

JOB DESCRIPTION

Post: Philanthropy Manager

Reports to: Major Gifts Manager

Main Purpose of the job

As a senior fundraiser, this role is critical to build fundraising capacity by identifying, approaching and relationship building with high value individuals whose support is essential to Erskine's financial sustainability and growth.

This post holder will be responsible for developing strategies for major donor engagement and management of these relationships, to build long-term support.

The post holder will work closely with managers across the Fundraising and Communications team to match fundraising programmes to prospect identification and stewardship of high level supporters.

DUTIES/RESPONSIBILITIES

- Liaising with CEO, Directors, Board and managers across the Fundraising and Communications team to develop fundraising strategies for Major Donors.
- Specialist expertise to interrogate data to identify prospects from the existing supporter base with appropriate customised solicitation plans.
- Apply research techniques to identify new prospects and lead regular meetings with the Head of Fundraising and Communications and the CEO to identify how best to progress new relationships.
- Maintain high level stewardship to manage a prospect caseload for effective supporter relationships to maintain their commitment.
- Work with the Head of Fundraising and MarComs and senior managers on specific projects and major donor's events of a wider promotional nature.
- Co-ordinate with key stakeholders, Board members, Chief Executive, the Executive Management Team and senior managers seeking deeper insight into prospects motivations, networks and capacity to maximise opportunities for engagement.
- Review and interpret research and multi stranded complex data to make evidence-based decision that maximise supporter engagement activities and lifetime value.
- Write innovative, attractive, well-researched and appealing proposals and overview documents for prospective donors.
- Working with the MarComs team to plan marketing and communications activities to support major donor fundraising.
- To prepare financial reports on performance and achievements
- To meet set income targets in excess of £150k/yr with budgetary responsibility major donor expenditure
- To attend appropriate events throughout Scotland as required.
- To promote the positive reputation of Erskine at all times.
- To develop effective relationships with colleagues and be aware of personal style.
- Any other duties arising and pertaining to the post.

Any additional duties will normally be to cover unforeseen circumstances or changes in work, and will usually be compatible with the regular type of work. If an additional task or responsibility becomes a regular or frequent part of the job, it will be included in the job description in consultation with the post holder.

The purpose of this Job Description is to indicate the general level of responsibilities of the post. The list of duties is not exhaustive but serves merely as a guide.

PERSON SPECIFICATION

| No | Applicant criteria for post | Essential | Desirable |
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| Qualifications & Experience | | | |
| 1. | Educated to degree level (or equivalent) and be able to demonstrate experience in a similar fundraising role. | √ | |
| 2. | Professional Diploma in Fundraising through the Chartered Institute of Fundraising, or equivalent professional fundraising qualification. | | √ |
| 3. | Evidence of significant experience at a senior level, with a proven track record and an in depth expert knowledge of major donor fundraising with high level individuals of significant influence and ability to give substantial funding. | √ | |
| 4. | Membership of the Chartered Institute of Fundraising is desirable along with evidence of relevant continued professional development. | | √ |
| 5. | Experience of using the Raiser's Edge database (or similar CRM system) for the purpose of donor stewardship and development. | | √ |
| 6. | Specialist experience of; data analysis, data segmentation, demographic profiling. | | √ |
| 7. | Demonstrate experience of creative and successful written proposals and presentation pitches. | √ | |
| 8. | Full UK Driving Licence. | √ | |
| Skills and Qualities | | | |
| 1. | Up-to-date knowledge and application of the Fundraising Regulator's Code of Fundraising Practice, GDPR legislation, OSCR requirements and other fundraising legal compliance | √ | |
| 2. | Well networked and connected professional with the ability to exercise own judgment and discretion. | √ | |
| 3. | Strong communication and diplomatic skills are essential as the role requires a high level of confidence to be innovative and entrepreneurial in approach with enthusiasm, determination and resilience. | √ | |

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| 4. | Clear strategic planning to reflect best practice with performance benchmarks to deliver income targets exceeding £150k/year by developing strong sustainable long term relationships with funders. | √ | |
| 5. | Developed negotiating, influencing and persuading skills | √ | |
| 6. | A strategic thinker with the ability to work to short term objectives and long-term goals. | √ | |
| 7. | Excellent interpersonal skills for relationship building and stewardship in order to establish and maintain effective supporter relationships. | √ | |
| 8. | Highly self-motivated, with the ability to work on own initiative and make decisions on routine and complex issues. | √ | |
| 9. | Good organisation, analytical, motivational and time management skills. | √ | |
| 10. | IT Literate and able to use a range of software including Microsoft 365 and Office packages, and social media platforms in a professional setting. | √ | |
| 11. | Committed to continuous professional development | √ | |
| 12. | Flexible to meet the requirements of the role including working outside office hours, including evenings and weekends and a willingness to travel across the region, when required. | √ | |