

# JOB DESCRIPTION



## SENIOR MAJOR GIFTS OFFICER

### 1. JOB DETAILS

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| <b>Job Title:</b>  | Senior Major Gifts Officer                         |
| <b>Department:</b> | Fundraising  |
| <b>Status:</b>     | Permanent – hybrid working (max 3 days wfh / week) |
| <b>Hours:</b>      | 37.5   |

**Reporting to:** Head of Major Gifts

We are looking for an emotionally intelligent, creative and Major Gifts fundraiser to join our growing and experienced team. A self-starter with a positive can-do attitude who will thrive in a busy department and this well-established team. This is the ideal role for someone with some experience of working with high value individuals who is looking for the next step in their career.

We are flexible on candidate background and able to consider people from a range of sectors, although experience within the military charity sector and/or mental health is highly desirable. Most importantly, we are looking for drive, energy and passion, as well as exceptional communication skills and the ability to expertly engage supporters both verbally and through compelling writing.

Combat Stress is launching a major awareness and advertising campaign in May 2024 that will increase opportunities for growth across the fundraising department. In this busy role, the post holder will need to manage their time effectively, have a keen eye for details and use their excellent interpersonal skills to forge new supporter relationships and maintain existing ones.

### 1. OVERALL PURPOSE

- To provide excellent account management to build meaningful relationships and secure significant gifts of £5,000 and higher from major donors to contribute to a growing and ambitious income target.
- To develop and contribute to the growth of the Benefactor giving programme and build a sustainable revenue 'pipeline' of significant supporters.
- To produce high-standard and engaging fundraising materials and proposals to contribute to a robust communication plan.
- To look for new major donor opportunities from external sources and work in collaboration with the other fundraising teams to identify opportunities and maximise value.
- To work with the Events team to deliver special events for both cultivation and stewardship purposes.
- To carry out accurate and appropriate research and comply with fundraising best practice and any relevant legislation at all times.

## **2. KEY RESPONSIBILITIES**

- To meet personal annual financial and non-financial targets from major donors, as agreed with line manager.
- To manage a portfolio of existing philanthropists, ensuring that we are maximising the potential of every relationship as financial donors and influencers.
- To deliver excellent account management; including designing and implementing individual engagement plans that inspire major supporters to give gifts over £5,000.
- To drive growth in the Benefactor programme in terms of retention, solicitation and securing multi-year pledges.
- To tell the Combat Stress story to a high value audience; inspiring, influencing and negotiating to maximise gifts.
- To further drive understanding of philanthropy across the charity and build a culture of supporter partnership and involvement.
- In conjunction with the Major Gifts Manager, to manage and develop engagement and cultivation strategies through events and senior volunteers.
- To collaborate with other fundraising departments (Individual Giving, Planned Giving, Corporate and Trusts) to maximise supporter engagement and income.
- To work with Operations, Clinical and Communications colleagues to create compelling and imaginative proposals for funding from major donors for activities embedded within Combat Stress' core services, to agreed financial targets.
- To have a very clear understanding of the Data Protection Act and GDPR, and the implications for prospect research and fundraising.
- To undertake prospect research which contributes to the growth of the portfolio and the delivery of targets.
- To ensure all donor communications are logged on the CRM database (Raisers Edge)
- Any other duties as may be necessary from time to time during and out of office hours.

### **Education and Training**

- To undertake mandatory training and appropriate training identified through supervision and appraisal.
- To identify own training and developmental needs and participate in a personal development plan to meet identified needs.
- To provide support, guidance and supervision to junior staff and actively participate in and build a knowledge-sharing culture with other Senior Offices across the department.

### **General Responsibilities**

- To fully understand and adhere to the policies and procedures of the Charity.
- To be compliant with data protection – most specifically GDPR.
- To work in a flexible and responsive way to meet the changing needs of the department.

## **3. RISK MANAGEMENT**

All staff have a responsibility to manage risk within their sphere of responsibility. It is a statutory duty to take reasonable care of their own safety and the safety of others who may be affected by acts or omissions.

As an employee of Combat Stress you are required to be risk aware, readily able to identify risks faced by you and by Combat Stress in the course of your day-to-day employment. Where a new risk is identified it is to be reported through your line manager.

We reserve the right to ask you from time to time to undertake any other reasonable duties as required within this role.

Signature – Job Holder

Date

Signature – Line Manager

Date

**Reviewed: April 2024**