

Job Description

July 2024

JOB TITLE	Major Gifts Manager
WORK BASE	Aid to the Church in Need UK, UK National Office - Sutton
RESPONSIBLE TO	Head of Fundraising & Marketing
COORDINATING WITH	National Director Head of Finance Head of Fundraising and Marketing PA to the National Director Data Manager Head of Marketing Head of Community Outreach

MAIN PURPOSE

ACN (UK) is seeking an experienced Major Gifts Manager and passionate fundraiser to drive and develop our major donor strategy. Reporting to the Head of Fundraising & Marketing and working closely with ACN's Senior Management Team and Heads of section the postholder will be responsible for generating new revenue income by creating a long-term major donor fundraising strategy to enhance relationships with our current major donors and to develop, via upgrades or other programmes, new donors (up to £100,000).

The Major Gifts Manager will work closely with the National Director as well as the Head of Fundraising and Marketing, with whom the long-term strategic direction and immediate targets will be agreed. The Head of Fundraising and Marketing will provide the necessary support to develop this role.

RESPONSIBLE FOR

The Major Gifts Manager's key areas of responsibility include but are not limited to:

Strategy

- Developing and implementing a major gifts strategy and programme for individuals and grant making bodies
- Identifying areas for improvement and translating them into operational objectives

Fundraising Objectives

- Leading the major gifts programme by researching, identifying and engaging new donors and upgrading existing major donors to raise funds to support ACN projects
- Building our major gifts income focusing on donations up to £100k
- Building relationships with donors through cultivation and stewardship plans, including, but not exclusively, face-to-face meetings, introductions to key staff members, trustees and visiting ACN guests and invitations to events
- Building relationships with existing and new grant making bodies in liaison with the projects lead
- Engaging with staff, trustees, clergy and ACN ambassadors by creating major donor event opportunities
- Working with the wider marketing and fundraising teams on planning and implementing integrated fundraising and events.

Data and Analysis

- Working closely with the Data Manager to ensure compliance with GDPR and other legislation and to develop procedures and giving accurate and timely reports and analysis of trends for day-to-day use and for Board Meetings and strategy meetings
- Ensuring all major donor records are up to date to enable accurate monitoring of portfolios.

Systems and Procedures

- Monitoring systems (currently The Raiser's Edge and Dataro) and operations to identify and develop areas for potential improvement, growth and streamlining, and to maximise the effective use of resources of all types
- Keeping abreast of and complying with charity and other legislation that impacts business processes.

Other Responsibilities

- Providing support to the Head of Fundraising & Marketing including any other activities deemed appropriate to the requirements of ACN (UK);
- Liaising with ACN International and ACN's network of offices worldwide and attending fundraising conferences as required
- Working across the organisation including coaching and training the senior management team, Trustees, other managers and the Community Fundraising team in the development of high-level approaches
- Attending evening and weekend events when required

EXTERNAL AND INTERNAL RELATIONSHIPS

This role will develop strong working relationships with ACN managers and their departments. External relationships include professional bodies such as the Fundraising Regulator and the Chartered Institute of Fundraising. As necessary with grant funding agencies.

PERSON SPECIFICATION

- Motivated by the cause supported by Aid to the Church in Need, with an understanding of the Catholic Church.
- Experience in major gift fundraising with a proven track record at five figure donations.
- Successful record in making grant applications
- Excellent written and verbal communication skills.
- Exceptional and demonstrable relationship-management, customer service and networking skills.
- IT literate: Microsoft Office suite including Excel, Word and PowerPoint essential (including mail merging using Excel and Word).
- Strong organisational skills – able to prioritise and willing to “own” distinct areas of work.
- Creative and practical.
- A strong understanding of fundraising best practice and legal/GDPR requirements.