

Major Donor Fundraising Manager, WSPA UK

Main purpose of job

To manage and develop the major donor fundraising strategy and programme with the support of the UK Head of Major Gifts.

The post-holder will proactively target high net worth individuals in order to meet ambitious income targets for WSPA major donor fundraising.

The post holder will also ensure the highest quality of stewardship and donor care in order to drive repeat, committed support.

Position in Organisation

Reports to the UK Head of Major Gifts

Works Closely with the International Leadership Giving Team

Duties and Responsibilities

Income generation and relationship building

- Develop and implement the UK Major Donor Fundraising Strategy in order to increase year on year income and ensure that the Major Donor Fundraising Targets are achieved.
- To research, develop and implement solicitation plans for key major donor audiences and ensure that major donor fundraising targets are achieved.
- To instigate, maintain and nurture relationships with key individual donors.
- To ensure the matching of donors' interests, motivations and communication preferences with the needs and expectations of WSPA, in order to facilitate long term mutually rewarding funding partnerships.
- To work with the UK Head of Major Gifts to ensure a programme of donor cultivation opportunities is developed and delivered, comprising individual meetings and cultivation events.
- To acquire an in depth knowledge and understanding of WSPA's programmes to ensure the development of delivery of compelling bespoke donor fundraising proposals and cases for support.
- To play a full role in the Major Gifts ensure the matching of donors' interests, motivations and communication.

Financial

- To ensure that resources and budgets are managed effectively, efficiently and economically and that accurate financial information is provided as required by the UK Head of Major Gifts.

Other

- To provide high quality advice on matters relating to Major Donor fundraising through maintaining an informed understanding of sector best practice.
- To maintain and increase effective use of Equinox/Raiser's Edge for data capture and donor analysis of major donor records and operational plan.
- To work with the UK Major Gifts team to achieve the team's objectives and plans.
- To undertake any other relevant duties or projects as delegated by the UK Head of Major Gifts.

Person specification

Experience

- Track record of raising significant income from major donors.
- Experience in prospect identification, cultivation, conversion and stewardship.
- Experience in negotiating significant major gifts that have required matching the demands of major donors with the needs/expectations of an organisation.
- Experience of utilising major donor prospect research to drive funding relationships.
- Experience of working with and developing leading edge major donor cultivation and solicitation processes.

Qualifications

- Educated to degree level or equivalent

Skills

- Excellent ability to research, identify, nurture and develop committed relationships with major donors, in accordance with leading edge major donor principles and practice.
- Excellent major donor fundraising skills, honed through substantial experience of securing high level gifts from such audiences.
- Comprehensive understanding and appreciation of major donor cultivation and solicitation programmes.
- Ability to network and develop contacts that can lead to significant fundraising opportunities.
- Entrepreneurial and self starting with the ability to develop and manage a major donor function successfully.
- The post-holder will need to enjoy - and be effective at - presenting and networking at the highest levels.

- Proven ability to manage, meet and monitor fundraising budgets, both income and expenditure.
- Excellent organisational skills, especially the ability to manage a complex, varied and substantial workload.
- Able to work on own initiative, under pressure and to tight deadlines.