

## JOB DESCRIPTION

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<b>Job Title:</b>	Head of Philanthropy
<b>Responsible To:</b>	Director of Income, Marketing & Communications
<b>Location:</b>	Homebased or at one of BC's offices around the UK
<b>Salary:</b>	£36,862 to £42,719 (Grade E) dependent on experience, plus 8% employer pension contribution
<b>Hours:</b>	37 hours per week (1 FTE)
<b>Contract:</b>	Established post

### Job Purpose

Working collaboratively with the Director of Income, Marketing & Communications and colleagues across Butterfly Conservation, this role will be responsible for leading on major gifts, corporate fundraising and legacy strategies, plans and budgets.

This role will be responsible for undertaking horizon scanning, identifying new opportunities to increase funding and ensuring outstanding levels of insights are maintained to support income growth.

You will lead, develop and motivate a team of staff and foster an organisation-wide culture of philanthropy by creating opportunities and processes for cross-functional learning, feedback and collaboration.

This is an Operational Leadership role.

### Main Responsibilities

#### Strategic

- Develop and deliver a Major Gifts, Legacy and Corporate Fundraising Strategy for Butterfly Conservation, supported by the Director of Income, Marketing and Communications - to substantially increase income.
- Develop and implement annual plans to generate income for project delivery and general funds across the UK - monitoring, evaluating and reporting as necessary.
- Set and deliver fundraising targets, forecast income from major donors, legacies and corporate partnerships and lead on budget management for income and expenditure working closely with the Finance Team.
- Contribute to the development and implementation of Butterfly Conservation's overall Income Generation Strategy.
- Provide timely information and reports to the CEO, Senior Leadership Team (SLT) and Trustee meetings and sub-committees, as required.
- Assist the Director of Income, Marketing & Communications by providing information on possible fundraising or reputational risks associated with any proposed funding from major gifts or corporates/businesses.

### Operational

- Develop, implement, and review effective Major Donor, Legacy and Corporate fundraising models to ensure BC's funding requirements are successfully achieved.
- Discuss requirements and draw up innovative funding opportunities, in collaboration with colleagues across the organisation, to successfully grow income.
- Ensure income and expenditure budgets are achievable and sufficient for activities planned. Regularly review predicted income and expenditure to ensure forecasts remain on track and communicate any changes to the Finance team.
- Lead the team to deliver on their plans and nurture a culture of horizon scanning and innovation. Maintain effective processes to ensure good communication, transparency, and efficiency.
- Liaise with the PR & Communications Team and the Brand & Marketing Team to share information which promotes and thanks donors, corporate support and legacies.

### Major Gift Fundraising

- Plan, lead and continuously develop Butterfly Conservation's High Net Worth giving programme. Implement inspiring and persuasive approaches, campaigns and events to attract and develop High Net Worth Donors.
- Build and manage relationships with existing and prospective individual Major Donors, to secure long-term support and seek uplift of donations wherever possible. Continuously review progress and quality achieved in Major Donor fundraising.

### Legacy Fundraising

- Plan, lead and continuously develop successful marketing of legacy giving for BC. Manage the effective stewardship of current legacy pledgers.
- Oversee the implementation of a legacy giving programme to raise awareness of the importance of legacy income to Butterfly Conservation. Secure increased legacy pledges from members, supporters and the general public.

### Corporate Fundraising

- Plan, lead and develop a corporate and commercial fundraising strategy to deliver sustainable income growth. Identify and develop new partnership opportunities to significantly increase income for the charity and oversee effective management of existing corporate partners to retain, develop and grow long term income.
- Approve due diligence checks on all new corporate supporters, escalating any potential risks to the organisation. Liaise with Finance to ensure all agreements or contracts with Corporate supporters are checked and approved.
- Attend BC Trading Company Board meetings to present corporate updates. Produce regular updates on corporate income to Director.

### **General**

- Any other duties relevant to the post, as agreed with your Line Manager.
- Promote BC's values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse workforce.
- Work in accordance with BC's policies, procedures, and codes of conduct.
- Actively participate in on-going professional development activities.



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## PERSON PROFILE

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**JOB TITLE: Head of Philanthropy**

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<b>Technical/Specialist Skills</b>	<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>
Educated to degree level or equivalent experience	✓		A/I
Extensive experience of successful philanthropic fundraising	✓		A/I
Proven track-record of raising significant income and meeting targets from major gifts, legacies and corporates/businesses across the UK	✓		A/I
Ability to develop, plan and implement fundraising plans and strategies to meet income targets and deadlines	✓		A/I
Extensive experience of writing inspiring and compelling case for support communications	✓		A/I
Ability to carry out research and due diligence on prospective supporters	✓		I
Ability to communicate complex information (e.g. scientific information) succinctly and in plain English	✓		I
Experience of developing tasks to achieve successful funding	✓		I
Experience of developing and implementing effective strategic funding models	✓		A
<b>Budget Responsibilities</b>			
Experience of managing income and expenditure budgets	✓		A/I
<b>Line Management/Contractor Responsibility</b>			
Excellent management skills, with demonstrable experience of leading, developing and motivating a diverse team across a range of functions	✓		A/I
<b>Personal Attributes</b>			
Analytical and methodical, with a high degree of accuracy	✓		I
Target driven with ambition to succeed and meet targets	✓		I
Organised with the ability to prioritise workload, set work programmes, meet tight deadlines and use own initiative	✓		I
Creative and innovative with the ability to turn funding requirements into exciting propositions	✓		I
Good interpersonal and communications skills at all levels	✓		I
Pragmatic, innovative and able to motivate others	✓		I
Empathy with aims and objectives of Butterfly Conservation	✓		A/I
Willing to work some weekends and evenings and away from home		✓	I
Full Driving license or other means of transport.	✓		A

**Key:**

A = Application Form

I = Interview