

<p><b>Job Title:</b></p> <p><b>Head of High Value Relationships</b></p> <p>Full time 35 hours per week, based in London Office</p>	<p><b>Direction and guidance from:</b></p> <p><b>Assistant Director of Events and High Value Relationships</b></p>	<p><b>Primarily reports to:</b></p> <p><b>Assistant Director of Events and High Value Relationships</b></p>
<p><b>Primary Role:</b></p> <p>With the support of the AD of Events and High Value Relationships (ADE&amp;HVR), develop and implement a High Value Relationships fundraising plan.</p> <p>Deliver the agreed annual income and expenditure budgets; set objectives and individual targets and provide support to team members to deliver positive results in line with the in-year Fundraising Plan.</p> <p>Inspire and provide the leadership to cultivate and empower a high performing team that works effectively together and delivers maximum supporter value and experience and can effectively cross sell opportunities.</p> <p>Provide creativity and drive to all areas of new donor acquisition: prospecting, delivering impactful proposals and presentations, leading on negotiation, and securing new partnerships and donors.</p>		
<p><b>Job Specification:</b></p> <p>Oversee and track an effective and dynamic pipeline across all income streams to identify and increase the donor base which identifies those with the highest potential, including sponsorship opportunities.</p> <p>Develop the High Value Case for Support (including impact and outcome figures) in partnership with colleagues in Grants and Welfare and Communications and Marketing teams. This will then be developed into compelling propositions, to maximise donor engagement and leverage significant donations.</p> <p>Work with the Business Development Manager and Corporate Manager to identify and pitch to new companies to secure multiyear partnerships.</p> <p>With the Philanthropy Manager, develop and deliver the Major Gift and Trust fundraising programme to ensure that the potential support of each prospect or donor is maximised.</p> <p>Collaborate with the Special Events Manager to run a series of discreet cultivation and stewardship events and ensure they contribute to income generation and supporter experience.</p>		

Work with the ADE&HVR and AD Community Fundraising and Engagement and their wider teams to ensure a positive process is in place to share high value prospects and maximise supporter value across the UK.

Ensure that the team are using the CRM database and other partnership management processes in an effective way, consistent with that across the rest of the team and dept.

Keep up to date with relevant legislation that impacts on the High Value team

### **Person Specification: Experience and skills**

- Demonstrable record of growing income and providing excellent stewardship in at least two of the following areas: Corporates major donors, and trusts.
- Experience of identifying and cultivating new supporters and developing these into sustainable relationships.
- Experience of creating and implementing a successful income generation plan.
- Examples of producing winning applications, proposals, and/or presentations.
- Well-developed account management skills.
- Experience of developing a pipeline and using research to identify new business.
- Proven leadership and management capabilities, demonstrating ability to inspire, empower and motivate others and build high performing teams.
- Good financial management skills, including budget management, reporting and analysis. Computer literate, comfortable with using databases such as Salesforce or Raisers Edge.

### **Personal attributes:**

- Innovative, and creative, able to identify new opportunities that will attract supporters.
- Tenacious and results oriented.
- Well-developed interpersonal skills, with the ability to inspire and motivate senior level audiences both internally and externally.
- Has the personal impact and gravitas to represent Army Benevolent Fund at the highest levels.
- Has an affinity with the objectives of the charity and with those of the British Army
- Ability to work collaboratively and break down siloed working.
- Flexibility, noting that while the role is predominantly London based, it will involve occasional travel, out-of-hours work and, infrequently, weekend work (with TOIL offered).

**Authorised by:** Tim Hyams, Chief Executive

**Date:** 19/11/2024