

Vacancy Information Pack



Senior Trusts and Philanthropy Manager

Closing date: 21st April 2024



Thank You

Thanks for your interest in this role and working for RBL.

The Royal British Legion holds a special place in the hearts and minds of generations of people in society. As the largest military charity in the UK and home of the Poppy Appeal we have provided support to members of the Armed Forces community for over 100 years.

Today is no different. The needs of veterans, young and old, serving personal and their families are growing. To support them we must raise awareness and secure donations, and that is where you could come in, playing a key role in the leadership and management of a newly formed Supporter Development team, focusing on stewarding and growing a high value programme.

Core to our revamped Supporter Development team we are seeking a Senior Trusts and Philanthropy Manager to launch our ambitious Mid-Value programme whilst maintaining relationships with our existing high value donor base across major giving and trusts and foundations. As a vital part of the Supporter Development Management team your role will be to shape the experience that all donors have with the Royal British Legion, ensuring it is a positive one throughout their lifetime, and that your donors feel part of our 'One Legion'.

With experience of building relationships with Major Donors and Trusts, you will be responsible for developing and managing long-term relationships with current donors, and for creating and implementing a stewardship programme. You will be responsible for building long-term development of the Mid-Value and Trusts programmes, using our iconic Poppy Appeal, which is part of the fabric of UK society, to engage mid and high value audiences.

This is an extraordinary opportunity to join the leading Armed Forces charity and help to deliver evolving donor relationship programmes that ensure strong relationships today and also provide longer term opportunities to help fund our much-needed services in the years ahead.

If you would be interested in having an informal conversation about the role and finding out more, please reach out on hseabrook@britishlegion.org.uk

If this sounds like you, please read on and consider making your application for this exciting role.

Kind regards,

Holly Seabrook
Head of Supporter Development



Job Description

Job Title: Senior Trusts and Philanthropy Manager

Reporting To: Head of Supporter Development

Role Purpose:

RBL has recently launched a new fundraising strategy which focuses on our Three Giants: Poppy Appeal, Individual Giving and Legacies.

This new role will be responsible for our philanthropic donations from Major Donors, Trusts and Foundations, and Statutory Funders, ensuring they have an excellent supporter journey, and have longer-term growth opportunities in the future, in line with the organisation's needs.

This role will also be responsible for ensuring the successful implementation and growth of the new Mid Value donor programme, to increase retention, reduce attrition, and deliver cash growth in the short term and legacy pledges in the longer term.

The postholder will be expected to embrace the One Legion culture to support a joined-up approach to working together with colleagues across the charity.

Key Responsibilities:

Strategy and Leadership

- Develop the strategy and plan for the high value programme (Mid Value, Major Donors, and Trusts and Foundations) and its implementation, including the creation of processes and procedures to ensure success
- To deputise for the Head of Supporter Development where appropriate.

Finance

- Deliver the Donor Relationship income and expenditure targets as defined in the Fundraising short and long-term plans
- Manage the formal budgeting and planning process for the team to ensure sound investment of resources, accurate planning and reporting, and positive return on investment.

Relationship Management – External

- Provide outstanding supporter journeys for individual and trust and foundation donors, with tailored short and long-term stewardship plans to ensure long-term sustainable support for RBL
- Maximise unique engagement opportunities, including Remembrance events and Commemorative anniversaries, and visits to our welfare services

- Manage a portfolio of high value donors, providing compelling and engaging cultivation and stewardship plans, cases for support, and impact reporting in line with their expectations

Relationship Management - Internal

- Engage and influence National Officers, Director General, Directors, and other key internal stakeholders to support the development of the high value programme
- Engage the Case for Support team to ensure compelling and engaging content is available for prospects and donors, and restricted funding opportunities are utilised where relevant
- Develop and implement ways of working within Supporter Development to enable the success of the new Mid Value donor programme
- Ensure the Prospect Researcher function is utilised by the Directorate to meet their needs

People Management

- Effectively lead, inspire, manage, and develop the Donor Relationship team, ensuring each team member is enabled to make an effective contribution.
- Lead on the performance framework for staff, aligning objectives to key performance indicators and ensuring that each member of staff is clear of their contribution to the achievement of the Three Giants vision

Data and insight

- To deliver reporting and analysis requirements to enable a detailed understanding of overall programme performance on a regular basis.

Compliance

- Ensure restricted funding from donors is spent in line with the donors' wishes.
- Monitor and manage risk from philanthropic donors, ensuring compliance with our Ethical Fundraising policy.
- Oversee and ensure that all Prospect Research is compliant.

This job description reflects the current scope of duties and responsibilities of the role.

The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

General

- To live The Royal British Legion's shared values (Service; Collaboration; Passion; Excellence; Valuing our people) in the way you work and engage with others - the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, enacting Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To uphold the requirements of the General Data Protection Regulations and Data Protection Act 2018.
- To maintain required levels of confidentiality regarding information that you come to possess in the course of your work which is commercially or personally sensitive.
- To be inclusive and equitable in your treatment of any parties you engage with through your duties, upholding RBL's Diversity & Inclusion policy and ensuring that we act as an equal opportunities employer and in accordance with the Equality Act (2010).

Person Specification

Criteria	Essential / Desirable	How to be measured
Knowledge & Experience		
Substantial, demonstrable experience of working with high value charitable Trusts and Foundations	E	Application/Interview
Substantial experience of strategic and resource planning	E	Application/Interview
Demonstrable experience of writing proposals or business plans	E	Application/Interview
Experience of analysing results and using insight to inform decision making and plans	E	Application/Interview
Substantial experience of budget management	E	Application/Interview
Experience of monitoring effectiveness of activity through KPIs and other measurement tools	E	Application/Interview
Substantial and demonstrable experience of managing and developing a team, motivating, tailoring development plans and building individual skills and confidence	E	Application/Interview
Experience of impact report writing	E	Application/Interview
Experience of organising cultivation and stewardship events	E	Application/Interview
A thorough understanding of the principles of the Data Protection Act, GDPR, ICO guidelines, and relevant legislation and guidelines, and how it impacts on prospect researcher and donor development	E	Application/Interview
Skills & Attributes		
Strong planning skills, able to develop and deliver long terms plans to create and maximise opportunities	E	Application/Interview

Excellent communication, interpersonal, relationship, and influencing skills – able to engage effectively with a range of audiences, especially with influential and senior people, both internal and external	E	Application/Interview
Strong commercial and numeracy skills, able to ensure appropriate resources are deployed to maximise returns on effort and investment	E	Application/Interview
Exceptional organisational skills and attention to detail, with the ability to work well under pressure	E	Application/Interview
Excellent IT Skills – Intermediate MS Excel, Outlook and Word, and presentation skills	E	Application/Interview
Experience of working within charitable sector	D	Application/Interview

During the selection process, we will also use values-based competency assessment to understand your alignment with RBL's values.

Offer Terms

Work Pattern

35 hours per week, Monday-Friday, 9am-5pm

Location

Your contractual place of work will be London Haig House. The expectation in this role is to be in the office a minimum of two days per week.

Compensation

£45,252 - £50,000 per annum (Inclusive of London Supplement)

Employee Benefits

- 28 day's paid holiday per year (plus bank holidays), increasing to 30 days after 5 years, plus the ability to buy up to 1 working week of additional leave
- Contributory pension scheme – min 2% employee contribution receives 6% employer contribution up to max of 10% employer contribution matched with 5% employee contribution (until 5 years' service reached, when 14% employer contribution achievable)
- Death-in-service Life Assurance, with a benefit of 3x annual salary
- Employee Assistance Programme and Togetherall access
- Season Ticket and Rental Deposit Loan Schemes / Cycle to Work Scheme
- Reward Hub online benefits platform with extensive offers and discounts

Working for RBL

RBL employs c 1,800 people across the country campaigning on behalf of the Armed Forces community, delivering support services to them, leading Remembrance on behalf of the nation, raising funds to support our work and developing and running the organisation and our network of membership branches.

We work collaboratively across our workforce and operate flexible hybrid working practices in our major hub offices, using the latest technology to stay connected with colleagues, members, and beneficiaries. We come together around our common [purpose](#), and our values.

RBL is modernising, and we are ambitious to deliver more for the communities we support. We are becoming a more inclusive, flexible, customer-focused, data-driven, and collaborative organisation. But don't just take our word for it. Read our employee stories [here](#), and about our impact [here](#).

It's therefore an exciting time to be part of both changing the lives of our customers and changing the organisation and its future capacity and capability. This presents considerable opportunities for learning within role, and possibilities for career development...And, of course, the satisfaction that comes with knowing that you are making a real difference to the lives of those who serve/have served our country, to keep us safe and to protect our democratic freedoms and way of life.

Diversity, Equality and Inclusion

We are committed to building a truly inclusive organisation of diverse people and perspectives.

We recognise that we are not where we would like to be, so we have set out [our commitments](#) to realise this ambition and are actively engaged in a programme of work to develop our practices. We will keep listening, learning, and sharing our progress and impact.

We especially welcome applications from people with a disability and people of non-White British ethnicity who are currently under-represented in our workforce, and people who are LGBTQ+, a group that has been marginalised in the past in the Armed Forces community.

As a Disability Confident employer, we guarantee an interview to any applicant who declares a disability on application and whose application demonstrates that they meet the Essential criteria of the role, as set out in the Person Specification.

How to Apply

Your application should be submitted through our jobs site at [Find A Role | Careers | Royal British Legion](#).

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