

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Principal Giving Manager	PAY BAND:
FUNCTION:	Fundraising, Branding & Marketing	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Principal Giving team looks after our highest-value philanthropy donors. It has an annual income target of £8m+ from principal giving fundraising made up of existing accounts and new business, and an additional focus on supporting endowment fundraising.	











WHERE YOU WILL FIT

Director of Philanthropy	Senior Head of Principal Giving	Head of Principal Giving	Principal Giving Manager
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Our principal giving donors support milestone projects for the charity, our recently launched endowment fund, strategic plans in regions, and international fundraising, and/or specific aspects of our programming. As such, your role fundraises high-value gifts with a transformational impact on young people through the youth work enabled.

WHAT WILL YOU DO?

-  Deliver an income target of £1m+ annually made up of new business and existing accounts
-  Develop exceptional long-term strategic relationships with high-value donors including individuals, trusts and foundations.
-  Write compelling proposals, reports and other stewardship materials to convey impact to donors, with the help of our stewardship team.
-  Pitch partnership opportunities through impactful presentations, visits and personal conversations with potential donors.
-  Manage a dynamic flow of prospects showing clear, timely progression - actively seeking out new prospects with the help of our prospect research team.
-  Build relationships with new and existing influencers including members of our Philanthropy Board to advance prospect and donor relationships.
-  Support the management of events targeted to the principal giving audience.
-  Support the close of our 50th anniversary campaign targeting to raise £150m by 2026 aid of young people.
-  Collaborate effectively across the Philanthropy Team and wider charity, seeking to catalyse other funding opportunities where appropriate.
-  Responsible for actively contributing to an equitable, diverse, and inclusive workplace.



THE SKILLS YOU'LL BRING

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?
A good understanding of philanthropy trends and what motivates philanthropists, trusts and foundations.	You'll be involved in making informed approaches to prospects and managing 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.
Exceptional verbal and written communication skills.	You will be 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
Experience	Why do we need this?
Track record of securing and managing 6+ figure gifts	Your experience securing income within a charity or e.g. commercial capacity is essential as this is a manager-level position with significant income targets.
Experience in delivering on time within a target-driven environment	You will be responsible, for example, for event management, proposal writing and reporting to strict and often tight deadlines
Experience in building compelling asks responsive to donor 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 working with senior-level volunteers/boards to secure philanthropic gifts.	You will sit within a team which specialises in 7-8 figure fundraising which frequently involves effective collaboration with influencers and board members.






WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience of using a charity CRM system.	You'll be using a database track and manage a pipeline, regularly recording actions and solicitation progress with prospects and donors
An awareness and appreciation of the ethical decision making associated with fundraising and preserving the reputation of an organisation.	All members of our fundraising team need to ensure that The King's Trust abides by its values and adhere to ethical fundraising processes determined by the charity.

WHAT DO WE EXPECT FROM YOU?

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.

 Inspiring We lead by example	 Approachable We are open minded and value diversity	 Empowering We enable positive change	 Non-Judgemental We focus on the potential, not the past	 Passionate We are absolutely committed to supporting young people
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Here at The King'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 KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT 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 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 a 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 your 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 King'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 per 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.