



MAJOR DONOR EXECUTIVE

Department:	Fundraising
Job title:	Major Donor Executive
Accountable to:	Major Donor Manager
Accountable for	Volunteers
Based at:	Head office, Leatherhead, Surrey
Salary:	£22,000

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

This role will work closely with the Major Donor Manager, supporting the implementation of the Major Donor strategy to raise £1.3m p.a, whilst providing outstanding stewardship of existing major donors.

The Major Donor Executive will take responsibility for conducting research into prospects, preparing communications to existing and prospect major donors including funder reports, and maintaining accurate donor plans and records.

The post holder will live the Rainbow Trust values and professionally and confidently communicate with supporters over the telephone; via email and face to face at various events and meetings.

Areas of Responsibility

(specific to role)

- Lead and maintain a series of planned communications to Major Donors and, where appropriate, develop quality materials with the marketing team to support these.
- Work with the Major Donor Manager to develop high quality reports and updates to funders.
- Provide detailed high-quality research and proposed actions for new prospects.
- Work with the Digital team to develop plans and content for promoting events on the website and on social media.
- Act as representative of the charity to a variety of external and internal audiences with high net worth individuals and in different contexts and events.
- Respond effectively and promptly to enquiries and requests received directly from major donors and event attendees.
- Work with the Design team to create materials.
- Use the database to accurately plan and log activity.

General Responsibilities

Leadership and Strategy

- Support the strategic planning process for Major Donors.
- Operate in compliance with relevant legislation, in particular GDPR, best practice and corporate policy and budgets.
- Live the Rainbow Trust values.
- Commit to the Performance Management Process and develop stretching objectives to meet the business plan.
- Take responsibility for own professional development following the PDAP process.

Operational and Project Planning

- Take individual responsibility for agreed objectives and targets.
- Develop and progress project plans to support activity and identify key milestones, success criteria and resource requirements, and report any variance.
- Contribute to department planning events and activity.
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Act as representative of the charity to a variety of external and internal audiences with high net worth individuals and in different contexts and events.
- Respond effectively and promptly to enquiries and requests received directly from major donors and event attendees.
- Relay information and supporter contact details to the appropriate internal contacts.
- Ensure that reasonable supporter expectations are met.
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts.

Developing, Maintaining Systems and Procedures

- Ensure that relevant data is adequately recorded and stored.
- Ensure compliance with GDPR and corporate policy.
- Utilise and interrogate data to monitor progress towards personal objectives.
- Operate standard administrative systems both electronic and hard copy.

People Management and Development

- Provide expert guidance, advice and support to volunteers and interns under the direction of a line manager.
- Take specific responsibility for volunteers within the office.
- Recognise and value the contribution of volunteers.

Team Working and Collaboration

- Communicate effectively with the fundraising team to maximise supporter care and fundraising opportunities.
- Collaborate with colleagues across the department and the organisation to deliver on priorities and objectives – in particular the marketing team.
- Participate in team meetings and team building initiatives and activities.
- Contribute professional knowledge and expertise to team and department development.

Special Conditions

- Out of office and out of hours work will be required from time to time in order that the organisation is able to deliver on its commitments to its stakeholders.
- Some UK travel may be required from time to time.
- 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 Donor Executive



SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

ESSENTIAL

DESIRABLE

Experience

(Previous roles, types of organisations)

- Confident networker
- Role in a fundraising environment

- Working in a fundraising environment/with a charity/direct marketing agency
- Volunteer/intern management

Special Competencies

(Specific job-related skills knowledge understanding)

- Knowledge of principles that underpin good customer care
- Effective and creative written communicator
- Confident oral communicator; face to face and over the telephone
- Strong attention to detail and adherence to established guidelines, policies and procedures
- Strong MS Office knowledge; knowledge of social media tools

- Experience of marketing and organising events
- Understanding of Major Donor Fundraising and networks and CRM database skills

Disposition

(Influence over others, dependability, self-reliance)

- Extremely socially focused with great attentiveness to others and an emphasis on cultivating personal relationships
- Outgoing, warm and friendly and able to meet and connect with new and different people
- Ability to work at a faster than average pace, on several tasks at once
- Strong sense of urgency, shifting between a variety of tasks quickly with lively enthusiasm
- Very persuasive “selling” communication style providing information in an informal manner

PERSON SPECIFICATION

Major Donor Executive

ESSENTIAL

DESIRABLE

Thinking Style

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

- Collaborative and inclusive with an emphasis on involvement and building consensus
- High degree of comfort in the delegation of both authority and details
- Leads through building strong relationships and persuading others
- A deep understanding and trust in others

Attainments

(Academic & prof qualifications & training)

- Educated to degree level or equivalent experience

Motivation

(Ambition, money, security)

- Genuine interest in the organisation, its management & its supporters
- Provision of excellent customer service
- Ability to complete a variety of tasks simultaneously
- Helpful attitude towards others

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development
- Able and willing to work some unsocial hours as required