

# Job Description

**Title:** Senior Philanthropy Manager  
**Directorate:** Fundraising, Communications and Engagement  
**Responsible to:** Head of Philanthropy  
**Grade:** 3.2

## Main purpose of the job

The Philanthropy team manages mid and major level donations from individuals, trusts and foundations. To optimise fundraising efforts, the team is split into two complementary functions working in close partnership:

**Fundraising Resource:** This team, led by the Fundraising Resource Manager and supported by an Officer, focuses on managing the operational and resource requirements of high value fundraising. This includes driving pipeline performance through prospecting, data management, analysis and reporting, managing funding opportunity information and proposition assets and supporting on stewardship delivery.

**Relationship Management:** This team, led by you (the Senior Philanthropy Manager), focuses on the bespoke relationship management of donors. The team comprises a Philanthropy Manager with a mixed major-value portfolio (individuals and trusts), and two Officers focused on mid-value individuals or trusts. You manage a small mixed major-value portfolio and drive the team to secure donations and build long term relationships through the delivery of compelling asks and donor stewardship.

## Key responsibilities

- Formulate and deliver an operational plan for the relationship management team, contributing to the overarching philanthropy strategy.
- Lead the direction of the overall prospect and donor pipeline, whilst personally managing a small mixed portfolio of major-level prospects and donors (individuals and trusts).
- Translate the philanthropy strategy into objectives for direct reports and set and deliver a comprehensive set of KPIs, including an income target.
- Line manage the Philanthropy Manager and Officers, providing leadership, support, motivation, coaching and performance management to ensure they achieve their individual and team goals.
- Deliver prospecting plans and manage prospect allocation and performance in partnership with the Fundraising Resource Manager, considering funding priorities and team capacities and specialisms.
- Oversee the delivery of an established mid-value individual giving programme that incorporates individual giving and philanthropy tactics.
- Oversee the management of cultivation opportunities/events and donor stewardship.
- Create engaging donor communications, including funding proposals and impact reports.
- Develop and manage strong relationships with senior external stakeholders and advocates to enhance the cultivation process.
- Foster strong relationships with internal stakeholders (eg service delivery, data and insights, media team) to support donor relationship management.
- Maintain and adhere to work processes demonstrating compliance with the privacy policy, GDPR, data protection legislation and fundraising best practices.
- Stay updated with current giving trends and share insights with the wider team.
- Manage the fundraising budget.
- Maintain accurate and up to date donor records using our CRM.

## Other duties and responsibilities

- Deputise for the Head of Philanthropy.
- Undertake other duties as required by the Head of Philanthropy.
- Frequent travel to meet donors in person, with occasional overnight stays required.



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## The person

You'll be a seasoned philanthropy professional with a proven track record of exceeding income targets and securing significant donations from trusts and foundations and high-net-worth individuals. Your infectious enthusiasm for our cause translates into building strong, lasting relationships with donors, and your keen understanding of their motivations allows you to tailor your approach and inspire impactful giving. As a strategic thinker, you possess a deep understanding of portfolio management, the supporter journey and the key elements that drives successful philanthropy fundraising. You ideally understand and have experience in what makes a mid-value individual programme thrive.

Beyond fundraising expertise, you're a natural communicator and team motivator. You have a gift for connecting with any audience, effortlessly adapting your message and materials to resonate with different stakeholders, fostering strong relationships that yield results. Your leadership style is collaborative and inspiring and you enjoy coaching and motivating your team – including the Philanthropy Manager and Officers – to achieve their full potential and celebrate shared successes.

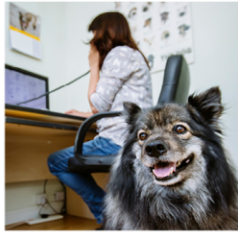
Finally, you're a dedicated professional with integrity. You approach your work with the utmost professionalism, maintaining confidentiality and discretion at all times. You thrive in a fast-paced environment, with excellent time management and prioritization skills, ensuring you meet deadlines efficiently. You value teamwork and enjoy being part of a hardworking and supportive team that shares your passion for making a difference.

## Essential qualifications, skills, and experience

- Experience in mid and major gift fundraising, including successful solicitation of five and ideally six-figure gifts.
- Experience and understanding of the fundraising requirements of trusts and foundation, with the ability to write high quality and compelling funding applications.
- Experience designing stewardship journeys for mid and major-value supporters, resulting in increased affinity to the organisation and donation uplift.
- Ability to share philanthropic opportunities with high-net-worth individuals professionally and engagingly, adapting to their aspirations.
- Experience in developing strong senior stakeholder relationships (internally and externally).
- Proven track record of delivering an income target.
- Ability to think laterally and proactively to solve problems.
- Ability to work well under pressure, with excellent attention to detail, prioritizing work and meeting deadlines.
- Ability to tell the story of our work engagingly, both in person and in high-quality written stewardship.
- Genuine desire to improve the lives of pets.
- Line management experience.
- Excellent interpersonal skills with a high level of professionalism and discretion.
- Full driving licence and willingness to travel to donor meetings.
- The ability to demonstrate, understanding and apply our Blue Cross values.

## Desirable qualifications, skills, and experience

- Experience of managing a mid-value individual programme that combines individual giving and philanthropy tactics.
- Experience working within an animal welfare charity.
- A fundraising qualification or evidence of CPD (Continuing Professional Development).



## Job Description

The duties outlined in this job description are not intended to be exhaustive and may be subject to periodic review and amendment to meet the needs of Blue Cross.

### Our values

Our values define the way we do things. We use them every day to guide us, and to make sure we put people and pets at the heart of everything we do.

**Compassionate:** We listen, we are non-judgmental, we are kind and caring to the pets and people we encounter, and we offer support in difficult times

**Courageous:** We make brave decisions, embrace change, and encourage innovation, ensuring we always act with integrity – doing the right thing even when no one is looking

**Inclusive:** We value all our relationships and work in an open and positive culture where we celebrate our diverse talents and empower you to be you

**December 2024**