



# MAJOR GIFTS FUNDRAISER

<b>Department:</b>	Fundraising & Engagement
<b>Job title:</b>	Major Gifts Fundraiser
<b>Accountable to:</b>	Major Donor & Trust Fundraising Manager
<b>Accountable for</b>	Volunteers
<b>Based at:</b>	Head office
<b>Salary:</b>	Up to £27,000



Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.

## Job Summary

The Major Gifts Fundraiser will help drive Rainbow Trust's major gifts programme, working closely with the Chief Executive, Major Donor and Trust's Fundraising Manager and the Director of Fundrasing.

The postholder will help build and maintain the major gifts pipeline by supporting effective networking, prospecting, cultivation and stewardship. The Major Gifts Fundraiser will help prepare communications to existing and prospective donors, including appeals and reports, and maintain accurate donor plans and records.

Working towards our "One Team Approach" the Major Gifts Fundraiser will support on special projects and will also manage their own small portfolio of major donors.

The Major Gifts Fundraiser will live the Rainbow Trust values and will effectively communicate with our employees, volunteers and supporters over the telephone, email and face to face.



## Areas of Responsibility

### (specific to role)

- Support the cultivation and stewardship of existing and new major donors to help them achieve their philanthropic goals through their relationship with Rainbow Trust
- Support detailed high-quality research and plans for new prospects
- Support donor communications and, where appropriate, work collaboratively with the wider team to develop on special projects and developing communication materials including appeals and updates to funders
- Respond effectively and promptly to enquiries and requests received directly from donors, funders and prospects
- Manage a small portfolio of major donors

## General Responsibilities

### Leadership and Strategy

- Provide constructive and positive leadership that inspires colleagues, volunteers and interns to meet and exceed acquisition and fundraising targets
- Take a continuous improvement approach to activity striving for maximum efficiency and effectiveness
- Operate in compliance with relevant legislation, best practice, and corporate policy
- Commit to the Performance Management Process and develop stretching objectives to meet the strategic plan
- Take responsibility for own professional development following the PMP process
- Live the Rainbow Trust values.

### Operational and Project Planning

- Develop own individual work programme in consultation with line manager to weekly, monthly, quarterly and annual timeframes, using resources effectively and with initiative
- Take individual responsibility for agreed objectives, targets, and budgets
- Monitor project and work programme progress against agreed KPI's and targets and report any variance
- Contribute to team and department planning events and activity
- Organise own time and resources effectively and use initiative.

### Working with Customers and Service Delivery

- Ensure that excellent supporter care standards are met and exceeded
- Act as a representative of the charity to a variety of external and internal audiences, in different contexts and events
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts
- Relay information and supporter contact to the appropriate internal contacts

### Developing, Maintaining Systems and Procedures

- Ensure processes are consistently and accurately followed by using the CRM system to accurately plan and log activity.
- Utilise and interrogate data to monitor progress towards personal objectives
- Contribute to wider data collection and analysis exercises across the department
- Ensure regular data cleansing is actioned and contacts are current
- Ensure compliance with data protection guidelines, GDPR, confidentiality and corporate policy.

## People Management and Development

- Support in the recruitment and retention of high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/interns)
- Inspire and provide advice and support to volunteers and interns under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers.

## Team Working and Collaboration

- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, PI and SBI processes
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Proactively share professional knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
- Proactively participate in team meetings and away days, including SBI feedback as well as annual staff conference
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements

## Special Conditions

- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training at a level commensurate with their role
- All staff must adhere to Rainbow Trust's safeguarding policies and procedures
- Some UK travel and occasional weekend and evening work may be required.
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager.

# PERSON SPECIFICATION

## Major Gifts Fundraiser

### ESSENTIAL

### DESIRABLE

#### Experience

(Previous roles, types of organisations)

- Relevant experience of working with high net worth individuals

- Worked for a fundraising charity
- Effective donor cultivation and supporter stewardship
- Volunteer management

#### Special Competencies

(Specific job-related skills knowledge understanding)

- Confident verbal communicator - face to face and over the phone
- Effective and creative written communicator
- Skilled in bid writing techniques
- Knowledge of principles that underpin good customer care
- Strong attention to detail and adherence to established guidelines, policies and procedures
- Use of a CRM database and business processes
- Strong MS Office knowledge and data management skills
- Comfortable working with data to glean insights and support decision making

- Understanding of Major Donor fundraising and networks
- Experience of research mechanisms for identifying prospective funders and high net worth individuals
- Competent in charity law as it applies to fundraising

#### Disposition

(Influence over others, dependability, self-reliance)

- Friendly, outgoing and enthusiastic, quickly connecting with others and building relationships
- Motivating, empathetic and persuasive communicator
- Leads by example with first-hand knowledge of expertise
- Quick and accurate with details within established standards and guidelines
- Results-oriented multi-tasker - works at a faster-than-average pace to meet deadlines
- A fast learner who responds quickly to pressure and change
- A socially-focused attitude with task-based collaboration

- Public speaking experience

# PERSON SPECIFICATION

## Major Gifts Fundraiser



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

### ESSENTIAL

### DESIRABLE

#### Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Considerate, with a deep understanding and trust of others
- Comfortable with a changing environment
- Collaborative and inclusive with an emphasis on involvement and building consensus
- Leads through building strong relationships and persuading others

#### Attainments

(Academic & prof qualifications & training)

- Evidence of literacy and numeracy appropriate to the level of the role
- Educated to degree level or equivalent
- IoF qualification or equivalent and relevant professional membership

#### Motivation

(Ambition, money, security)

- Achieving results with and through people and bringing out the best in them
- High quality customer satisfaction
- Meeting income targets

#### Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Occasional requirement to work evening and/or weekends
- Some travel within the UK may be required
- Current valid driving licence