

# YOUR NEW ROLE AT THE TRUST



START  
SOMETHING

<b>JOB TITLE:</b>	Philanthropy Manager – Mid-Level Giving (MLG)	<b>PAY BAND:</b>
<b>FUNCTION:</b>	Fundraising, Brand & Marketing	Support Delivering <b>Specialist/Managerial</b> Technical Lead/Function Head Senior Leadership Team
<b>THE TEAM:</b>	The Philanthropy team is a crucial part of the Fundraising and Marketing Directorate and has long played a key role in income generation for The Trust, collectively responsible for raising up to £18m per year in support of our life-changing work for young people across the UK. Collective Philanthropy has a specialist focus on giving groups, including Women Supporting Women, Enterprise Fellowship, and our Mid-Level Giving Programme.	

## WHERE YOU WILL FIT

Director of Philanthropy	Senior Head of Major Giving	<b>Philanthropy Manager – MLG</b>	Philanthropy Executive – MLG
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## HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Your role supports the Collective Philanthropy team to maintain donor relationships and raise funds to ensure we can continue to support young people across the UK. This key role leads our Mid-Level Giving (MLG) Income streams across the UK.

By managing the Philanthropy Executive to deliver a dedicated programme for under £25k donations including stewardship, research, administration, and highly engaging donor communications as well as account managing your own portfolio, you will build an inspiring donor engagement programme to increase loyalty, retention, and uplift from this group. You will use donor segmentation and targeted fundraising opportunities to maximise giving, tailor asks to donor interests and maximise place-based and nationwide funding opportunities.

## WHAT WILL YOU DO?

- Lead on the creation and delivery of the supporter experience for strategy for £5k - £25k donors.
- Lead on the mid-value strategy including planning, creating, and delivering communication and engagement tactics to grow income.
- Work closely with other sub-teams, and prospect research and Individual Giving to uplift donors across products to maximise giving.
- Cultivating and managing a personal portfolio of Mid-Level Giving supporters.
- Lead on research for and writing of 'Impact Reports' for supporters in the MLG donor journey.
- Collaborate to ensure consistent stewardship through tailored written communications, bespoke digital assets, and engaging events to enable repeat or uplift giving.
- Conduct prospect research, working closely with the team to develop a robust prospecting process for the MLG team, whilst maintaining accurate records on Raiser's Edge.
- Build relationships with members of Operations and Delivery Staff across the country, to source and manage information about our programmes, keeping informed of all developments.
- Understand the motivations of supporters of The Prince's Trust and analyse them appropriately to inform future stewardship opportunities and segmentation.
- Develop and manage a portfolio of case studies and statistics across the UK to support tailored communications for MLG donors and to provide breadth to their support.
- Responsible for actively contributing to an equitable, diverse, and inclusive workplace.

# THE SKILLS YOU'LL BRING



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All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

## WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Exceptional verbal and written communication skills and the ability to adapt these to suit different individuals and audiences.	To be able to communicate effectively with donors and colleagues.
Demonstrable flair for new business and perseverance in the face of setbacks and challenges.	Your role involves a substantial volume of new business - frequently requiring the perseverance to develop and grow 5 and 6-figure gifts.
Exceptional verbal and written communication skills and comfort in presenting in high-level internal and external meetings.	You will be involved in regular communication with high-level external partners and influencers, which needs to be compelling and clear with attention to detail.
Strong interpersonal skills, with an ability to build warm and authentic relationships with a wide range of people at all levels.	You will be building trust and credibility with internal and external stakeholders - from young people and staff to donors, board members and Trustees.
A strong understanding of philanthropy trends and what motivates philanthropists, trusts, and foundations.	You will make informed approaches to prospects and manage relationships with tact and an appreciation of motivation to give.
A strong understanding of, and empathy for, the challenges young people within The Trust's target groups face.	This will enable you to fulfil your role as an advocate of the charity with sufficient passion and persuasive ability as a fundraiser.
Experience	Why do we need this?
Experience in fundraising or (developing new business) and knowledge of what motivates donors to support charities.	Your role will have a clearly defined income target.
Experience in building compelling asks responsive to donor/client interests and working with a complex organisation to deliver on these.	You will build proposals tailored to donor interests, often involving significant internal collaboration to develop new strategic projects undertaken by the charity.

## WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience in fundraising or (developing new business) and knowledge of what motivates donors to support charities.	Your role will have a clear set target for running the MLG programme.
Experience in using a charity CRM system such as Raiser's Edge to manage donor portfolios and processes to run an effective donor programme.	Raiser's Edge is the CRM system we use to record and update donor information.
Experience in building compelling asks responsive to donor/client interests and working with a complex organisation to deliver on these.	You will build proposals tailored to donor interests, often involving significant internal collaboration to develop new strategic projects undertaken by the charity.
Experience in donor segmentation and tailoring comms to donor interests.	To run a streamlined programme.
Experience in delivering on time within a target-driven environment.	Your role has significant income targets and a frequent need to complete projects to tight deadlines.
Track record of securing and managing 5 figure gifts from a range of donors.	Your role is a manager-level position with significant income targets, so experience in securing income within a charity or e.g., commercial capacity is essential.
Skills & Knowledge	Why do we need this?
A team-minded approach; taking others on the journey with you and sharing knowledge/expertise for the benefit of the wider fundraising team.	Your role will sit within an immediate team but also contribute to a wider campaign and organisational fundraising ambition. We collaborate regularly and share knowledge for the benefit of others.






# WHAT DO WE EXPECT FROM YOU?



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## OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 <b>Inspiring</b> We lead by example	 <b>Approachable</b> We are open minded and value diversity	 <b>Empowering</b> We enable positive change	 <b>Non-Judgemental</b> We focus on the potential, not the past	 <b>Passionate</b> We are absolutely committed to supporting young people
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Here at The Prince's Trust, we're committed to equality, diversity, and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity, and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by PT CAN (our Cultural Awareness Network), PT GEN (Gender Equality Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

## OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works in at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
You inspire others through passion for what we do. You keep young people and our end goal in mind. You build trust in others through reliability and holding self-accountable for success. Resilient in the face of challenges, not taking constructive criticism personally. You're authentic and bring unique talents to work, encouraging others to do the same. You role model integrity and act according to our Values	You champion change initiatives and help others see the benefits and opportunities. You take an entrepreneurial approach to improving how we do things. You seek opportunities to enhance own development and build expertise. You role model a positive and constructive approach to giving & receiving feedback. You support others in adapting to change.	You're approachable, clear, and assertive. You cascade important and relevant information to others clearly and swiftly. You treat people as individuals, tailoring communication and influencing style accordingly. You communicate difficult messages and challenge others' thinking effectively. You listen to and empathise with others to understand the root of situations before responding	You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required. You share knowledge and information. You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions	You translate The Trust's long-term vision and strategy into actionable plans & targets. You take responsibility for making and implementing logical, data-based decisions. You're flexible and responsive as priorities and requirements change. You seek solutions and solve problems, empowering others to do the same

## THE WELFARE OF OUR YOUNG PEOPLE

The Prince's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks in accordance with the Codes of Practice for all roles within the Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.