



**Principal Gifts Manager**

**Candidate Information Pack**

**Lead the pack.**

Help deaf people live well with hearing loss.

## About Hearing Dogs for Deaf People

At Hearing Dogs for Deaf People, we're on a mission: to rebuild connection, companionship, and confidence through trained hearing dogs, and our practical and emotional support services; transforming the lives of people who are deaf or have hearing loss.

We have been transforming the lives of deaf individuals since 1982 by pairing them with expertly trained hearing dogs to become the ears of their partner – alerting them to important and sometimes life-saving sounds they would otherwise miss such as doorbells, alarm clocks, fire alarms and even a baby's cry.

To date, we've created over 2,800 life-changing partnerships across the UK, with more than 1,000 hearing dogs currently in service.

Following a recent strategic review and months of stakeholder engagement, we have a new strategy, renewed focus and energy to move forward and unlock bold, sustainable growth so that we can reach many more people. We're building a brand-new Income Generation Directorate – to diversify income, grow our philanthropic and commercial potential and radically rethink our supporter engagement. We're now assembling a high-performing senior team to help shape and drive this transformation, and this role will play a key part in delivering the next level of philanthropic support.

This is an incredibly exciting time to join the organisation – if you have the skills and knowledge we are looking for and you're ready to build something remarkable and make a lasting difference to people's lives, we would love to hear from you.

### Role Purpose

The Principal Gifts Manager will be responsible for identifying, cultivating and stewarding high-value donors giving £100,000 plus. The aim is to draw supporters closer to the work we do, deepening their relationship and support of Hearing Dogs for Deaf People. You will have the chance to build this from the ground up, bringing in new supporters who can make a real impact. It's an exciting opportunity to shape a growing function and transform the work we do.

As a senior relationship fundraiser, you will work closely with your fellow Principal Gifts Manager, senior leaders, trustees and senior stakeholders to cultivate, steward and solicit high-value gifts, typically six and seven figures. The position reports to the Head of Philanthropy.



# Key Responsibilities

## Leadership in principal giving

- Establish, nurture and manage a portfolio of future principal-level donors from the ground up, building long-term, values-driven relationships to increase major donor income, with full support from senior management
- Lead on the cultivation and solicitation of gifts at £100,000+.
- Craft and deliver tailored cultivation strategies and bespoke giving opportunities aligned with the donor's motivations and the charity's priorities.

## Strategic donor engagement

- Collaborate with the CEO, Head of Philanthropy, Trustees and senior stakeholders to engage and inspire key donors and prospects.
- Create and manage donor engagement plans including strategic communications, site visits, events and personalised briefings.
- Ensure the timely delivery of high-impact proposals and stewardship materials in partnership with the Case for Support & Impact Manager.

## Cross-functional collaboration

- Work closely with Programme, Impact, Services and Finance teams to gather insight, develop funding propositions and understand strategic priorities.
- Work closely with Prospect Research Team Manager on identifying new HNWI's.
- Partner with the Marketing and Communications team to ensure donor-facing content is compelling, consistent and brand-aligned.
- Support and contribute to the wider fundraising strategy, including pipeline development and income forecasting.

## Stewardship and relationship management

- Deliver exceptional stewardship journeys that demonstrate the impact and value of donor support.
- Maintain accurate records and relationship plans using the CRM system, tracking progress against targets and KPIs.
- Gather feedback and donor insights to continually improve the donor experience and deepen engagement.

# Person Specification

## Essential

- Proven track record of securing major gifts at the six-figure level or above, ideally in a principal or transformational giving context.
- Demonstrated ability to build and maintain strong, long-term relationships with HNWI's.
- Experience developing and delivering complex donor strategies and bespoke giving propositions.
- Strong understanding of high-value fundraising and donor motivations, with a values-driven and ethical approach.
- Excellent verbal and written communication skills, with the ability to engage donors with credibility, empathy, and impact.
- Collaborative team player with strong project management and organisational skills.
- Willingness and ability to travel across the UK to meet donors and attend events.

## Desirable

- Experience working in relevant sectors such as health, disability, social care or animal welfare.
- Knowledge of the UK philanthropy landscape, including trends in transformational giving and family philanthropy.
- Experience working with senior stakeholders, Boards or Campaign Committees in a fundraising context.

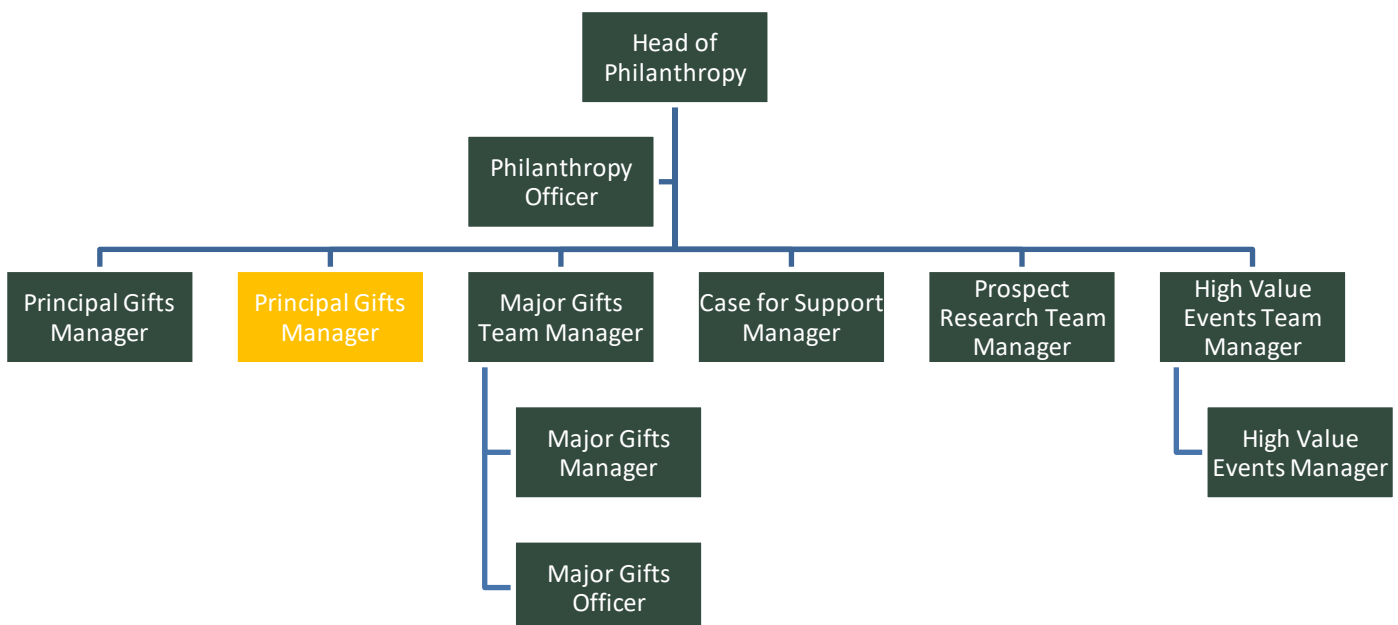
## Key Relationships

- **Internal:** Principal Gifts Manager, Head of Philanthropy, Prospect Research Team Manager, CEO and Senior Leadership Team, Major Gifts and Trusts & Foundations Team, Case for Support & Impact Manager, Services (Programmes), Impact, Finance, Marketing and Communications and Events teams.
- **External:** Principal donors and prospects, family foundations and private funders, trustees and senior volunteers, external advisors and donor representatives.

## One More Thing

If you're still reading, we think there's a strong chance you might be our kind of person. Here's the thing, though — research suggests that 60% of women and underrepresented folks might have already talked themselves out of applying. Even if you don't check every box above, we want to encourage you to introduce yourself. We believe a diversity of perspectives and experiences makes a team stronger — and the stronger our team, the closer we are to delivering great stuff for deaf people in the UK.

## Philanthropy Department Organisation Chart



## Additional Details

**Location:** Role can be site-based (Buckinghamshire or East Yorkshire) or a hybrid contract with regular UK travel required for donor meetings and occasional attendance at organisational or cultivation events.

**Hours:** Some flexibility is required for out-of-hours work, especially for donor events and high-level meetings.

**Salary:** £60,000 per annum.

### Key Benefits:

#### *Health and wellbeing*

Death in service insurance

Life assurance

Occupational sick pay

Employee assistance programme

Eye care

Hearing tests

#### *Family*

Enhanced paid maternity and adoption leave

Paid paternity leave

Learning and development

Employee recognition awards

Work-life balance efforts

Annual leave - 24 days per annum, excluding public holidays, with more days allocated for long service. In addition, we provide one day birthday leave and three days Christmas and New Year leave.

Pension – Hearing Dogs will contribute 4% of gross basic pay.

#### *Added perks*

Hearing Dogs gift and online shop with a 20% discount for staff

Pet dog policy – bringing pets into the office is subject to assessment

More information about Hearing Dogs' comprehensive benefits package can be found [here](#).



## How to Apply

This is an exceptional opportunity to play a leading role in scaling transformational philanthropy at one of the UK's most impactful and beloved charities. You'll help shape and deliver bold funding partnerships that change lives—bringing vital companionship, independence and hope to deaf people across the country.

You'll be joining a purpose-driven team with ambitious goals, and a culture rooted in collaboration, kindness, and innovation.

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 27th July, 9am.

**Interview dates:** First virtual panel interviews will take place w/c 3<sup>rd</sup> August. Candidates chosen for the final stage in-person interview are welcome to set up an appointment to visit The Grange (Princes Risborough) or Beatrice Wright Centre (York), depending on their location, to get a feel for the sites, culture and set up at Hearing Dogs before their final interview. These will occur w/c 10<sup>th</sup> August.

Please note we will be assessing applications as soon as they come in, so please apply early to be part of our exciting journey.

