



# Philanthropy Manager

<b>Department</b>	Fundraising
<b>Term</b>	Permanent
<b>Location</b>	SPANNA head office, London.
<b>Hours of work</b>	Standard hours are 9.00am-5.00pm, Monday to Thursday, and 9.00am-4.30pm Fridays, although these may be varied in line with SPANNA's flexible working policy.
<b>Annual leave</b>	22 days annual leave, excluding bank holidays, plus three additional days to be taken over the Christmas period when the office is closed. Further days of leave will be earned after two years of service – see the employment handbook for details.
<b>Remuneration</b>	Competitive, plus 10% employer contributory pension to personal pension plan matched by 5% employee contribution and optional private healthcare scheme.
<b>Overall purpose of the role</b>	The Philanthropy Manager is responsible for maximising income from SPANNA's high-value donors, trusts and statutory fundraising programmes. The post holder will also deputise for the Head of Philanthropy as required.
<b>Line manages:</b>	Senior Trusts Fundraising Officer Senior Trusts Fundraising Officer Philanthropy Executive
<b>Line managed by:</b>	Head of Philanthropy

## **The Fundraising Team**

This role sits within the Major Gifts team, which is part of the wider Fundraising department. The Major Gifts team is responsible for raising income from high-value donors, trusts/ foundations and statutory fundraising, legacies and corporate fundraising. The Fundraising department also comprises Donor Marketing & Digital Fundraising and Supporter Care (Supporter Engagement, Database Management, Community Fundraising and Events).

## **Key responsibilities:**

### **1. Major donor programme management**

- Manage the development and delivery of the major donor strategy and activity plan to maintain and build SPANA's portfolio of major donors, developing existing and new relationships through activities including face to face meetings, phone calls, mailings and feedback reports.
- Manage the major donor direct marketing and stewardship programmes, supervising appeals, approaches and all related activities.
- Develop and drive the delivery of a structured acquisition plan for the major donor programme, to maximise income and donor numbers.

### **2. Trusts and statutory fundraising programme management**

- Manage the trusts fundraising work programme, providing quality control for all funding applications and taking the lead for key projects as agreed with line manager.
- Manage the development of SPANA's statutory fundraising programme, collaborating with all stakeholders to ensure the submission of compelling bids and applications to statutory and multilateral funders (including DFID).
- Manage the expansion of our existing trusts and foundations fundraising programme into new areas in the UK and in new global markets.

### **3. General**

- Work closely with all departments to identify new income opportunities, projects for funding and required resources.
- Drive the development of clear, concise and compelling proposals and feedback reports for donors and funders.
- Manage the communications and marketing plan for trusts and major donors, ensuring the right mix of tailored approaches/asks and stewardship pieces as appropriate.
- Lead the team's work to develop relationships and ensure trusts and major donors understand SPANA's unique role and strategic ambitions - to maximise long term income, repeat donations and multi-year funding.
- Supervise the development and production of fundraising and marketing materials and the delivery of events.
- Represent SPANA at both SPANA events and external meetings to cultivate relationships with the aim of securing income.
- Support senior stakeholders with major donor and trusts-related activities.

### **4. Management and administration**

- Provide line management and support for the two Senior Trusts Fundraising Officers and a Philanthropy Executive.
- Have responsibility for the major donor and trusts fundraising budgets and contribute to target setting, monitoring and analysis of the programmes.
- Ensure accurate records of major donor and trusts fundraising activities are captured on our CRM database
- Deputise for the Head of Philanthropy when required.

## **5. Other**

- Keep-up-to-date on the latest legislative and statutory developments relating to the role, advising staff and the Senior Management Team as appropriate.
- Ensure all policies and procedures are up to date and legally compliant.
- Uphold and promote SPANA's policies and procedures at all times.
- Assist (especially when colleagues are on holiday or during busy times) with activities across the Major Gifts team.
- Undertake any other duties not specified above and that are within the context and grade of this post.

## **Organisational Culture**

As a small charity (in terms of staffing, not ambition nor reach) at times we need everybody to pull together and help out so, in addition to the person specification, we require staff to:

- Be positive with a friendly manner whilst remaining professional and efficient.
- Be flexible as from time to time the post holder may be asked to perform other duties.
- To resolve supporter complaints quickly, appropriately and professionally in regards to the areas that their role relates to.
- Enjoy working in a team and have a strong team ethic.
- To maintain, improve and develop team processes and procedures as and where necessary.
- To gain an in-depth understanding of SPANA's charitable work in order to communicate confidently to current and potential donors.
- Share information with the team, whilst respecting confidentiality, so that you and your colleagues have all the information you need to perform your duties effectively.
- Maintain strict confidentiality at all times.
- Be committed to the aims and objectives of SPANA.
- To attend and assist at fundraising events and be willing to work occasional weekends and evenings when required due to events and community activities.
- Be willing to work within SPANA's employment policies.

## Person Specification

Experience	Essential	Desirable
Substantial trusts and major donor fundraising experience (or equivalent), and extensive knowledge of the principles of effective, high-performance fundraising.	(E)	
Demonstrable track record of achieving and exceeding income targets.	(E)	
Extensive experience of researching trusts and major donors and matching their interests to the most suitable projects to build a long term relationship.	(E)	
Experience of managing the development and submission of applications and bids to statutory and multilateral funders, preferably including DFID.	(E)	
Experience of building strong and effective relationships with donors, organisations and other stakeholders.	(E)	
Experience of researching individuals and matching their interests to suitable projects to build a long term relationship.	(E)	
Line management experience.	(E)	
Experience of giving presentations.		(D)
Experience of working with CRMs, preferably Raisers Edge.		(D)
Experience of working in a charity or not-for-profit environment.		(D)

Knowledge/technical skills		
Outstanding verbal and interpersonal skills.	(E)	
Excellent written skills with experience of understanding complex information and conveying it concisely and persuasively for applications, reports or briefings for varied audiences.	(E)	
Ability to think laterally and identify suitable projects to build long term relationship with donors.	(E)	
Excellent computer skills with strong knowledge of Excel, Word, Microsoft Outlook, Internet Explorer, etc	(E)	
Exceptional organisation skills with ability to prioritise a varied workload, remaining calm whilst dealing with changing priorities to meet tight deadlines.	(E)	
A diligent researcher with excellent analytical skills.	(E)	
Highly numerate, with the ability to create, maintain and monitor budgets and expenditure summaries.	(E)	
Knowledge of GDPR and data practices	(E)	
Maintains effective administrative systems and procedures		(D)
Knowledge of different fundraising methods.		(D)
Accuracy and excellent attention to detail.		

Competencies		
Ability to work independently and take responsibility for own areas of work, with a capability to use initiative and seize opportunities.	(E)	
Ability to build working relationships with a diverse range of people at all levels of seniority.	(E)	
Acts with integrity and in accordance with SPANA's values.	(E)	
A conscientious, positive and friendly team player	(E)	
Recognises the implications of working within a charity.		(D)

**It should be noted that the job specification and remit may develop over time. The applicant should be happy to adapt and take on new and different tasks.**