

## **Senior Major Gifts Manager**

### **Overview:**

Fundraising at Guy's and St Thomas' NHS Foundation Trust has always been ambitious and high achieving, and over the past two years we have been on an incredible journey. The pandemic has given NHS charities an enhanced platform to communicate the important role that philanthropy can play in innovation, and over-and-above care for patients.

Given this heightened value placed on NHS charities, it is an inspiring time to be working in NHS fundraising and the opportunity to make a significant difference has never been greater. Furthermore, with the recent launch of our three new charities; Guy's and St Thomas' charity, Evelina London Children's charity and Guy's Cancer charity, it is an exciting time to join our dynamic team and play a key role in shaping our new five-year strategy.

The High Value Fundraising Team is still developing, and you will play a key role in driving new high-value individual relationships for the Trust. The primary focus will be on raising income from individuals for our three charities: Guy's and St Thomas' Charity, Evelina London Children's Charity and Guy's Cancer Charity. As a member of the High Value Fundraising team, you will be working with fundraising colleagues, and the Head of Major Gifts, to shape and develop a new five-year fundraising strategy. You will predominantly look after relationships with individuals, however, there will also be a small portfolio of charitable Trusts and Foundations within your prospect pool.

We are looking for someone who is energised by new business development where your role is focused on building a prospect portfolio from the ground up, making connections and building long-lasting relationships. You will have excellent interpersonal and relationship development skills, a proven track-record of developing new, high-value relationships with individuals, and you will understand what is required to build a new portfolio of supporters and donors. You will be entrepreneurial and creative, with the ability to influence senior internal stakeholders and manage complex fundraising projects. We have a range of exciting propositions, and we are looking for someone who can work with our Prospect Research team to identify new high-value audiences to fundraise in.

At Guys and St. Thomas, care never stands still - so neither can we. So please do consider joining a team that is supporting the transformation and innovation of care for patients, families and staff across Lambeth, Southwark, London, the UK and beyond.

## About us

Guy s & St Thomas Charity, Guy s Cancer Charity and Evelina London Children s Charity are part of Guy s & St Thomas Foundation. Our collective mission is to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We support flexible working, part-time roles, and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently. We are committed to building a truly diverse workforce that reflects the communities served by our partners, recognising the range of benefits that we derive when colleagues bring experiences and perspectives from a range of backgrounds. As part of this work we have developed a race equality plan that instils this within our recruitment and we welcome and encourage applications from a diverse range of backgrounds. There is more information about working with us - our partnership, our core values, our staff benefits - on our recruitment [microsite](#).

## Job description

The opportunity	
Job title:	<b>Senior Major Gifts Manager</b>
Salary:	£46,934 - £51,117 (incl. LWA) - dependent on experience
Contract type:	Permanent Flexible hybrid working, based on minimum of 40% onsite/month. Fundraising office is based at Strand Campus KCL with hot desking available across the partnership.
Benefits:	<ul style="list-style-type: none"><li>• 27 days annual leave, plus bank holidays and 4 closure days in December between Christmas and New Year</li><li>• Generous pension scheme</li><li>• Access to fantastic sport facilities, including various gyms and an indoor pool</li><li>• Excellent professional development opportunities</li></ul>
Closing date:	17 May 2022
Interview dates:	w/c 23 May 2022
Core Values interview dates:	w/c 30 May 2022
Reporting to:	Head of Major Gifts
The team:	See organogram

**Key responsibilities:**

**Developing high-value relationships**

- To work with Prospect Research team to develop a portfolio of prospects aligned to areas of strategic and or fundraising priority
- To develop and deliver a plan which builds new connections and engages in long-term relationships with donors able to make five, six and seven-figure donations for our three charities
- To build a portfolio of influencers by seeking connections during all conversations with existing and new contacts
- Where appropriate, to support Deputy Directors (High Value or Public Fundraising) and or Director of Fundraising to co-canvass donors at seven and eight figure capacity
- To build relationships and solicit gifts from individuals and from Trusts and Foundations
- To work with donor relations team to develop and execute excellent, thoughtful stewardship that results in retention of prospects and uplift of gifts
- Play an active and supporting role working alongside Head of Major Gifts, in developing and delivering the major gifts component of the High Value fundraising strategy
- To work with clinical and academic teams across Guy's and St Thomas' NHS Foundation Trust and King's College London to build creative and effective engagement strategies that enthuse and inspire prospects to support our work
- To work with Guy's and St Thomas' Charity fundraising leadership team to foster effective and productive relationships with key stakeholders to maximise our network of influencers from Trustees and long-standing donors, clinicians, academics, nursing staff to senior leadership at the Trust, to enhance your prospect pipeline, and that of your team
- To liaise with senior fundraising and product development colleagues, and with senior members of the academic and clinical community, to ensure proposals and conversations with prospects are accurate and reflect academic and clinical priorities

**Communication and collaboration**

- To be confident of the priority fundraising areas across all three Charities to represent the interests of a prospect, with examples to motivate significant philanthropy
- To coordinate fundraising activity for allocated key priority projects with the wider high-value fundraising team as appropriate
- To use excellent communication skills during conversations with potential partners to determine areas of philanthropic interest
- To use excellent written communication skills to tailor and or develop compelling fundraising information, proposals, and reports to inspire prospects to support the Trust
- To produce high quality, thorough briefings - written and verbal - for colleagues and senior management prior to meetings with major donor prospects

- To lead and or work with colleagues to engage prospects - individual major donor, and Trusts and Foundations - through appropriate high quality, cultivation and stewardship events. Also, conceptualise ways to engage and inspire senior volunteers and influencers to become involved in high-value events programmes as appropriate
- To problem solve, identify solutions and or ideas, working collaboratively as appropriate, and present these to senior management

**Delivery, administration, and reporting**

- To work with Prospect Research team to identify potential prospects, their areas of interest and devise bespoke development plans
- To review your prospect pipeline monthly and ensure appropriate prospect movement
- To be responsible for developing and implementing strategies and tactics for individual donors and for Trust and Foundations
- To accurately and diligently record prospect information gathered in the cultivation and stewardship process on the database, to facilitate future fundraising and stewardship activity, and to produce monthly management reports
- To generate annual income according to agreed targets, guided by a clearly defined set of monthly key performance indicators
- To provide regular updates on income forecasts to Head of Major Gifts, ensuring any risks are identified early and where possible, mitigated
- To work with Head of Major Gifts to generate quarterly performance reports for Guy's and St Thomas' Trustees
- To play an active role in the planning, progress, and promotion of current and future fundraising campaigns
- To play an active role in the development of and delivery of a new five-year high-value strategy (2023-2028)
- To support other areas of fundraising and or fundraising priorities as appropriate

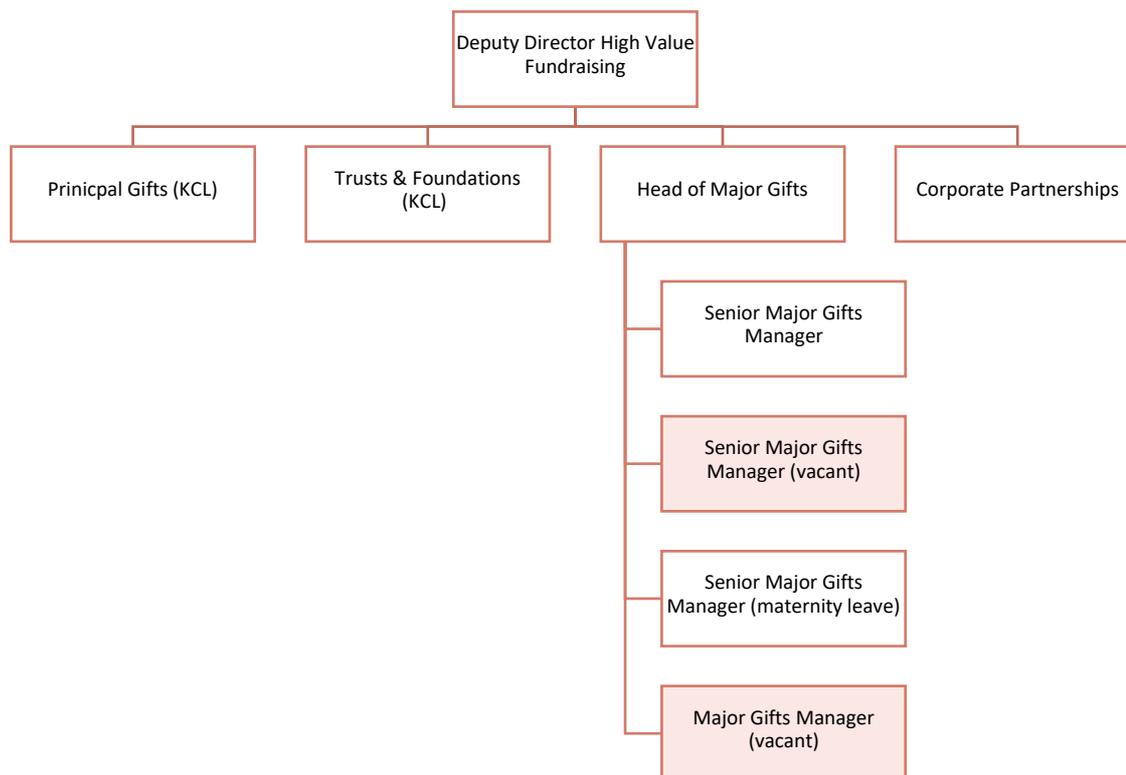
**Other**

- To represent Guy's and St Thomas' NHS Foundation Trust, Guy's and St Thomas' Foundation (our three charities), King's College London, King's Health Partners and the department as appropriate
- To contribute to the team and department's learning, where appropriate and support less experienced members of the department
- To undertake other duties as directed by Head of Major Gifts, Deputy Director of High Value Fundraising and Associate Director of Fundraising, Evelina London

# Person Specification

What we're looking for	
Experience:	<ul style="list-style-type: none"> <li>• Significant and demonstrable experience of developing and managing high-value relationships with valued partners</li> <li>• Proven track record of new business development leading to high value partnerships or donations</li> <li>• Experience of developing complex fundraising projects with multiple stakeholders</li> <li>• Significant experience of building trusted and collaborative relationships</li> <li>• Proven ability experience of high-value income generation (from individuals, Trusts and Foundations)</li> <li>• Experience of working with senior stakeholders - internal and external</li> <li>• Knowledge of a CRM or fundraising database</li> </ul>
Skills and abilities:	<p><i>Desired</i></p> <ul style="list-style-type: none"> <li>• Experience of working with multiple stakeholders</li> <li>• Experience of working with health, children, or cancer charity brands</li> <li>• Experience of working in the public or voluntary sectors</li> <li>• Experience of working within, or working knowledge of, the medical or health sector, or higher education, in the UK</li> <li>• Excellent writing and communication skills</li> <li>• Ability to create tailored content and present to an audience of one or more</li> <li>• Ability to work effectively with, and influence, senior stakeholders, partners, and patients</li> <li>• Ability to work collaboratively as part of a team, and to use own initiative</li> <li>• Ability to plan strategically and implement those plans</li> <li>• Ability to develop work plans and implement those plans</li> <li>• Ability to develop and deliver projects on time and in budget</li> <li>• Computer literature, across all standard programmes i.e. Word, Outlook, Excel.</li> <li>• An understanding of data protection, charity law, fundraising techniques</li> </ul>
Personal attributes:	<ul style="list-style-type: none"> <li>• A team player with a collaborative working style and a clear focus on delivering outcomes</li> <li>• Passionate about health care</li> <li>• Energetic, approachable, and confident at presenting and negotiating</li> <li>• Strong interpersonal skills</li> <li>• Proactive, solution focussed and enterprising in their approach</li> <li>• Tenacious, resilient and a finisher</li> <li>• Willingness to attend or work at, where necessary, commitments outside of normal working hours</li> </ul>

## High Value Team organogram



## How to apply

Thank you for your interest in working with us.

We have partnered with Charity People in search of this role and as part of our commitment to employment diversity, we are no longer accepting cover letters or personal statements.

Instead, we invite you to provide responses to the below questions.

1. Why are you applying for this role? Please reflect on the role profile and draw on your own experience. (300 words)
2. Please tell us about your new business experience and how you approach the challenge of adding new donors to your portfolio. Give examples that show how your skills, knowledge and experience enable you to bring new high-value supporters on board (400 words)
3. Please give an example of where you have successfully led a complex fundraising project with multiple internal stakeholders. What were the challenges you faced, how did you overcome them? What was the end result? (400 words)

Please send your responses to the above questions, alongside your CV in WORD format to [philippa@charitypeople.co.uk](mailto:philippa@charitypeople.co.uk)

### **Equity, Diversity and Inclusion**

As part of your application, please also follow this [link](#) to complete our equality and diversity monitoring form as part of your application.