

Job Title: Major Donor Executive	Direction and guidance from: Head of High Value Relationships (Hd HVR) Link to: Regional Director London (key), Trusts, Corporates, Central Events, Finance, Database, Director Grants and Welfare, Comms, CE, Regions	Primarily reports to: Head of High Value Relationships Direct Reports: None
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Role Summary:

This role is responsible for working with the Hd HVR to deliver the objectives of the Major Donor programme, meeting strict deadlines and budget requirements to achieve efficiency and productivity and thus net income.

The Major Donor Executive is responsible for supporting the Hd HVR through delivery of research, and due diligence and reporting, utilising the Salesforce database for maximum efficiency and transparency.

- Specific Tasks:**
- Support the Hd HVR to deliver on Major Donor income targets and engagement goals by identifying and engaging with current or prospective supporters, directly or through colleagues, ensuring that they are developed towards and receive relevant, and persuasive asks and high-quality reporting.
 - Provide regular internal updates, as agreed with Hd HVR, on engagement, external reporting, and applications delivered.
 - Manage relationships with select contacts and gatekeepers, helping to develop and deliver partnership plans and engagement of prospective supporters.
 - Speak knowledgably and impactfully about the work of the Charity and deliver, where appropriate and with support, presentations, and pitches to current or prospective Major Donors.
 - Work with regional fundraising colleagues, especially RD London, to support their engagement of current and prospective supporters.
 - Design and write compelling, tailored, proposals, applications, and reports to secure high value donations.
 - Manage relationships with existing Major Donor supporters, directly and through relevant points of contact, delivering on agreed engagement plans, including delivering personal contact through letters, emails or calls, event invitations, senior engagement where appropriate, formal and informal reporting on ABF's work and other relevant touchpoints.

- With the support of the Hd HVR, research and engage prospective supporters, delivering on cultivation plans including the sharing of content on ABF's work, event invitations and senior engagement where appropriate.
- Contributing to the development of engagement and cultivation plans outlining key activity to commence, develop and maintain relationships with supporters.
- Liaise with Grants & Welfare team and other colleagues to ensure that information is available for reports and applications, and to understand and effectively communicate about the work of ABF, with a focus on areas of work relevant to the interests of current and prospective major donors.
- Identify and research prospective Major Donor supporters, building a strong pipeline of potential supporters.
- Manage, deliver, and be responsible for process and documentation around the Major Donor programme including research, cultivation, due diligence, income batching, and applications.
- Identify, travel to attend and support engagement, cultivation, and fundraising events as appropriate.
- Map existing relationships to current and prospective major donor supporters within ABF staff, trustee and volunteer networks.
- Ensure all supporter engagement and progression through the prospect pipeline are tracked using Salesforce.
- Identify opportunities to add value to existing Major Donor supporters and increase income.
- Follow processes for securing internal approval for relevant content.
- Support the Hd HVR in the overall development of the programme.
- Support, work on, and attend cross-team projects and events, such as the London Marathon, CATERAN YOMP and Lord Mayors Big Curry Lunch.
- Undertake other administrative duties relating to the programme as directed by Hd HVR.
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Skills/Personal Attributes:

- The ability to communicate confidently and effectively both orally and in writing, using correct and appropriate language, grammar, organisation, and structure.
- Experience of Major Donor fundraising, or of fundraising, relationship management or sales with strong alignment with the skills and approach needed for this area of fundraising.
- Confident in engaging, working with, and influencing senior and high net worth individuals.
- Excellent writing skills, with the ability to adapt tone and content for different audiences and contexts.
- Ability to think creatively and innovatively around donor communication and stewardship.
- Self-motivator able to work proactively and independently.
- Knowledge of data protection principles in relation to major donors.
- Excellent attention to detail and quality, including proofreading.
- Good organisational skills and a systematic approach to work.

- A self-starter, proactive, collegiate, with drive and commitment.
 - Computer literate, comfortable with MS Office tools.
 - The ability to use initiative and demonstrate self-motivation and self-management.
 - Excellent investigative and problem-solving skills.
 - Effective time management.
 - Ability to build good relationships with other team members and internal & external contacts. A knowledge of CRM databases (ideally Salesforce), data entry, and financial processing.
 - Empathy with the cause of the Charity and its beneficiaries.
- Other:**
- Attendance at the Charity’s Annual Conference, Charity’s Fundraising Conferences and other specified Charity events and activities.
 - Available for occasional out-of-hours and weekend work (TOIL system operates).

Agreed By: Head of High Value	Name: <i>Daniel Jones</i>	Date: 9 April 2026
Approved By: Chief Executive	Name: <i>Tim Hyams</i>	Date: 15 April 2026