

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. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

| | | | |
|------------------------------|---------------------------------------------|------------------------|------------|
| Job title | Senior Major Gift Manager (maternity Cover) | Contract length | 1 Year |
| Contract type | Contract | Date | March 2011 |
| Grade/Starting salary | 5 - £34,175-38,999 | | |

Context

ActionAid doesn't just tackle the effects of poverty. We also change what keeps people poor. ActionAid improves people's lives every day. But we know that's not enough. So we work relentlessly to change whatever is keeping them trapped in poverty. This means we have a better chance of ending poverty for good.

ActionAid is an international development charity. Formed in 1972, we have been growing and expanding to where we are today – working with over 13 million of the world's poorest and most disadvantaged people in 42 countries worldwide.

The Major Gift team is part of ActionAid UK's Fundraising department which has 70 staff located on two sites, in London and Chard. The fundraising programme currently generates £50 million from voluntary sources. Our fundraising goals are to attract long term support to provide stable and predictable income through committed gifts, strategic funding partnerships and by providing the best possible supporter experience.

ActionAid was the first UK charity to introduce child sponsorship and we continue to develop this as one of our core products along with other ways of attracting committed gifts.

The Major Gift team is tasked with raising funds from high net-worth individuals, trusts/foundations and companies. Our focus is on those donors with the ability to make five, six and seven figure gifts and grants. This post is part of a restructure of the team that is aimed at increasing our capacity to harvest substantial gifts and to deliver ambitious income growth to support ActionAid's work.

Main purpose of the role

To initiate and build relationships with high net-worth individuals and their trusts/foundations to secure their financial support of ActionAid. This role manages relationships with donors and prospective donors who are typically worth in excess of £10million and are able to give gifts or grants of £25,000 or more, with a particular focus on six figure gifts and above. Many of these donors will be philanthropists who are at a senior level in business or finance or who have built their own businesses.

Management and key relationships

Staff managed

Major Gifts Executive

Reports to

Head of Major Gifts Team

Key Relationships

Externally: major donors and trusts/foundations; senior volunteers

Internally: Major Gifts Team colleagues; Research and Information Team; Programme Funding Team; other fundraising teams; Events Officers; International Market Development Manager, Data and Insight Team, AA-UK's Senior Management Team.

| Main Duties | | |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Duty | | % Time |
| 1 | <p>Donor cultivation and solicitation of gifts</p> <ul style="list-style-type: none"> Account manage a portfolio of over 50 major donors and prospective donors – both high net-worth individuals and their trusts/foundations – involving regular face to face meetings and delivery of pitches Develop individual cultivation strategies for each donor in the portfolio, moving donors along the ‘prospect pipeline’ and making sure that donors are not stuck at the cultivation stage Identify ActionAid projects in need of support that match with donors’ interests and funding requirements (with support from the Project Information team). Raise awareness of ActionAid’s mission, vision and values and inspire prospective donors to engage with and support its international development and humanitarian work Understand and communicate persuasively ActionAid’s work to prospective donors by preparing well targeted funding applications, pitches and presentations and by all other written and verbal means Prepare funding proposals if/when the Project Information team is unable to deliver the work to the schedule required Solicit gifts at face to face meetings (from some donors), sometimes involving senior colleagues or peer to peer volunteers in meetings and in making the ask Seek the advice and involvement of donors to open up new donor relationships among those known to them and to encourage peer to peer fundraising Meet with donors and prospective donors at ActionAid major donor events and following up with those who attended after the event with any agreed actions and to advance the relationship Ensure that donors are thanked promptly as soon as gifts are received Accompany selected donors on overseas trips to visit ActionAid’s work in the field and to increase the donors’ emotional engagement with the cause | At least 45% |
| 2 | <p>Reporting and grant management</p> <ul style="list-style-type: none"> Liaise with country programme staff (with support from the Project Information team) to coordinate funding related communication, ensuring that donor criteria are understood and implemented. Prepare timely narrative and financial reports for donors on the outcomes of the work funded and in accordance with the donors’ reporting requirements. | 20% |
| 3 | <p>Line management</p> <ul style="list-style-type: none"> Provide guidance to and line management of one of the two Major Gift Executives in the team Work with the Major Gift Executive to ensure that her/his workplan, donor communications and stewardship meet corporate and team objectives, are on brand and meet the donors’ needs | 10% |
| 4 | <p>Planning and team working</p> <ul style="list-style-type: none"> Attend regular team meetings and occasionally representing the team in cross-organisational working groups, especially with other fundraising teams Contribute to the team’s annual planning and the organisation’s wider planning process | 5% |

| | | |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 5 | Data management <ul style="list-style-type: none"> Enter pertinent information in a timely and accurate manner on the Raisers Edge supporter database and in line with data protection legislation | 5% |
| 6 | Best practice <ul style="list-style-type: none"> Keep up to date with trends in the funding environment and on best practice in major donor fundraising | 5% |
| 7 | Income monitoring <ul style="list-style-type: none"> Monitor individually achieved income in relation to targets and be able to explain any variances in performance | Less than 5% |
| 8 | Internal marketing <ul style="list-style-type: none"> Work with the Head of Major Gifts and Head of Philanthropy and Partnerships to ensure that ActionAid UK's CEO, senior managers understand and are appropriately involved with our major donor work | Less than 5% |

| Person Specification | | |
|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Knowledge, skills and experience: key requirements | | |
| | Requirement | Evaluation |
| 1 | A proven ability to achieve financial targets and a track record of securing major gifts/grants (including at a six figure level or above) from high net-worth individuals and trusts/foundations | |
| 2 | Entrepreneurial and target driven | |
| 3 | Experience of successfully building rapport with individuals to develop relationships with donors, some of whom are at a senior level in the business world | |
| 4 | A proven ability to articulate complex issues in a compelling and persuasive manner and to present a pitch with confidence | |
| 5 | Polished writing skills, with experience of adapting the style of writing to a range of different communications | |
| 6 | Strong negotiating and influencing skills and the ability to 'close the deal' | |
| 7 | Experience of managing a prospect/sales pipeline | |
| 8 | The acuity to exercise judgement on a prospect's giving capacity, on their propensity to give and on when/how to make the financial ask | |
| 9 | Knowledge and experience of proposal development and grant management (preferably in the international development/aid sector) | |
| 10 | Demonstrable numerative and analytical skills and the ability to interpret the salient information from a financial budget | |
| 11 | A natural networker | |
| 12 | Experience of working with senior colleagues and/or board members | |
| 13 | Ability and willingness to travel overseas and in the UK | |
| 14 | Commitment to equal opportunities and to ActionAid's mission, vision and values | |
| Competencies | | |
| | Requirement | Evaluation |
| 1 | Action The desire to accept ownership and accountability, whilst getting things done well and meeting challenging goals | |
| 2 | Planning The ability to think ahead and decide on courses of action, ensuring that the resources required to implement the action will be available, and scheduling work required to achieve an end result | |

- 3 Innovation**
The ability to originate, introduce and be open to, new practices, concepts, ideas and change and to continuously improve
- 4 Communication**
The ability to get our points across clearly, both orally and in writing, to ensure we get our key messages across in the right way
- 5 Collaboration**
The ability to work co-operatively and flexibly with others, both within and outside the organisation, demonstrating an understanding of effective team working and partnerships

Knowledge, skills and experience: desirable Requirement

- 1** Experience of using fundraising databases
- 2** An understanding of international development and/or humanitarian relief work