

Job Title: Major Donor and Patron Manager (Maternity Cover 12 months
From July 2022 – July 2023)

Accountable to: Director of Fundraising, Marketing, Communications & Digital
(FMCD)

Accountable for: Patron and Events Executive

Location: Albemarle St, London/ flexible homeworking

Contract type: Full time (35hrs per week)

Salary: £38,000 to £40,000 per annum

Job Purpose

To be responsible for the sustainable growth and delivery of the Ri's major donor, patron and individual giving streams of the Ri's audience strategy and income generation plan.

Maximising supporter engagement and income from new and existing donors to support the Ri in achieving its social impact and financial targets. To be responsible for the development and delivery of the fundraising team's event portfolio.

Prospect cultivation and pipeline management will be a major part of this role over the next 12 months as we launch our new strategy.

Main duties of the role

Strategy

- Support the Director of FMCD in the development of the Major Donor, Patrons and Individual giving strategy. Lead on operational planning for each of these strands.

Major Donor Management

- Full cycle relationship management, from cultivation to stewardship, of the Ri's major donors and patrons.
- Create bespoke, tailored donor journeys for high value donors and patrons to solicit support for the Ri.
- Work with the Ri Trustees, Development Group and Directors to identify and recruit new donors and increase support from existing ones.
- Develop propositions for support in order to solicit major gifts face to face and in writing.

Patrons Management

- Oversee the management of the Patrons Programme to increase income, maintain retention, achieve patron and member upgrades and to enhance the patron experience.
- Creation and responsibility for all the communications content relating to individual giving and patrons.
- Ensure all supporter communications and CRM activities are managed effectively in line with Ri guidelines and lead on the re-building of the patrons CRM.

Event Management

- Develop and curate the yearly development events programme and lead on patron or major donor events.
- Lead on the content and the effective delivery of a range of fundraising events and projects to effectively engage donors and increase income.
- Lead on event communications and create content and collateral as required working along with other teams.

General responsibilities applicable to all staff

- Understand and support the vision, mission and aims of the Ri;
- Maintain awareness of your own and others' Health and Safety, and comply with the Ri's Health and Safety policy;
- Adhere to and champion the Ri's policy and practices on Child Safeguarding.
- Adhere to comply with all Ri policies relating to the Data Protection Regulations 2018
- Encourage team working and effective communication with colleagues.
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public in a professional manner at all times.
- Comply with Ri financial policies and practices as applicable.
- Undertake other duties as may be reasonably requested of your post.

Skills, experience and knowledge	
Essential (E) Desirable (D)	
Significant experience of high value fundraising and relationship management including proven success in budget and relationship management.	E
Proven experience of identifying, cultivating and recruiting new supporters and donors securing four to six figure donations.	E
Outstanding relationship builder and networker both internally and externally, with excellent relationship management skills.	E
Proven demonstrable experience and knowledge of in a variety of techniques to secure funding, including face to face requests and proposal writing.	E
Demonstrable experience of maximising opportunities from researching prospects to generating meetings and securing income to achieve targets.	E
Thorough working knowledge of Microsoft Office (particularly Outlook, Word, Excel and PowerPoint) and good, accurate typing skills	E
Excellent communication skills and able to talk to a variety of audiences effectively.	E
A strong understanding of individual giving & major gift practices and principles.	E
Able to tackle challenges constructively and find creative ways forward.	E
Experienced in event management from small scale to 150+ people events.	E
Experience of managing individual schemes	E
Experience managing, developing and motivating team	D
Experience supporting and briefing trustees, senior staff and volunteers	D
Qualifications	
Degree or equivalent demonstrable skills and experience	E
Professional Fundraising qualification	D

Personal Attributes	
A high level of practical and organisational skills	E
Absolute discretion and ability to maintain confidentiality	E
Impeccable social and interpersonal skills, with absolute attention to detail, with excellent influencing and negotiation skills	E
Tactful and assertive, with the ability to communicate at all levels in a complex environment.	E
Ability to work on your own initiative and to work as part of a team and to support colleagues	E
Ability to work in a changing and flexible organisation	E
An interest in science, technology, engineering and mathematics	D

Notes:

The work could involve some travel and overnight stays including occasional weekends

As the position involves working with young people, the post holder will be required to undergo an Enhanced DBS clearance and related checks as mandated by UK laws and regulations.

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible, but should be regarded as providing guidelines and accountabilities within which the individual works.