

LIBERTY

JOB DESCRIPTION: MAJOR DONOR MANAGER

Liberty is an independent membership organisation. We challenge injustice, defend freedom and campaign to make sure everyone in the UK is treated fairly.

We are we are passionate people who work together to protect rights and hold the powerful to account.

Our principles are guided by evidence and expertise – not political agenda, profit or popular opinion. We're not afraid to speak uncomfortable truths or confront intolerance and abuse of power wherever we find it.

We work closely and collaboratively with journalists, grassroots organisations, campaigners and the public to expose and challenge injustice and amplify the voices of people directly affected by the issues we campaign on.

Together, we empower others to defend their own rights and the rights of their family, friends and communities.

We've been making the UK a fairer, more equal place since 1934.

POSITION DESCRIPTION	
POSITION TITLE:	Major Donor Manager
POSITION REPORTS TO:	Head of Philanthropy
POSITION WORKS CLOSELY WITH:	Senior Leadership Team, Executive Committee, Management Team, CLT Trustees
SALARY	£52,115
EMPLOYMENT STATUS:	Permanent
HOURS:	35 hours per week, plus some out of hours work (TOIL given for out of hours work)
LOCATION:	Hybrid Working/ Westminster, London (two days per week in the office)

ROLE PURPOSE

The Major Donor Manager will join Liberty's Philanthropy team, which leads the organisation's fundraising from major donors, trusts and foundations, legacies, and gifts in memory.

The purpose of this role is to lead and deliver Liberty's major donor programme, working closely with the Head of Philanthropy, who is accountable for all philanthropy income streams.

The role is responsible for the day-to-day management of three Philanthropy Officers, (one legacy, one trusts and foundations and one trusts and foundations/major donor) with the Head of Philanthropy accountable for their income targets and the team's overall performance.

KEY RESPONSIBILITIES

You will be responsible for identifying and securing income from major donors to support the work of Liberty. This means managing and building a portfolio of donors, ensuring they feel brilliant about the difference their support makes. You will be responsible for creating strong cultivation and stewardship strategies, briefing senior staff for donor meetings, attending them yourself, working with colleagues to deliver intimate events, and producing materials that showcase the impact of Liberty's incredible work.

You will work closely with the Head of Philanthropy, the Senior Leadership Team, and across the organisation to deliver this work, alongside three Officers.

The role includes the following responsibilities:

Portfolio Management

- Build and manage your own portfolio of mid-high-level prospects and donors, building a robust prospect pipeline to support fundraising goals
- Act as an ambassador for Liberty, presenting to a wide range of audiences both formally and informally
- Work closely with the Head of Philanthropy and the wider Philanthropy team to develop and deliver an exceptional mid- and high- level giving programme. This means creating cultivation, solicitation, stewardship plans, strengthening internal processes around these, and connecting our major donor, trusts and foundations and legacies prospects
- Lead on organising bespoke cultivation events for donors and prospects, in collaboration with colleagues across different teams and functions at Liberty

Prospect Research

- Identify and qualify major donor prospects by researching and analysing their connections with Liberty and to other organisations, their philanthropic interests, their wealth, giving potential and their propensity to support Liberty
- Assign gift capacity and propensity ratings to all prospects
- Provide briefings on major gift prospects to the Head of Philanthropy, the Senior Leadership Team and trustees as required

Line Management

- Effectively line-manage Philanthropy Officers through ensuring they have what they need to be successful and that any performance related or personal concerns are promptly addressed
- Be available to guide, support and encourage the Philanthropy Officers, tailoring your approach to their individual needs, strengths and areas for development
- Ensure regular one-to-ones take place, conducting appraisals and providing regular opportunities for feedback

Due Diligence and Compliance

- Work with the Head of Philanthropy and take responsibility for the due diligence process, recording the outcomes of decisions on gift acceptance, and advising on policies and processes
- Maintain awareness of all relevant privacy and other legislation relating to the management of personal data
- Working with the Head of Philanthropy, implement robust procedures to ensure the database complies with this Legislation

Reporting

- Produce regular reports on the status of all researched and identified prospects, enabling the management of the prospect pool and pipeline, workflows, and income forecasts
- Develop effective learning, monitoring and evaluation for major donor and legacy fundraising, including through the strategic implementation of a new Project Management system
- Assist the Head of Philanthropy in the production of reports for the Board

Anti-oppression

- Embed Liberty's anti-oppression strategy within major donor fundraising

Collaboration

- Model collaborative and creative cross team working.
- Perform other duties as directed and necessary to the performance of the role
- Be an active and visible member of the Management Team

General Responsibilities

- Understand and support the mission and strategic aims of Liberty
- Contribute to the development of the overall fundraising strategy for Liberty
- Be aware of and abide by all Liberty's policies and procedures.
- Ensure compliance at all times with the Fundraising Regulator's Code of Fundraising

Practice

- Undertake other duties as may be reasonably requested of your post

Selection criteria		ESS	DES
Technical expertise & qualifications:	Fundraising or marketing related qualification		✓
Knowledge & Experience:	Line management experience	✓	
	Experience in a comparable role, with responsibility for successfully delivering a major donor and/or relational trusts and foundations and/or corporate fundraising strategy, in a comparable sized organisation	✓	
	Extensive and demonstrable experience of building relationship with external stakeholders	✓	
	Extensive investigative, research and analytical skills		✓
	Strong financial acumen and experience of working with budgets		✓
	Experience and proficiency using a CRM database	✓	
	Knowledge of key funders in human rights		✓
	Knowledge of and adherence to the Fundraising Regulator's Code of Fundraising Practice, as well as relevant data legislation	✓	
Competencies & Skills:	Delivery and implementation – Ability to manage many competing priorities against tight deadlines and take a positive approach to problem solving.	✓	
	Communication – Excellent written and oral communication skills	✓	
	Attention to detail – Impeccable attention to detail and an accurate and careful approach to work	✓	
	Management – Ability to provide robust, fair line management and commitment to managing employees' performance by tracking progress against goals, giving constructive feedback and addressing performance issues effectively	✓	
	Collaboration – Ability to develop and maintain internal and external working relationships and develop and implement shared plans	✓	

Selection criteria		ESS	DES
	Learning and Reflection – A reflective and evaluative approach to work, diagnosing what works, what does not, and what needs to change	✓	
Personal attributes	Commitment to human rights and Liberty’s cross-party, non-party status.	✓	
	Commitment to Liberty’s anti-racist, disability-positive, trans affirming status	✓	
	Commitment to building a fair, compassionate, and diverse working environment	✓	
	Team player	✓	