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| Role Profile – Major Donor Manager |  |
| **Reports to:** | **Head of Individual Giving** |
| **Accountable to:** | **Director of Income Generation** |

Main Purpose of Post

As Major Donor Manager you will develop and deliver a strategy for the cultivation and stewardship of major donors, seeking to generate increased income to support the growing demand for clinical services provided to patients and families by St Gemma’s.

You will establish, grow, develop and steward relationships with philanthropists, ensuring a tailored, inspiring and personalised journey with St Gemma’s Hospice. You will develop high quality proposals to attract support across the range of Hospice services including a potential future capital appeal. You will develop and deliver effective processes for keeping major donors up to date with the impact their generosity makes.

You will work closely with the Chief Executive, Hospice Leadership Team and members of the Board of Trustees. You will work closely with Income Generation and Finance colleagues to support a collaborative and supportive approach to income generation and donor relationships. You will build relationships with colleagues across the wider Hospice to develop an understanding of St Gemma’s clinical and support services.

You will be committed to the Hospice vision, values and behaviours, with an ability to inspire, motivate and empower others and a strong commitment to staff engagement and development.

1.0 Specific duties and Responsibilities

1. **Key responsibilities**
	1. Devise and deliver a strategy for identifying and attracting new major donors, for securing and increasing donations from existing supporters and for the excellent stewardship of major donors.
	2. Develop and maintain an understanding of the motivations for major giving.
	3. Work with colleagues across the Hospice at all levels in order to fully understand the services and impact of St Gemma’s Hospice care, including the work of the Academic Unit of Palliative Care.
	4. Devise inspirational and exciting ways to demonstrate the impact of significant donations on the lives of beneficiaries and ensure that timely and appropriate updates are provided to key supporters regarding the Hospice’s current activities, outcomes and utilisation of their donations.
	5. Support the effective engagement of St Gemma’s leaders with potential and existing major donors, ensuring that senior individuals receive clear plans, are well briefed, fully prepared and clearly understand the Hospice’s key messages.
	6. Develop and implement effective systems to track and analyse donor engagement, stewardship, prospect movement, value and impact, making effective use of our donor database and provide regular reports on income and expenditure.
	7. Lead, manage and support the Senior Fundraiser (Trusts and Foundations), working collaboratively to maximise impact. Ensure all approaches to trusts and major donors are coordinated and come from the most suitable contact at the Hospice.
	8. Review the processes involved in bidding for statutory and grant funding to ensure the opportunities are identified and the bidding process is streamlined.
	9. Represent and promote the Hospice in a caring, aspiring and professional way in a variety of settings, including Hospice functions, seminars, conferences and networking events.
2. **Cross Team Working & Compliance**
	1. Support colleagues from other areas of the Income Generation department to maximise donor experience and overall income generation, including identifying and nurturing ‘in memory’ supporters and lapsed donors with the capacity to give at a higher level.
	2. Work closely with colleagues to ensure that donor and financial records are fully and accurately maintained in a timely way and that donors are provided with all relevant information.
	3. Working with the Finance Team, ensure all donations (including shares) are tax effective for the Hospice and the donor and keep up to date with all changes in this area.
	4. Work closely with the Marketing and Communications Team on promotions, publicity, public relations and advertising in relation to Major Donations and Trusts & Foundations. Manage the production and booking of all relevant marketing, PR and other promotional activity, including internal and external publications and social media.
	5. Develop an effective working relationship with the Head of Individual Giving, maintain and develop good relationships with Hospice volunteers and assist with wider departmental fundraising activities as required.
	6. Ensure all fundraising activity complies with St Gemma’s Hospice policies and procedures and also the legislative requirements of fundraising, including the Code of Fundraising Practice, Charity Commission requirements, the Charities Act, the Data Protection Act and GDPR.

**VALUES AND BEHAVIOURS**

St Gemma’s has a set of values and behaviours to improve the experience for our patients and our staff. This means that in undertaking this role the post holder is expected at all times to behave in a way that demonstrates commitment to the delivery of thoughtful care to all and continual improvement in line with the values detailed below.

**Caring** – Treating each person with kindness, empathy, compassion and respect.

**Aspiring** – continually learning and developing; striving for excellence in everything we do

**Professional** – Delivering high standards through team work, a skilled workforce and good governance.

**GENERAL DUTIES AND RESPONSIBILITIES**

All St Gemma’s employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure that they comply with Hospice policies and procedures at all times.

Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice locally and nationally.

Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

***This Role Profile is not exhaustive. It will be subject to periodic review and may be amended following discussion between the postholder and employer.***