

## JOB DESCRIPTION

---

<b>Job Title:</b>	Major Donor Manager
<b>Responsible To:</b>	Head of Philanthropy and Partnerships
<b>Location:</b>	Home based, with occasional travel to our Manor Yard office in Dorset, and other locations for meetings as required
<b>Salary:</b>	Grade D £33,653 - £38,166 depending upon experience plus 8% employer pension contribution
<b>Hours:</b>	37 hours per week (full time)
<b>Contract:</b>	Established

### Job Purpose

- Plan, lead and continuously develop Butterfly Conservation's major gifts programme.
- Solicit, manage and develop relationships with existing and prospective individual major donors, securing long-term support in order for BC to deliver its key strategic priorities.
- Design and implement creative, inspiring and persuasive approaches, campaigns and events to attract and develop individual major donors.

### Main Responsibilities

- Responsible for the development and implementation of a strategy to identify, cultivate, solicit and steward a portfolio of Major Donors.
- Provide continued and consistent support to existing Major Donors through successful stewarding and relationship cultivation to increase value.
- Develop and implement a major donor acquisition plan, including exploring options for setting up a Major Donor Club.
- Work closely with the Head of Philanthropy and Partnerships, Senior Leadership Team and CEO, to help cultivate the pipeline and be comfortable in making asks of five and six figure gifts.
- Develop personal engagement plans for donors, using knowledge and insights to plan appropriate communications.
- Lead the development and execution of stewardship and cultivation events, as well as organise and attend face-to-face and virtual donor meetings.

- Work with the Head of Philanthropy and Partnerships on the development of robust major donor propositions and cases for support.
- Work across the Fundraising and Comms Department to maximise opportunities from mid-value supporters and cross selling for corporate and legacy opportunities where appropriate.
- Work towards the achievement of income targets, collaborating with the Finance Team to ensure that income is appropriately recorded, accurate and up to date to measure progress against budget.
- Review, report and evaluate activities, using an evidenced based approach to decision making and work plans.
- Ensure that appropriate prospect research is undertaken to identify and validate potential high value supporters.
- Ensure that accurate records of all major donor contacts are kept updated on the CRM, to enable knowledge management, business continuity and bespoke and appropriate approaches.
- Lead on the development and implementation of any internal processes and procedures required for the effectiveness of major donor fundraising.
- Development and management of any major donor collateral.

## General

- Promote BC's values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role.
- Ensure that BC complies with GDPR, Fundraising Standards Board and CIOF major donor best practice.
- Undertake any other reasonable duties as required and commensurate with the grade of post, as agreed with Head of Philanthropy & Partnerships.
- 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.

---

**PERSON PROFILE**

---

**JOB TITLE:** Major Donor Manager

<b>Technical/Specialist Skills</b>	<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>
Extensive experience of Major Donor fundraising, including marketing and administration.	✓		A/I
Excellent research and prospecting skills	✓		A/I
Excellent oral communication skills for all audiences, with ability to deal with people at all levels and from a wide range of backgrounds.	✓		A/I
First class, confident interpersonal skills, including diplomacy and negotiating skills.	✓		I
Experience of organising events, including awareness of health and safety and risk assessments for activities.	✓		A/I
Excellent organisational and administrative skills.	✓		A/I
Excellent written communications skills, and experience of drafting correspondence, publicity materials, proposals and reports	✓		A/I
Ability to use IT applications e.g. spreadsheets, Word, PowerPoint	✓		A/I
Experience of databases, ideally a fundraising/supporter CRM	✓		A/I
Experience of working with Trustees and other volunteers		✓	I
Passion for the natural environment and empathy with aims and objectives of BC.		✓	A/I
<b>Budget Responsibilities</b>			
Experience of budgeting, forecasting and maintaining accurate financial records.	✓		A/I
<b>Line Management/Contractor Responsibility</b>			
Experience of managing contracts with suppliers of goods and services e.g. venue hire, research/prospect work	✓		A/I
Experience of managing volunteers, work placements or apprentices		✓	I
<b>Working with Volunteers/Managing External Partners and others</b>			
Experience of working in partnership with internal and external stakeholders including potential donors, volunteers, trustees and staff.	✓		I



# Butterfly Conservation

Saving butterflies, moths and our environment

<b>Personal Attributes</b>			
Pro-active in resolving problems and improving efficiency	✓		I
Analytical and methodical, with a high degree of accuracy	✓		I
Well organised and self-motivated; able to plan and undertake work on your own	✓		I
Able to prioritise a diverse workload, meet tight deadlines and use own initiative	✓		I
Flexible: able to rapidly assimilate information and adapt to a changing environment	✓		I
Able to work effectively as a member of a team	✓		I
Pragmatic, innovative, enthusiastic, and able to motivate others	✓		I
Able to manage potential conflicts by dealing with people in a calm and professional manner	✓		I
Willing to work some weekends and evenings and away from home	✓		I
Driving license or other means of transport.	✓		A

Key:

A = Application Form

I = Interview