



## **Job Description: Senior Fundraising Officer (Major Donor and Legacy)**

**Reports to: Head of Fundraising**

### **Job Summary**

As a key member of the fundraising team, the Senior Fundraiser for Major Donors and Legacies will actively lead major donor relationships and legacy strategy.

The role will proactively develop and manage a portfolio of major donors focusing on creating and developing long term relationships, maximising the existing major donor opportunities and identifying a new pipeline. The role will work closely with the marketing team and wider fundraising team to create and lead on a legacy strategy creating a persuasive vision of palliative care for Children and Young Adults now and in the future.

There are no direct reports for the Senior Fundraiser, but role works collaboratively with other Senior Fundraiser (Corporate and Community) and a fundraising administrator who supports all Senior Fundraisers. For specific elements of their role, they will work a Senior Marketing Executive and Fundraising Officer (individual giving).

### **Key Responsibilities**

#### **Major Donor: Lead the development and delivery of a plan for major gifts income.**

##### Income generation and financial management

- Manage an existing (small) portfolio of mid-level and major donors, to develop a sustainable income base for the charity, achieving the income target for Major Donors
- Create compelling proposals for prospective major donors and reports accordingly.
- To ensure cost effective use of all resources and manage and work within all pre-determined budgets.

##### Creative writing

- Create innovative, compelling, and emotive cases for support, proposals and reports to win grants and develop long term partnerships.

##### Relationship management

- Develop and deliver stewardship plans for Major Donors.
- Grow and maintain personal contact with donors by telephone, in writing and face-to-face on an ongoing basis to ensure long term support.
- Provide support to the Director of Fundraising led Development Board, as required.
- Work with senior colleagues across the charity to develop in-depth knowledge and understanding of service delivery in developing compelling cases for support.

- Ensure that donors receive appropriate and timely communication, including the development of regular reports on how their money has made a difference.
- Utilise the Donorflex CRM database to ensure all major donors supporters receive relevant and timely communication resulting in ongoing fundraising opportunities and the development of long-term relationships.

#### New business

- Research and identify new prospective donors, to ensure the major donor pipeline is regularly refreshed, managed and strengthened.

#### **Legacy: Lead the development and delivery of a plan for gifts in will stewardship and income.**

- Develop and generate gift in will pledgers.
- Deliver high level stewardship for gift in will pledgers.
- Work in close partnership with the finance team to shape the financial components of the role and to create a robust legacy pipeline.
- Organise and deliver supporter 'Gift in Will' events to encourage gift in will giving and its importance.
- Oversee existing gifts in will projects and campaigns (Make your will month, free will writing initiative)
- Deliver supporter direct marketing lead generation campaigns.
- Sustain and develop relationships with local solicitors.
- Working with the marketing team to maintain and develop the 'Gift in Will' activity on the charity website.
- Co-ordinate a programme of events for higher level individual givers.

#### Reporting

- To produce monthly reports for the Head of Fundraising that outline progress and achievements within practical and financial guidelines.
- To participate in regular fundraising meetings, reporting and liaising on on-going work and working collaboratively with other team members.

#### General

- To work with operational colleagues to ensure co-ordinated approaches with supporters.
- To collaborate with Senior Fundraisers across the team to maximise existing and new opportunities.
- To represent the charity publicly when required.
- Keep up-to-date with developments in the broader major donor and legacy world. This should include networking with Major Donor and Legacy Fundraisers from other charities and monitoring trends.
- To be aware of and adhere to the Institute of Fundraising Codes of Conduct and Codes of Best Practice.
- Any other duties as required by the Fundraising Management Team.

## Skills, Qualifications and Experience

- Proven success in a fundraising role with a minimum of 3 years fundraising experience.
- Proven track record of personally securing five figure gifts.
- Demonstrable experience of recruiting new donors.
- Track record of implementing legacy giving programmes.
- Highly developed written and verbal communication skills to deliver fundraising pitches, ideas, and project updates to a range of audiences in a clear, inspiring, and confident way.
- Well-developed ability to build, manage and develop relationships with both individuals and corporations, where necessary.
- Self-starter, who is creative and pro-active.
- Excellent time management skills.
- A demonstrable structured and proactive approach to work.
- Ability to organise and plan own work, identifying conflicting demands and establishing clear priorities to meet agreed objectives.
- Willingness to be administratively self-sufficient.
- Sound understanding of budgeting techniques.

**Our Values** reflect and demonstrate how we **ASPIRE** to deliver our promise to the children, young adults, and families we support, to all our colleagues, our volunteers, supporters, and donors.

We **ASPIRE** to be:

### Agile

By taking the initiative, being innovative, showing flexibility and always listening and learning

### Supportive

By being committed to helping others and by acknowledging and rewarding contribution

### Proud

By recognising and celebrating our colleagues, the work we do and the difference we all make

### Inclusive

By creating an environment where everyone feels valued, empowered, respected, and heard, where everyone feels they belong

### Responsive

By being committed to taking responsibility, taking action, and getting results

### Encouraging

By inspiring everyone to do their best, to get involved and to strive to improve

**This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples the main role of the post-holder. It is therefore subject to alteration and development and will be reviewed jointly with the post-holder and the Director of Fundraising.**

**Where the post holder has a responsibility to safeguard children, young people and adults at risk, they will be trained to the appropriate level as determined by the post.**