

## GREENWICH & BEXLEY COMMUNITY HOSPICE JOB DESCRIPTION

### JOB DETAILS:

Job Title:	Philanthropy Manager
Hours:	21-28 hours per week
Salary:	Band 6; £30,863 - £ 40,442
Department:	Fundraising
Reporting to:	Head of Fundraising
Accountable to:	Director of Income Generation
Location:	Hybrid working - from home and at the Hospice Greenwich & Bexley Community Hospice 185 Bostall Hill, Abbey Wood, London SE2 0GB

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### JOB PURPOSE:

This is an exciting opportunity to take the lead in shaping strategy for Major Donors fundraising to deliver substantial growth as a key member of the wider Income Generation team.

Major Donor fundraising is a relatively new income stream for our Hospice. We have undertaken a review of potential HNWI's within our area and we have a compelling case for support. We are now seeking highly skilled, effective communicators who can positively engage our key stakeholders to secure and cultivate major donor relationships to increase our income and enable us to reach more local people living with a terminal illness.

This role will involve working collaboratively with multiple internal and external stakeholders to maximise funding opportunities, raise the profile of the hospice and secure the wellbeing of patients, carers and their families.

You will have brilliant interpersonal skills, be calm under pressure, and be able to prioritise effectively. You'll be part of a collaborative and supportive team who work closely together to achieve the Hospice's vision.

This is an exciting role and a real opportunity for the right person to fulfil their potential.

### KEY RESPONSIBILITIES:

- Working with the Head of Fundraising to create, implement and deliver a new and ambitious major donor fundraising strategy to meet the immediate and longer-term needs of the Hospice
- Successfully grow our portfolio of HNWI supporters, by developing the major donor pipeline through identifying and profiling prospects, plans for approach, cultivation, and solicitation of these prospects
- Ensure that all prospects and donors have comprehensive and tailored donor solicitation plans in place
- Successfully manage relationships with new donors, supporters and influential stakeholders to generate income to ensure successful solicitation of major gifts, repeat gifts and increased value gifts
- Lead on the development of a network of supporters who would advocate on behalf of the Hospice and introduce prospective donors

- Lead negotiations and secure income from Major Donors, ensuring all parties involved, internally and externally, are in full agreement with commitments on both sides
- Work closely with the Head of Fundraising and Trusts & Foundations Manager to identify relationships between major donors and trusts
- Work with the Head of Fundraising to plan a funding timetable to meet the needs of the Hospice's plans
- Proactively work closely with all Hospice teams to identify fundraising opportunities or develop projects needed for case for support and impact reports; coordinating it with fundraising colleagues and Senior Leadership Team
- Communicate persuasively the Hospice's work to prospective donors by preparing well targeted clear and compelling proposals and presentations, bespoke project information, engaging impact reports, thorough briefs and other supporting materials
- Develop lasting relationships with donors by ensuring the highest standard of donor care and supporter stewardship is achieved via considered tailored donor care plans
- Initiate and manage a programme of events and activities to cultivate HNWI's working closely with other members of the fundraising team
- Implement necessary systems and processes to support the growth of major donor giving across the Hospice which should include considering the overall supporter journey and how the strategy should / could influence this work.
- Ensure our supporter database is used effectively, ensuring all information relating to donors and prospects is accurate and up to date and a strong pipeline of prospects is maintained
- Working with the Head of Fundraising, set annual income targets and KPI for major donor programme
- Report to the Head of Fundraising with regular verbal and written reports on trends, ROI and key developments; Monitor and forecast progress against annual and long-term plans.
- Build and develop cross-organisational relationships to facilitate fundraising and strengthen the organisation's understanding of the Major Donor format and function.
- Commit to continual professional development.
- Work collaboratively across the organisation more widely to build good working relations, ad-hoc support to other teams/ members of staff
- Support the team in achieving the overall fundraising target as well as the wider organisation in achieving its goals by actively participating in meetings, discussions, and decisions
- Proactively keep abreast of relevant legislation, funding news and of the fundraising marketplace, identifying changes and trends ensuring compliance, best practise and maximising opportunities.
- To operate within Charity Law and adhere to the Code of Fundraising Practice.
- Undertake any other duties as required by Head of Fundraising or Director of Income Generation.

## Person specification

	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>	Educated to Degree level or equivalent relevant proven work experience with transferable skills	An understanding of hospice and palliative care services
<b>Experience</b>	Successful track record in delivering four-figure and higher gifts through personal approaches to Major Donors and growing new mutually beneficial relationships raising £5,000+	Experience of creating, developing and delivering on successful major donor fundraising strategies
	Experience of segmenting a prospect pipeline, and knowledge of prospect pools, trends in giving and undertaking prospect research;	Experience of, or a demonstrable understanding of other fundraising disciplines
	Experience of creatively packaging projects and presenting them face to face to high-net-worth individuals.	
	Experience of working with senior individuals from both inside and outside the organisation to develop existing relationships and establish new ones	
	Strong experience in building individually tailored fundraising relationships and bespoke stewardship plans with high value individuals	
	Experience of using network mapping to develop a pipeline of prospect donors and secure high value donors.	
	Experience of achieving targets to tight deadlines	
	Experience of using databases and/or CRM systems	Experience of Raiser's Edge
	Demonstrable experience of working closely with senior leadership teams and trustee boards	
	Experience of working strategically and collaboratively with a wider fundraising / charity team to improve and strengthen donor experience and the overall supporter journey	
<b>Skills and Abilities</b>	Strong interpersonal skills including motivational, negotiating, influencing and networking to build strong internal and external relationships	
	Ability to comfortably engage with senior stakeholders and deliver bespoke supporter journeys and experiences.	
	Superb stewardship and communication skills that inspire and engage, alongside excellent written and verbal communication skills.	
	Exceptional research and administrative skills	

	Excellent verbal and written communication skills	
	Articulate, assertive but also diplomatic	
	An ability to understand, analyse and make effective use of data across all of our work	
	Ability to multi-task, prioritise and effectively manage a varied workload with competing priorities in a flexible and tenacious manner	
	Strong team player and also able to work on own initiative	
	An understanding of confidentiality and the Data Protection Act	
	Ability to manage multiple projects and tight deadlines and do so autonomously.	
	Positive and flexible outlook with an understanding of the needs of a changing and growing organisation	