

Fundraising

Philanthropy Manager

The job, in a nutshell

As our Philanthropy Manager, you will build meaningful relationships with major donors to grow income to support Age UK's work across the UK and internationally. You will help shape the organisation's approach to philanthropy, develop new funding opportunities and build lasting partnerships with philanthropists who love what we do.

www.ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Our values

-  Collaborative
-  Ambitious
-  Impactful
-  Inclusive

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What you'll do for us:

Relationship management

- Build and manage a portfolio of high-net worth prospects and donors.
- Create bespoke asks to inspire and influence 5 and 6-figure gifts, using persuasive communication skills and strategic relationship management
- Develop strategies to maximise donations, including multi-year pledges and gifts aligned to our "All Roads Lead to Legacy" approach to income generation
- Work with the Prospect Researcher and Philanthropy Lead to build a sustainable and diverse portfolio, identifying routes to prospects and aligning them with the organisation's goals.
- Be a decision maker and influence upwards to maximise relationships with donors
- Make significant income generation decisions as a part of the responsibility of managing a high-value portfolio
- Identify, engage and influence external stakeholders to support the development of Age UK's philanthropy programme
- Build compelling cultivation plans to identify which areas of our work align with supporters' and prospects' philanthropic goals
- Lead on collaboration with internal stakeholders (including, but not limited to, the Board, Senior Leadership, Policy and Service Delivery) to maximise donor relationships and to ensure innovative cultivation

Donor Stewardship

- Manage delivery memorable opportunities for donor engagement and stewardship, in collaboration with the Special Events team.
- Lead on collaboration with colleagues to create bespoke touchpoints for donors, to make them feel valued for their investment in Age UK
- Utilising data insights and the ability to distil complex data sets and internal information, provide creative, thoughtful and interesting reports and updates to donors to bring them ever closer to our work
- Represent Age UK in one-to-one meetings with donors and at events

Location

Hybrid/London

People management

No

Division

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**Age-friendly
Employer**



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and networking opportunities, often as the sole representative of the organisation.

Income Generation

- Work with colleagues across Public Fundraising and Philanthropy and Partnerships to identify opportunities for cultivation and co-cannvassing to maximise income generation, taking the lead on relationships where appropriate.
- Collaborate internally to develop bespoke propositions that articulate the impact of a donor's investment in a clear, compelling way
- Build long-term, sustainable relationships with donors to achieve renewal of their support as well as uplift, and multi-year pledges.
- Be accountable for achieving agreed personal income targets.
- Collaborate with colleagues across Age UK's network and with Age International to secure opportunities for high-value support.
- Offer both strategic and operational advice on philanthropy income generation to senior stakeholders and peers across the organisation.

Data Management

- Be responsible for maintaining accurate and up-to-date supporter records on the database (Microsoft Dynamics) and adopting an approach of continuous improvement where appropriate
- Work alongside the Philanthropy Lead to ensure robust financial record keeping.
- Maximise the CRM to ensure Key Performance Indicators are tracked accurately

Other

- The post holder should expect a significant amount of time will be spent in external meetings in this role (at least 70%), meeting donors and other key external stakeholders to deliver income generation.

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Must haves

The letters after each competency indicates at what stage in the selection process this area will be assessed.

Application = A, Interview = I, Test = T, Presentation = P

Experience

- A substantive and successful track record of managing the life cycle of high-value relationships, including securing five-figure gifts. **(A, I)**
- Demonstratable experience in growing and managing a pipeline of prospects and donors. **(A, I)**
- The ability to work towards and meet income targets. **(A, I)**
- Significant experience delivering events to engage philanthropists in an organisation's work. **(A, I)**
- Experience using a fundraising database to track key information. **(A,I)**
- Experience using the Office package. **(A, I)**

Skills and knowledge

- Exceptional communication skills, both written and verbal. **(A, I, P)**
- Confidence when speaking to external stakeholders and the ability to influence. **(A, I)**
- The ability to build strong internal relationships to achieve results. **(A, I)**
- A thorough understanding of the ever-changing landscape of philanthropy. **(A, I)**
- The ability to distil complex ideas and present them in a compelling, emotive way. **(A, I, P)**
- A clear understanding of budgeting and forecasting to provide accurate reporting. **(A, I)**
- The ability to be adaptable and flexible, working on a range of activities simultaneously. **(A,I)**

Personal attributes

- A positive, professional approach and the ability to represent Age UK to

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external stakeholders. (A, I)

- A truly collaborative nature and a desire to learn from others. (A, I)
- Proactivity and the self-motivation to achieve great things. (A, I)
- A belief that the support from philanthropists is critical to achieving our strategic goals. (A,I)
- A passion to join Age UK and keen interest in the work that we do. (A, I)

Great to have

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Experience

Experience working within a growing high-value fundraising programme. (A, I)

Experience working with a Prospect Researcher. (A, I)

Experience working within a federated organisation. (A, I)

Any other details

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

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