

JOB DESCRIPTION

Job Title:	Major Donor Manager
Responsible To:	Head of Major Gifts, Trusts and Grants
Location:	Home based, with occasional travel to Head Office (Manor Yard, Dorset).
Salary:	Grade D - £32,359 - £36,698 depending upon experience plus 8% employer pension contribution
Hours:	1.0 FTE, 37 hours per week
Contract:	Established

Job Purpose

- Plan, lead and continuously develop Butterfly Conservation's High Net Worth giving programme.
- Solicit, manage and build relationships with existing and prospective individual High Net Worth donors, bearing in mind the need for BC to secure long-term support and seek uplift of donations wherever possible.
- Implement vibrant, inspiring and persuasive approaches, campaigns and events to attract and develop High Net Worth Donors.

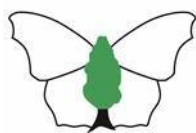
Main Responsibilities

- Responsible for the development and implementation of a strategy to identify, cultivate, solicit and steward a portfolio of Major Donors.
- Ensure the continued and consistent support of existing Major Donors, through successful stewarding and relationship cultivation, to increase value.
- Work closely with the Senior Leadership Team and CEO, to help cultivate the pipeline and be comfortable in making asks for five and six figure gifts.
- Apply an agile approach to prioritising and growing a diverse portfolio of prospects at different stages of their journey.
- Work towards the achievement of income targets, as outlined in Butterfly Conservation's Fundraising Strategy, and endeavour to make financial forecasts.

- Contribute to the ongoing review, reporting and evaluation of activities outlined in the Fundraising Strategy and Operational Plans.
- Ensure that appropriate research is undertaken in order to identify potential high value supporters, including from existing BC members and supporters.
- Ensure that accurate records of all major donor contacts are kept updated, including on the CRM, to enable knowledge management, business continuity and bespoke and appropriate approaches.
- Work with the Finance Team to ensure that income is appropriately recorded, accurate and up-to-date and that assessment of progress against fundraising targets can be made.
- Ensure that BC complies with the Data Protection Act, Fundraising Standards Board and Institute of Fundraising major donor fundraising standards.
- Organise, manage and attend face-to-face and/or on-line donor meetings and events (sometimes out of work hours) to engage with prospective and existing major donors and other high value donors.
- Any other duties relevant to the post as agreed with the line manager.

General

- Promote BC's values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role.
- Undertake any other reasonable duties as required and commensurate with the grade of post.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse workforce.
- Work in accordance with BC's policies, procedures, and codes of conduct.
- Actively participate in on-going professional development activities.



PERSON PROFILE

JOB TITLE: Major Donor Manager

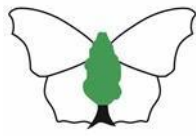
Technical/Specialist Skills	Essential	Desirable	Method of assessment
Extensive experience of Major Donor fundraising, including marketing and administration.	✓		A/I
Excellent research and prospecting skills	✓		A/I
Excellent oral communication skills for all audiences, with ability to deal with people at all levels and from a wide range of backgrounds.	✓		A/I
First class, confident interpersonal skills, including diplomacy and negotiating skills.	✓		A/I
Experience of organising events, including awareness of health and safety and risk assessments for activities.	✓		A/I
Excellent organisational and administrative skills.	✓		A/I
Excellent written communications skills, and experience of drafting correspondence, publicity materials, proposals and reports	✓		A/I
Ability to use IT applications e.g. spreadsheets, word processing	✓		A/I
Experience of databases, ideally supporter/fundraising/membership for data maintenance and analysis i.e. CRM	✓		A/I
Experience of working with Trustees and other volunteers		✓	I
Passion for the natural environment and empathy with aims and objectives of BC.		✓	A/I

Budget Responsibilities			
Experience of budgeting, forecasting and maintaining accurate financial records.	✓		A/I

Line Management/Contractor Responsibility			
Experience of managing contracts with suppliers of goods and services e.g. venue hire, research/prospect work	✓		A/I
Experience of managing volunteers, work placements or apprentices		✓	

Working with Volunteers/Managing External Partners and others			
Experience of working in partnership with internal and external stakeholders including potential donors, volunteers, trustees and staff.		✓	I

Personal Attributes			
Pro-active in resolving problems and improving efficiency	✓		I



Butterfly Conservation

Saving butterflies, moths and our environment

Personal Attributes			
Analytical and methodical, with a high degree of accuracy	✓		I
Well organised and self-motivated; able to plan and undertake work on your own	✓		I
Able to prioritise a diverse workload, meet tight deadlines and use own initiative	✓		I
Flexible: able to rapidly assimilate information and adapt to a changing environment	✓		I
Able to work effectively as a member of a team	✓		I
Pragmatic, innovative, enthusiastic and able to motivate others	✓		I
Able to manage potential conflicts by dealing with people in a calm and professional manner	✓		I
Willing to work some weekends and evenings and away from home	✓		I
Driving license or other means of transport.	✓		A

Key:

A = Application Form

I = Interview