deliver a rich and well-informed donor experience.

Desirable:

- Demonstrable experience of working in large and complex organisations.
- Understanding of Microsoft Dynamics or another CRM system for Donor Management.
- Understanding of the intersection of faith and philanthropy.

Travel

In Country: Frequent Occasional

Global: Occasional