

Philanthropy Manager



Job Description

Location:

All We Can, Methodist Church House, 25 Marylebone Road, London NW1 5JR.

Purpose:

To lead on high value, relationship based fundraising for the organisation, raising funds for All We Can's work from major donors, trusts, foundations and corporate partners, through effective relationship management, research, proposal preparation, systems development, and other such associated stewardship activities.

Responsible to: Head of Fundraising & Marketing

Relationships:

Internal:

- 1) All We Can staff
- 2) All We Can Trustees
- 3) Office volunteers

External:

- 1) Donors, supporters, and potential supporters with a particular emphasis on major donors, trusts and corporate partners, their staff, trustees, and other key decision makers.
- 2) All We Can partners in the UK and world-wide.
- 3) Consultants and external suppliers

Main tasks and responsibilities

This role requires collaboration with others across the organisation including staff and trustees. In particular, each of the three main functions listed below will be conducted in close collaboration with the Head of Fundraising and Marketing, Deputy CEO, Programmes Director, and Chief Executive.

1. Major Donors

- a) Lead, plan and deliver a strategy for the long term growth and development of major donor (individuals giving £5k+ per annum) fundraising, including short and medium term business targets, planning and implementation
- b) Monitor, evaluate and review the major donor strategy regularly to ensure continuous learning and improvement for this income stream
- c) Oversee and be responsible for maximising income by managing and prioritising an existing portfolio of major donors, working to agreed deadlines and targets
- d) Work with Direct Marketing and Supporter Services colleagues across the Public Engagement Team (PET) to identify prospective major donors, devising and implementing cultivation plans and stewardship activity
- e) Work with the Direct Marketing and Supporter Services Manager to integrate and maximise All We Can's mid-value giving programme with the major donor portfolio and strategy
- f) Develop and deliver products, services, proposals and materials to support the ongoing growth and development of All We Can's major donor portfolio and income

- g) Maximise trust, foundation and corporate income opportunities through a major donors relationship management and cultivation approach with key supporters and prospects

2. Trusts & Foundations

- a) Lead, plan and deliver a strategy for the acquisition and long term growth and development of Trusts and Foundations, including short and medium term business targets, planning and implementation'
- b) Proactively research, prioritise and develop new relationships with trusts and foundations. This will include the coordination of senior staff, trustees, key supporters, partner representatives and other ambassadors of the organisation to help position All We Can with new potential trusts and foundations
- c) Liaise with the Programmes & Partnerships Team (PPT), other internal colleagues, and our partners in across the world to identify suitable partners, projects and programmes to put forward for funding, prepare and deliver high quality funding applications, cases for support and packaged work to take to trusts, foundations and other potential providers of high value support
- d) Write high quality proposals, applications, reports and updates for potential and existing trusts and foundations, meeting all appropriate deadlines and maintaining a pipeline of activity 12-18 months ahead of execution
- e) Work with and through external suppliers or consultants to maintain and build All We Can's trusts and foundations programme

3. Corporate & other funding partnerships

- a) Support and deliver against corporate fundraising opportunities, in conjunction with the Head of Fundraising and Marketing, as they arise from major donor and other key supporter relationships
- b) Support the SLT and Head of Fundraising & Marketing in the task of fostering and maintaining relationships with other funding organisations, such as national and international church bodies or other charities in potential donor countries, to create partnership opportunities that benefit, both financially and in other ways, the work of All We Can
- c) Service and support the SLT and Head of Fundraising & Marketing as they work on these relationships, including through the provision of high quality research, proposal writing and other such appropriate support to the management of these relationships as required

4. Systems and reporting

- a) Ensure appropriate and timely reporting to meet donor requirements across all trust and major donor relationships. This will include briefing PPT colleagues in detail on reporting requirements and scheduling. At reporting stage then working with PPT again to write high quality reports encompassing collated project data, case studies and appropriate narrative from our partners, drafting finalised reports and communicating these with the donor themselves
- b) Liaise with Finance, PPT and other internal colleagues to ensure restricted and/or trusts & major donor income is monitored, tracked and reported against to the highest standards and to all set deadlines
- c) Provide and/or ensure the highest standards of donor care are received by all trust and major donors
- d) Ensure accurate records are kept and use of databases and other internal systems are maximised across the trusts and major portfolio

- e) Liaise with the PPT team to ensure good information sharing and cross departmental working in order to enhance the delivery and implementation of fundraising activities including the maintenance and further development of shared systems to facilitate the growth of trusts and major donors income (for instance restricted income tracking)

5. Communications and representation

- a) Represent All We Can to current and potential trust, major donor and corporate supporters
- b) Represent and raise awareness about All We Can with other supporters and stakeholders and in the media as required, including making presentations, running workshops, and speaking at events
- c) Co-ordinate All We Can's presence at identified events and in relevant networks, meetings and conferences that might relate to trusts and major donors
- d) Work with and support the Communications Manager to write, update and develop designated areas of the All We Can website as related to the responsibilities of the role
- e) Occasionally travel overseas to visit partners gathering communications materials, visit with or pitch to potential major donors and trusts, or possibly accompany trusts and major donors to visit our work where appropriate

6. Other

- a) Prepare and manage the trusts and major donors budgets in conjunction with the Head of Fundraising and Marketing, meeting income targets and ensuring expenditure is managed for maximum efficiency and effectiveness
- b) In conjunction with other Public Engagement Team (PET) managers, contribute to the development of strategies, systems and practices to ensure that All We Can has an effective, coherent and integrated approach to supporter relationships and communications with our supporters both at an institutional and local level
- c) Ensure records for all funders within the role portfolio are kept up to date and well maintained on organisational databases and shared systems
- d) Work with PPT to keep up to date and informed about the work of our partners and our thematic areas
- e) Stay up to date with sector trends, regulation and legislative changes, ensuring All We Can remains compliant, in particular as related to trusts, major donors and corporate supporters
- f) Any other reasonable duty consistent with the responsibilities of the post as requested by the Head of Fundraising and Marketing

7. Corporate responsibilities

- a) Ensure familiarity with and adhere to All We Can's policies and procedures and keep informed of all cross departmental activities
- b) Attend staff, trustee, PET and other internal meetings as appropriate
- c) A commitment to All We Can's vision, mission and values, and accepting of its identity as an international development, relief and advocacy organisation actively engaged with the Methodist Church
- d) A commitment to All We Can's strategy to engage with faith based groups and churches in particular, as part of its collaborative approach to sustainable development

Terms and Conditions

Term of Appointment: Permanent position.

Hours of Work: The normal hours of work will be 7 hours a day (35 hours per week), with core office hours being 1000 to 1630 Monday to Friday with an hour's lunch break. Occasional weekend and evening work as well as overseas travel will be required. Payment for overtime is not given but employees are entitled to time off in lieu by agreement.

Starting salary: £35,000 per annum (inclusive of ILW)

Holiday Entitlement: 25 days per annum, plus Bank Holidays and an extra three days at Christmas and New Year.

Other Benefits: Life Assurance, Childcare Vouchers, Cycle to Work Scheme and Employee Assistance Programme

Sick Pay: Entitlement in accordance with All We Can's terms and conditions of employment.

Pension: All We Can operates a defined contribution pension scheme, with a minimum contribution of 6% employer and 3% employee, that all employees are eligible to join. Full details will be provided at the commencement of employment.

Probationary Period: Appointments are made subject to the satisfactory completion of a probationary period, normally six months.

DBS (Disclosure and Barring Service): The appointment is subject to a Disclosure and Barring check, please see application form for full details

Season Ticket: Season ticket loans are available after the satisfactory completion of the probationary period.

Health and Safety: The post holder will be subject to All We Can's Health and Safety policy.

Equal Opportunities: The post holder will be subject to All We Can's Equal Opportunities policy.

Physical Conditions: Office accommodation in an open plan office based at Methodist Church House, 25 Marylebone Road, London, NW1 5JR

Person specification

Attributes	Essential	Desirable	Method of Assessment
Education and training	University degree or equivalent	Postgraduate or vocational qualification in relevant subject (e.g. charity management, international development, fundraising, marketing, etc)	A & Q
Proven abilities	Proven ability in researching, cultivating, securing, managing and reporting against major financial gifts for a charity from major donors and trusts	Significant international development fundraising experience. Previous experience of managing all of these income streams. Experience of securing funding internationally (i.e. from non-UK based funders) an advantage	A & I
	Strong understanding and demonstrable experience of major donor stewardship, trust account management and/or key stakeholder management	Experience of raising funds from Christian philanthropists and/or faith-based trusts and foundations	A & I
	Proven prospect research, new business development and pipeline management skills		A, I, P
	Highly attuned donor care sensitivity and ability in structuring high level stewardship for trusts and major donors	Experience in corporate fundraising	A, I, W
	Proven ability to package and present complex work to new and existing audiences in written and verbal format	An understanding of technical approaches to partnership, capacity building and organisational development within international development	A, I, P
	Have personally identified, researched and secured 6 figure gifts from major donors and/or trusts		A & I
	Confident networker and relationship builder with proven abilities in engaging face to face with both warm and cold HNWIs/senior stakeholders in the work of a charity		A & I

Knowledge and skills	Excellent public speaking and presentation skills		A, I, P
	Excellent written communication and proposal writing skills demonstrable from experience in either trusts or major donor fundraising work	Significant experience of writing proposals for trusts, foundations and institutional donors specifically in the international development NGO sector	A, I, W
	Financial acumen and some experience of managing budgets and forecasting		A & I
	Strong awareness of the trends and issues in the voluntary sector and fundraising – especially across major donors and trusts in the international development sector		A & I
	A demonstrable understanding of the context of faith-based organisations	An understanding of local, national and international issues and trends within the Christian church and community	A & I
	Computer skills to include Microsoft Word, Powerpoint, Excel and supporter databases	Advanced Excel and Raiser's Edge skills	A, I, P, W
Qualities and attributes	Commitment to All We Can's vision, mission and values, and accepting of its identity as an international development and relief organisation engaged with the Methodist Church	Sensitive to the complexities of cross-cultural communication, and able to relate to partners in developing countries and international prospective donor countries	A & I
	A commitment to All We Can's strategy to engage with faith based groups and churches in particular, as part of its approach to sustainable development		A & I
	Willingness to work some evenings and weekends, and undertake occasional travel to both developing and prospective donor countries		A & I
	Willingness to travel across the UK as required		A & I

Method of Assessment: A – Application form, I – Interview, W – Written exercise, P – Presentation, Q – proof of qualification (certificates or transcripts)