

Major Donor Fundraising Manager Job Description

Introduction

Established in 1998, Trailblazers is a national charity set up to mentor young offenders (aged 18-25), with the primary objective of helping to reduce rates of re-offending. Through weekly 1 hour, 1:1 mentoring sessions – both inside prisons and “through the gate” post release – we aim to educate, encourage, and inspire our mentees to change their future and make a positive impact on their communities. More information can be found at www.trailblazersmentoring.org.uk

Post Title - Major Donor Fundraising Manager (Part Time 3 days per week)

Remuneration:

- Salary range: £40,000 - £45,000 per annum (pro rata £24,000 - £27,000)
- 6-month probationary period, & annual performance review
- Pension – automatic enrolment with opt out available
- Holiday – 23 days (pro rata) plus Public Holidays
- Hours of work – 23 hours per week flexible but some evening work may be required

Location – Home based but able to travel to London or meetings in the home counties within 90 minutes.

Brief overall description of function of the post

Based on our success in five prisons we are looking to grow our service to help more young offenders and use our mentoring model to continue to reduce re-offending rates. This means raising more private sector funds so the Major Donor Fundraising Manager will lead and co-ordinate a £3 million major donor programme as part of a 5-year strategy to cover the organisation’s work programme to 2025 and help plan a larger programme to support the charity’s work nationally.

What you will do

- Secure long term, flexible income through lifelong relationships with individual supporters and charitable foundations
- Maximise our funders’ impact on young people’s lives
- Be part of the best organisation for supporters, partners and fundraisers
- Ensure we deliver first class stewardship and relationship management - continually improving donor communications and the quality of experience for our supporters
- To create compelling cases for support and outstanding funding proposals
- Support key strategic projects
- Work collaboratively with operational colleagues

Specific experience required:

1. A minimum of 4 years proven capital or major donor fundraising, raising gifts of between £25,000 and £300,000 spread over several years.
2. Able to ask for large gifts and supporting Trustees and fundraising board members in soliciting large gifts.
3. Managing complex supporter or client relationships, meeting their needs, and coordinating collaboration with colleagues.
4. Fundraising experience in Philanthropy, Charitable Trusts or through public or private sector sources.
5. Experience of building relationships to maximise potential.
6. Experience of working on multiple projects at any one time, requiring determination and focus to complete according to deadlines.
7. Local and national fundraising experience. However, we will not exclude candidates from other backgrounds especially if this involves working closely with high-net-worth individuals in other careers.
8. Experience of using a CRM database - Salesforce experience is desirable.

Other notes

Responsibilities & relationships – This is a solo fundraising role working with and reporting to the CEO and fundraising volunteers, although this may change as targets are achieved. With success there is scope for a full-time post with flexible hours, but we are committed to a devolved home working organisation for at least the next few years.

The Major Donor Fundraising Manager will be responsible for training one or more volunteer prospect researchers, liaising with Trustees, operational colleagues and over 100 mentors working with young offenders. You will be working closely with the CEO who will be leading on fundraising but needs experienced support and a systematic approach to major donor work.

Trailblazers has a productive outsourced grant fundraising capacity with the Collectiff and has currently retained Prospecting for Gold to advise on major donor strategy and prospect research. Both are available to provide consultancy and mentoring support.

Major Fundraising Tasks

- To identify and engage cold prospects as the foundation towards meeting the £3 million target across 5 years. Preliminary cold desk research into 100 prospects plus Trustee network interviews have been completed.
- To cultivate them to the point where, as warm prospects, we can develop close relationship and turn them into hot prospects ready to be asked for a significant and transformative gift to Trailblazers.
- To manage researching prospects so that we best understand how to involve them.
- To work with a new ad hoc fundraising planning group of Trustees and supporters for 9-12 months to recruit a fundraising board.
- To develop prospecting groups, and case testing sessions and other small engagement events on a monthly basis to deliver against the prospect pipeline envisaged in the fundraising strategy.
- To co-ordinate fundraising approaches to donors, mostly led by volunteer gatekeepers.
- To ensure that the fundraising database and financial reporting meets the needs of a national charity. Trailblazers currently uses Salesforce for its organisational CRM database and we are currently implementing this for fundraising purposes.
- To manage Donor stewardship
- To abide by current fundraising or charitable legislation and the codes of conduct and practice issued by the Chartered Institute of Fundraising and the Fundraising Regulator. To ensure fundraising compliance with Data Protection legislation.

Attachments

- Draft Fundraising Case
- The fundraising strategy prepared by Prospecting for Gold Ltd will be made available to shortlisted candidates.