



# JOB DESCRIPTION

## JOB TITLE

**HEAD OF PHILANTHROPY AND  
FUNDRAISING PARTNERSHIPS**

## TEAM

**GLOBAL FUNDRAISING, MARKETING AND  
COMMUNICATIONS**

## REPORTING TO

**DIRECTOR OF GLOBAL FUNDRAISING, MARKETING  
AND COMMUNICATIONS**

## LOCATION

**HYBRID – REMOTE, LONDON HEAD OFFICE  
AS REQUIRED**

## HOURS OF WORK

**34.5 HOURS PER WEEK**

## ANNUAL LEAVE

**26 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS.  
FURTHER DAYS OF LEAVE WILL BE EARNED AFTER TWO  
YEARS OF SERVICE**

## RENUMERATION

**COMPETITIVE, PLUS BENEFITS**

## 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

As Head of Philanthropy and Fundraising Partnerships, you will proactively develop and drive work to generate and grow income from high-value donors, corporate organisations and charitable trusts and foundations. You will also manage our legacy marketing and administration programme to maximise income from gifts in Wills.

The role manages the Philanthropy and Fundraising Partnerships team, which is part of SPANA's Global Fundraising, Marketing and Communications department.

### Key Relationships

- Responsible to the Director of Global Fundraising, Marketing and Communications
- Philanthropy and Fundraising Partnerships team.
- Global Fundraising, Marketing & Communications colleagues
- Chief Executive
- Senior Leadership Team members
- Global Programmes colleagues.

## KEY RESPONSIBILITIES

### **Philanthropy and fundraising partnerships programme management**

- Lead on the development and operational delivery of the philanthropy and fundraising partnerships strategy, encompassing work across the high-value donor, legacies, trusts and corporate fundraising income streams.
- Lead on maintaining SPANA's relationships with existing high-value donors and funders, through the provision of exemplary stewardship including reports, mailings, phone calls and face to face meetings.
- Drive the development and testing of new means of acquiring high-value donors and funders for SPANA, to deliver sustainable growth.
- Oversee the continued development and growth of SPANA's global legacy programme, including the production of legacy mailings, telemarketing, offline and digital advertising, and features, as well as correspondence with supporters, solicitors and other stakeholders.
- Represent SPANA in key meetings, activities and events involving high-value donors, supporters and prospects.
- Lead on work to develop our forecasting of annual legacy income with our legacy pipeline.
- Drive the development of our corporate fundraising programme, working with Global Programmes colleagues and partners based in the countries where SPANA works.
- Explore and pursue fundraising opportunities that involve partnering with liked-minded organisations to seek income (e.g. joint funding bids and partnership approaches).
- Support the Chief Executive, Director of Global Fundraising, Marketing & Communications and other stakeholders in building relationships with key stakeholders.
- Work with colleagues to ensure new funding opportunities for high-value donors and funders are identified and actively pursued.
- Work in partnership with Global Programmes and Global Resources colleagues on the development, submission and management of statutory funding bids.
- Work with colleagues to ensure restricted income is managed according to donors' wishes and restricted funds are managed effectively across Global Fundraising, Marketing and Communications, Global Resources and Global Programmes.

### **Team management**

- Develop and manage a yearly activity plan for the Philanthropy and Fundraising Partnerships team.
- Develop and manage the Philanthropy and Fundraising Partnerships team budget.
- Provide supportive and dynamic line management for members of the Philanthropy and Fundraising Partnerships team, including facilitating regular supervision meetings and supporting their personal development and training.
- Serve as a member of the Global Fundraising, Marketing and Communications Leadership Team.
- Deputise for the Director of Global Fundraising, Marketing and Communications as required.

### **Other**

- Keep up to date with the latest legislative and statutory developments relating to the role, advising staff and the Senior Leadership Team as appropriate.
- Ensure all policies and procedures are up to date and legally compliant.
- Uphold and promote SPANA's values, policies and procedures across all work.

**This is not an exhaustive list and the post holder may at times be requested to perform other tasks not stated above but within scope of the position.**

# PERSON SPECIFICATION

<p><b>KNOWLEDGE, TRAINING &amp; QUALIFICATIONS</b></p>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent through experience.</li> <li>• Proven knowledge of fundraising and/or marketing.</li> <li>• Excellent knowledge of high-value donor, trusts, corporate and legacy fundraising strategies and activities.</li> <li>• Comprehensive understanding of fundraising techniques, including audience and donor segmentation, analytical modelling and the use of insight to drive performance.</li> <li>• Knowledge of all relevant charity legislation and best practice guidelines e.g. GDPR, CIOF, etc.</li> <li>• Strong knowledge of global animal welfare, within an international development context (desirable).</li> <li>• Fundraising training and qualification (desirable).</li> </ul>
<p><b>EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• Experience of working in a busy fundraising, marketing or commercial business team.</li> <li>• Demonstrable experience of managing fundraising or income-generating campaigns, nationally and internationally, including in coalition with other organisations, partners and agencies/suppliers.</li> <li>• Experience of managing and overseeing high-value giving, legacies, trusts, statutory and corporate fundraising programmes and activities, to maximise income.</li> <li>• Experience of leading on the planning, implementation and monitoring of fundraising campaigns and activities.</li> <li>• Experience of developing new products/activities and taking them to market.</li> <li>• Experience of developing, building and maintaining relationships with high-value stakeholders.</li> <li>• Experience of line management and building a collaborative, high-performance team.</li> <li>• Experience of supervising events.</li> <li>• Budgetary management experience.</li> <li>• Experience of using CRMs (e.g. Raisers' Edge)</li> <li>• Experience of managing restricted funds (desirable).</li> <li>• Experience of representing organisations on consortia or in partnership activities (desirable).</li> <li>• Experience working in a charity or not-for-profit environment (desirable).</li> </ul>
<p><b>SKILLS &amp; ATTRIBUTES</b></p>	<ul style="list-style-type: none"> <li>• Strong communication skills – written and verbal – with the proven ability to develop strong cases for support.</li> <li>• Excellent interpersonal skills, with the ability to communicate clearly and persuasively with a diverse range of stakeholders, including donors and funders.</li> <li>• Strong IT skills, including Microsoft Office.</li> <li>• Database skills, and the ability to understand data requirements and functions.</li> <li>• Excellent organisational skills with the ability to plan, manage and lead a variety of projects and activities.</li> <li>• Excellent attention to detail and quality assurance skills.</li> <li>• Able to work out-of-business hours when required.</li> <li>• Strong commitment to SPANA's vision, mission and values.</li> </ul>



Working animal welfare since 1923