**TLC: Talk, Listen, Change**

**Role Profile**

Job Title: **Major Donor Manager**

Salary: £43,015- £50,493 per annum FTE, plus:

* + - Annual Continuous Professional Development allowance
    - Annual leave entitlement
    - Extra leave for Birthday, Volunteering day and Wellbeing day
    - Christmas closedown
    - Employee Assistance Scheme
    - Access to pension scheme

Hours: Part time (28 hours per week), open to discussions about other hours

We offer a range of flexible working arrangements, including working from home, compressed or part-time hours, job shares and other arrangements. There is no need to justify your preferred working pattern and we encourage our people to work in whichever way helps them to perform at their best.

Contract: Permanent

Location:  This role can be home-based or in our office, Trafford House, Chester Road Manchester, M32 0RS, where hot-desking space can be booked.

Accountability: Director of Development

**Job Purpose:**

We are seeking an experienced and ambitious Major Donor Manager to join our team. You will hold responsibility for creating a major donor portfolio for TLC, securing support from High Net Worth Individuals (HNWIs) and Philanthropists.

This is TLC’s first Major Donor role. Over the past few years our organisation and reach has grown considerably. We have experienced considerable success in winning new contracts and generating income from grants and Trusts – however, large and unrestricted donations remain an untapped potential resource for TLC. As the need for our services grows, so does the need for funding.

Key to success in this role will be your excellent relationship building and influencing skills and your ability to articulate TLC: Talk, Listen, Change’s mission in a powerful and compelling way that leads people to make substantial donations. You’ll be comfortable delivering against ambitious (though realistic!) targets and we will incentivise exceptional performance.

You will work closely with – and be solidly supported by - our Director of Development and our wider Development and Marketing teams.

**Key Responsibilities:**

**Strategy development**

Work with the Director of Development to:

* Create and implement a major donor strategy which will contribute to the wider work of the Development team
* Liaise with key colleagues in order to ensure fundraising makes the most of existing opportunities and is focussed on areas of income need.

**Donor Stewardship and Relationship Management**

* Cultivate and research a portfolio of potential HNWIs who have the capacity to give 5 figure gifts, working closely with the Director of Development, Chief Executive and Executive Leadership Team.
* Develop individual cultivation strategies for prospective supporters in the portfolio, moving donors along a prospect pipeline and ensuring there are enough in the programme to generate significant income.
* Respond to the requirements and requests of supporters, taking a highly personalised approach in a timely fashion, tailored to their often unique and varying needs.
* Liaise with and brief Executive / Senior Leadership Team colleagues to enable them to effectively engage with Philanthropists and support the delivery of major gifts.
* Plan and prioritise approaches to donors / prospects and develop an annual calendar of approaches (to be delivered with the support of your wider team). This will include representing TLC: Talk, Listen, Change at personal meetings, attending networking events, writing proposals and making presentations.
* Work closely with the Marketing and Communications team to develop a full range of project collateral and cases for support ready to respond to any given need with fully worked up messages, sense of urgency, and concrete examples that will motivate significant philanthropy.
* Meet with all prospects in the portfolio at least once a year or facilitate senior stakeholders to do so, with phone / mail / email contact at regular intervals between meetings.
* Work with colleagues in Services teams to ensure timely and appropriate updates are provided to key supporters regarding the charity’s current activities and impact.
* Achieve your personal income target and contribute to the wider Development Team income target by securing gifts from your portfolio.

**Cultivation Events**

* Work with colleagues across TLC to plan appropriate events as part of an overall cultivation strategy. TLC colleagues will support you in all aspects of these events.
* Attend planned events and ensure relationship building objectives are understood by all TLC representatives, met both at events and through follow up activity (briefing colleagues as appropriate).

**Development of Philanthropy Activity**

* Actively contribute to planning and development work to grow income from HNWI’s substantially over the coming years.
* Ensure that systems are in place to facilitate detailed analysis and evaluation of HNWI activity (e.g. database and reporting, engagement analytics).
* Support the Director of Development to ensure the wider development strategy is aligned with the Philanthropy strategy, reviewing and adjusting as necessary.

**Person specification:**

You will ideally have:

Experience of completing prospect research and creating a pipeline of donor prospects through to cultivation, ask, and stewardship - specifically:

* Working towards - and demonstrating commitment to - achieving financial targets
* Proven track record of securing four to six figure gifts
* Comfortable with negotiating and personally soliciting donations
* Successfully stewarding donors to continue giving / increase donations.

Skills including:

* Very strong interpersonal skills
* Able to communicate well with others and quickly build credibility
* Excellent organisational skills, attention to detail and accuracy
* Excellent IT skills including use of MS Office
* Great written and verbal communicator
* Numerate and able to interpret data and trends.

Qualities and characteristics:

* Excellent at juggling multiple competing tasks and delivering on time
* Energetic with initiative and drive
* Self-motivator
* Target driven
* Working independently as well as being a strong team player
* A knowledge of and passion for our work
* A strong commitment to our values of safe, authentic and person-centred.

**Desirable but not essential**

* Using Customer Relationship Management systems
* Lived experience of the issues addressed by TLC: Talk, Listen, Change.