



# JOB DESCRIPTION

<b>JOB TITLE</b>	<b>PHILANTHROPY MANAGER</b>
<b>DEPARTMENT</b>	<b>GLOBAL FUNDRAISING, MARKETING AND COMMUNICATIONS</b>
<b>CONTRACT TYPE</b>	<b>PERMANENT</b>
<b>DIRECT REPORTS</b>	<b>SENIOR PHILANTHROPY OFFICER</b>
<b>REPORTING TO</b>	<b>HEAD OF PHILANTHROPY</b>
<b>LOCATION</b>	<b>HYBRID - LONDON OFFICE AND REMOTE</b>
<b>HOURS OF WORK</b>	<b>34.5 HOURS PER WEEK</b>
<b>ANNUAL LEAVE</b>	<b>26 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS. FURTHER DAYS OF LEAVE WILL BE EARNED AFTER TWO YEARS OF SERVICE – SEE THE EMPLOYMENT HANDBOOK FOR DETAILS.</b>
<b>REMUNERATION</b>	<b>CIRCA £40,000 PER ANNUM</b>

## OUR VISION

Our vision is a world where every working animal lives a healthy and valued life.

## OUR MISSION

Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.

## SUMMARY OF ROLE

The Philanthropy Manager will drive the development and delivery of SPANA's major donor programme. The post holder will be responsible for the generation of income from high-value individuals and partners, through building relationships and growing our major donor pipeline. The postholder will manage existing high-value donor relationships, applications and appeals, and also research and develop potential prospects into long-term major donors.

While keeping SPANA's mission to transform the welfare of working animals at the heart of our trust programme, the post holder will work to deliver a step change in our long-running major donor programme, identifying and pursuing new opportunities to maximise income for our cause. They will also work to support other areas of the Major Gifts team's work programme as required.

### Key Relationships

- Responsible to the Head of Philanthropy
- Philanthropy Team
- Director of Global Fundraising, Marketing and Communications
- Global Programmes, Global Animal Welfare and Global Resources Teams
- SPANA project colleagues and partners.

## KEY RESPONSIBILITIES

### Major donor programme management

- Manage the development and delivery of the major donor strategy and activity plan to build SPANA's portfolio of major donors and partners, and maximise long term income.
- Develop existing and new relationships through the right mix of tailored approaches/asks and exemplary stewardship activities (such as feedback reports, face to face meetings, phone calls) to secure new sources of funding, upgrade existing levels of giving, repeat donations and multi-year funding.
- Manage the major donor direct marketing and stewardship programmes, supervising appeals, approaches and all related activities to ensure clear, concise and compelling proposals and reporting.
- Develop and drive the delivery of a structured acquisition plan for the major donor programme, to maximise income and donor numbers.
- Provide the Senior Philanthropy Officer with clear, collaborative and supportive line management, that maximises staff performance and wellbeing.
- Research and pursue major donor fundraising work in assigned new target areas (both in the UK and overseas territories within SPANA's global fundraising programme, such as Australia) to expand the programme's reach and impact.
- Work closely with all departments to identify new income opportunities, projects for funding and required resources.
- Collaborate with colleagues to ensure the success of SPANA events, major donor events or external meetings, representing SPANA as required.
- Project-manage the development and production of SPANA fundraising and marketing materials, to support major donor activities.
- Support senior stakeholders, including the Chief Executive and Global Director of Fundraising, Marketing and Communications, with major donor activities fundraising activities, including presentations and meetings.
- Work with the Communications team to ensure required PR and communications activities concerning major donors funding are developed and delivered.
- Support the Head of Philanthropy and the Major Gifts team in developing new income streams.

### Programme support and administration

- Take responsibility for the major donor fundraising budgets and contribute to target setting, monitoring and analysis of the programme.
- Provide regular reports and information on progress, targets and income generated.
- Maintain accurate records of major donor fundraising activities on our CRM database.
- Ensure all work runs to set procedures and timelines, whilst providing exemplary stewardship.
- Provide general administrative support to ensure the smooth running of the major donor fundraising programme.
- Deputise for the Head of Philanthropy when required.

### Other

- Ensure all SPANA's major donor fundraising activities are legally compliant, in keeping with our values and adherent to due diligence and our Acceptance or Refusal of Donations Policy.
- Ensure all SPANA policies and procedures are up to date, legally compliant and fully adhered to.
- Assist with activities across the Major Gifts team, particularly during peak times and holidays

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

# PERSON SPECIFICATION

<p><b>KNOWLEDGE, TRAINING &amp; QUALIFICATIONS</b></p>	<ul style="list-style-type: none"> <li>• Extensive knowledge of major donor fundraising principles and practices, including in an international development environment/context.</li> <li>• Knowledge of the current major donor fundraising market, including donor acquisition techniques.</li> <li>• Knowledge of developing and delivering compelling pitches and applications to major donors.</li> <li>• Knowledge of charity fundraising regulations, GDPR and data practices.</li> <li>• Knowledge of the requirements and expectations of working in the charity sector.</li> </ul>
<p><b>EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• Experience of working in a fundraising management role or equivalent, with a track record of developing and maintaining relationships with partners and/or potential supporters that ultimately generate income.</li> <li>• Experience of managing a major donor programme, and developing a prospect pipeline or equivalent.</li> <li>• Experience of managing and developing staff.</li> <li>• Experience of producing high-quality and compelling approaches, proposals, reports and presentations.</li> <li>• Experience of delivering income against targets.</li> <li>• Experience of prospect research techniques, and using research to suggest suitable projects/areas of interest/building a long term relationship.</li> <li>• Experience of working with databases, preferably Raisers Edge, understanding data selections and the nuance of data.</li> </ul>
<p><b>SKILLS &amp; ATTRIBUTES</b></p>	<ul style="list-style-type: none"> <li>• An outstanding communicator and negotiator with excellent written and verbal skills.</li> <li>• Highly numerate, with the ability to create, maintain and monitor budgets and expenditure summaries, and to speak and write about financial matters.</li> <li>• Excellent computer skills.</li> <li>• A diligent researcher with excellent analytical skills, accuracy and attention to detail.</li> <li>• Excellent interpersonal and organisational skills.</li> <li>• Ability to work independently and take responsibility for own areas of work.</li> <li>• Ability to maintain, develop and follow effective administrative systems and procedures</li> <li>• A conscientious, positive and friendly team player.</li> <li>• Upholds and adheres to SPANA's core values</li> <li>• Resilience, determination and a focus on outcomes.</li> <li>• French speaking (desirable).</li> </ul>