



## Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Employees are expected to be flexible in their work in order to deliver the objectives of the organisation.

<b>Job title</b>	Head of UK Major Gifts
<b>Contract type</b>	Fixed-term, Maternity Cover 9-12months (open to part time hours)
<b>Grade/starting salary</b>	6a/£42,391-£45,383 p/a
<b>Reporting to</b>	Head of Philanthropy and Partnerships
<b>Direct reports</b>	3 Major Donor Managers (overall team of 5)

### Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

### Purpose of the Role

To develop appropriate strategies to achieve the Major Gifts departmental objectives of delivering on ambitious income targets and maximising funding from major donors and companies.

### Key tasks and responsibilities

- 1) Lead the team in delivering the donor management requirements of the Philanthropy & Partnerships strategy, in order to reach agreed income targets**
  - Devise and oversee implementation of strategic plans and budget to deliver on the income targets defined in the Philanthropy & Partnerships Strategy – this will include devising and overseeing implementation of:
  - Support Major Gift Managers to develop individual donor strategies
  - Ensure development of the very best donor cultivation and stewardship practices by:
    - Ensure the strategic and creative use of donor cultivation plans
    - Organise the team in a way which maximises their face-to-face contact with donors and prospects
    - Encourage the team to identify all opportunities to increase financial and non-financial support from existing and prospective major donors
    - Ensure the team support and foster peer-to-peer relationships between senior staff/trustees and major supporters

- Ensure that Major Gift fundraisers are able to explain and promote ActionAid's values and mission to supporters with passion and inspiration
- Define objectives of the Major Donor Events strategy working closely with the Community Engagement & Events Team to ensure delivery of an engaging programme of communication events.
- Work with team to develop an emergency response plan

**2) Manage relationships with the highest level donors and prospects in order to secure long term, substantial support. Monitor and review UK Major Gift plans with team.**

- Work with the Head of Philanthropy and Partnerships on developing a capacity building programme to build competency of senior staff to successfully cultivate donors and prospects
- Manage and cultivate own portfolio of prospects in order to reach income targets
- Work with the team to determine individual income and non-financial targets
- Monitor team activities and expenditure and adapt as necessary through the year
- Provide quarterly and monthly reports, including budget re-forecasts, as specified by the Head of Philanthropy and Partnerships.
- Meet regularly with Head of Philanthropy and Partnerships to review plans and report on progress
- Provide valuable input as a member of the Fundraising Heads of Team into the development of the overall fundraising strategy and other fundraising department plans.

**3) Line management and development of the UK Major Gift Fundraisers**

- Ensure that the Major Donor team fully understands, and are committed to, ActionAid's mission, vision, values and strategic aims and work towards their achievement within the context of Rights to End Poverty, UK Strategy and UK Major Gifts plan
- Provide each staff member with appropriate development opportunities through ActionAid's appraisal system, and regular 1:1 sessions.
- Work with the team to develop opportunities for the Major Gift Managers to be involved with capacity building with affiliates.

**4) Ensure information flow is managed and accessible to allow team to provide donors with appropriate and inspiring information**

- Work with the Research & Information Team Manager to ensure the workflow of research, proposals, reports and grant management is efficient and timely to enable Major Gift Managers to implement their plans
- Build and maintain relationships with relevant staff both in the UK and overseas to ensure communication/ involvement in opportunities are being exploited

**Please note we are open to some flexibility on working hours.**

**Person Specification**

<b>Knowledge and Experience</b>	
<i><b>Essential</b></i>	<i><b>Desirable</b></i>
Proven experience of building and maintaining relationships with High Net Worth Individuals	Understanding of Raiser's Edge
Successful track record in soliciting gifts from individual major donors (and preferably companies)	Knowledge of current development thinking, trends and social issues
Proven experience of leading and motivating a team to achieve ambitious financial targets	
Proven experience of developing appropriate strategies in line with organisational and departmental objectives.	
Experience of developing and implementing fundraising plans and budgets	
Experience of monitoring, reporting and forecasting against plans and budgets	
Understanding of a relational database	
Knowledge of the philanthropy sector and current trends	
<b>Skills and Abilities</b>	
Excellent networking skills	
Excellent line management and development skills	
Excellent written skills	
Exceptional face to face interpersonal and persuasive skills	