ABF THE SOLDIERS' CHARITY
JOB DESCRIPTION

ABF The Soldiers' Charity Philanthropy Manager	**Direction from:** **Assistant Director Individual Giving & Philanthropy** **Link to:** **Assistant Director Events and Corporate Fundraising** **Assistant Director Operations (Fundraising, Communications & Marketing)** **Assistant Director Marketing CIO and Database** **Head BI**	**Primarily reports to:** **Assistant Director Individual Giving & Philanthropy** **Reviewed:** June 2023
Full time 35 hours per week, based in London Office	**Direct Reports:** **2 x Philanthropy Executive**	

Primary Roles:

- In support of the annual Trusts and Major Donor Plans, act as the Charity's lead subject matter expert on Trusts, Foundations and Major Donors.
- Work with Hd BI&A and other teams to establish an enhanced and more consistent major donor base.
- Collaborate with colleagues from other fundraising income streams (events, corporates, community and volunteer led fundraising, etc.) to build major donor partnerships, and target influencer and other engagement opportunities more forensically against specific major donors and prospective major donors. As a result, increase the number of major donors, through applications to new major donors and by uplifting current major donors.
- Define and deliver stewardship of our major donors and to assist the regional teams with cultivation of potential major donors and tailoring of appropriate asks.
- Working with AD IG&P to plan and deliver the most appropriate lists of attendees for events across the country; and, where existing lists exist, research attendees to ensure appropriate Major Donor asks are drawn up.
- Increase the number of major (£50k plus) applications, through applications to new trusts and by uplifting current trust donors, whilst establishing a more consistent mid-level trust donor base.
- Working collaboratively with regional and other teams to build trust partnerships; and targeting influencer and other engagement opportunities more forensically against specific trust donors and prospective trust donors.
- Manage the Trusts & Foundations programme to ensure time and resource are applied in an appropriate and considered manner to deliver agreed income targets.

- To deliver the ask either in person or through briefing the most appropriate member of staff where attendance is not possible.

Job Specification:

- Define and manage the Trusts & Foundations programme and deliver appropriate applications on time to those trusts most likely to generate the agreed income targets.
- Prioritise small and large trust applications and delegate to the Philanthropy Executives as appropriate.
- Define all small trusts which can be included in a more generic communications plan and ensure the execution of that plan.
- Report monthly on income and applications sent to AD IG&P in order to set a benchmark for measuring success.
- Working with AD IG&P, AD Ops, and AD E&C, define and deliver a programme of communications in writing and in person to cultivate and steward major donors from our existing and latent supporter base.
- Define and manage a process for sharing information with and between the regional teams and Mountbarrow House for identifying potential major donors and to ensure that they receive the most appropriate communications and asks in order to meet agreed targets.

Person Specification

- An experienced and proven fundraising professional, with a proven track record in Trusts and Major Donor fundraising, adept at synchronising activity, managing and allocating resources and delivering expected outcomes to time, budget and specification.
- Well-developed written and oral communication skills.
- Excellent interpersonal skills and the ability to interact and work effectively with Trusts, major donors and all elements of the Charity.
- Computer literate, comfortable with MS Office tools, familiar with social media platforms.
- Competent in budget management.
- A self-starter, proactive, collegiate, with drive and commitment.
- Strong empathy with the cause of the Charity and its beneficiaries.
- Whilst London based, this appointment involves regular travel around the UK.
- Must be willing to work outside of core hours and at weekends when necessary.
- Ability to handle pressure.

Agreed by: CE

Date:

Published Date: