

## Job description

Job title:	Major Donor Manager
Salary:	£38,000 to £42,000 per year pro rata (0.6 FTE) / £22,800 to £25,200 per year
Contract:	Permanent
Hours:	21 hours per week
Directorate:	Development
Reports to:	Senior Development Manager, Individuals and Events
Direct/indirect reports:	None

## Our mission

The National Literacy Trust empowers children, young people and adults from disadvantaged communities with the literacy skills they need to succeed. We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOIs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against poverty and our work changes people's life stories.

Watch our short [film](#) to learn more about our strategy and approach.

## Purpose of role

This is an exciting new role that provides an opportunity to build a new major gifts programme from scratch. Supported by the Senior Development Manager, you will work closely with the CEO, Director of Development and the Board to develop a giving strategy that will directly feed into our organisational strategy, with a focus on increasing engagement and the growth of the major donor income stream.

You will manage a portfolio of existing major donors and conduct prospect research, developing bespoke stewardship of donors giving gifts from £5,000 to £50,000.

## Key contacts

As well as working closely with the Senior Development Manager and other internal stakeholders, you will have regular contact with a wide range of existing and prospective donors, and partners and suppliers where appropriate.

## Outline of responsibilities

- Lead the development and delivery of a giving programme, building a pipeline and carrying out proactive prospect research
- Build mid to high-value stakeholder prospects and manage relationships
- Develop personal engagement plans for donors, using knowledge and insights to plan appropriate communications
- Develop cultivation events considering regional hotspots
- Acknowledge, thank and recognise donors appropriate to their level of support and ensure restricted gifts are appropriately allocated
- Monitor donors' motivations and interests
- Manage our donor database and reporting
- Identify opportunities related to legacy gifts

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

## Person specification

Essential	Desirable
<p>Experience of managing and developing a major donor portfolio/pipeline</p> <p>Experience of designing and delivering high impact stewardship programmes</p> <p>A track record of securing major gifts through written and/or verbal proposals</p> <p>Proactive, ambitious team player, able to work from own initiative</p> <p>Experience of designing or supporting the delivery of high value events</p> <p>Willingness to travel to meet donors when necessary</p> <p>Experience in data management CRM systems</p>	<p>Experience of managing and reporting on budgets and targets</p> <p>The ability to adapt and articulate to a range of stakeholders</p> <p>Experience of both making the ask and supporting senior staff, volunteers and trustees to do so</p>

## Summary of terms

<p>Location:</p>	<p>You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary. This is likely to be around once a month.</p>
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<p>Flexible working:</p>	<p>We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role. This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.</p>
<p>Travel:</p>	<p>This role may require national travel. Travel expenses will be paid when incurred in line with our expenses policy.</p>
<p>Safeguarding:</p>	<p>We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.</p>