

Vacancy: Head of Philanthropy

Salary	£56,848 - £61,083 (inclusive of LWA) – dependent on experience
Contract/Hours	Permanent, Full-time (35 hours per week)
Location	Flexible hybrid working, based on a min. of 40% onsite working per month. Fundraising office based in Strand Campus at King's College London, but hot desking is available across partnership.
Responsible to	Deputy Director of High Value Fundraising
Responsible for	Major Gifts team; including 3 x Senior Major Gift Managers and 1 x Major Gift Manager. Trust & Foundations team will also have a dotted line in to this post.

Role 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 really make a 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 pivotal role in driving new high value individual relationships for the Trust. The primary focus will be on raising income from HNW 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 work with fundraising colleagues to shape, develop and deliver our new five-year fundraising strategy.

You will predominantly look after relationships with individuals, however, there will 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 demonstrate that you understand what is required to build a new portfolio of supporters and donors. 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 from.

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

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 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 seek to build a portfolio of influencers by seeking connections during all conversation with existing and new contacts
- ◆ Work in partnership with Deputy Directors (High value or Public Fundraising) and/or Director of Fundraising to develop relationships with internal and external stakeholders and donors.
- ◆ 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 role in developing and delivering the major gifts component of the High value annual operational plan
- ◆ 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

Leadership

- ◆ To lead a team of major donor fundraisers focused on generating major gift income for our three charity brands. This position will see our successful candidate utilise their significant fundraising experience and outstanding leadership abilities to drive income of six, seven and eight figure gifts that will enable us to invest in dynamic research and clinical care that will improve the lives of patients within the hospitals, as well as society at large, today and for future generations.
- ◆ Collaborate with and maintain oversight of colleagues within the Trust & Foundations fundraising team who are leading on asks for the three Charities.
- ◆ To lead your line reports to plan and implement strategies to increase major gifts, primarily from wealthy individuals, at a capacity level commensurate with their role. To help them identify and cultivate further such individuals by building a portfolio of influencers.
- ◆ To manage the budget of your team and ensure a good ROI on pay and non-pay expenditure.

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 and those of your team 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 Deputy Director (High value), ensuring any risks are identified early and where possible, mitigated
- ◆ To work with Deputy Director (High value) 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

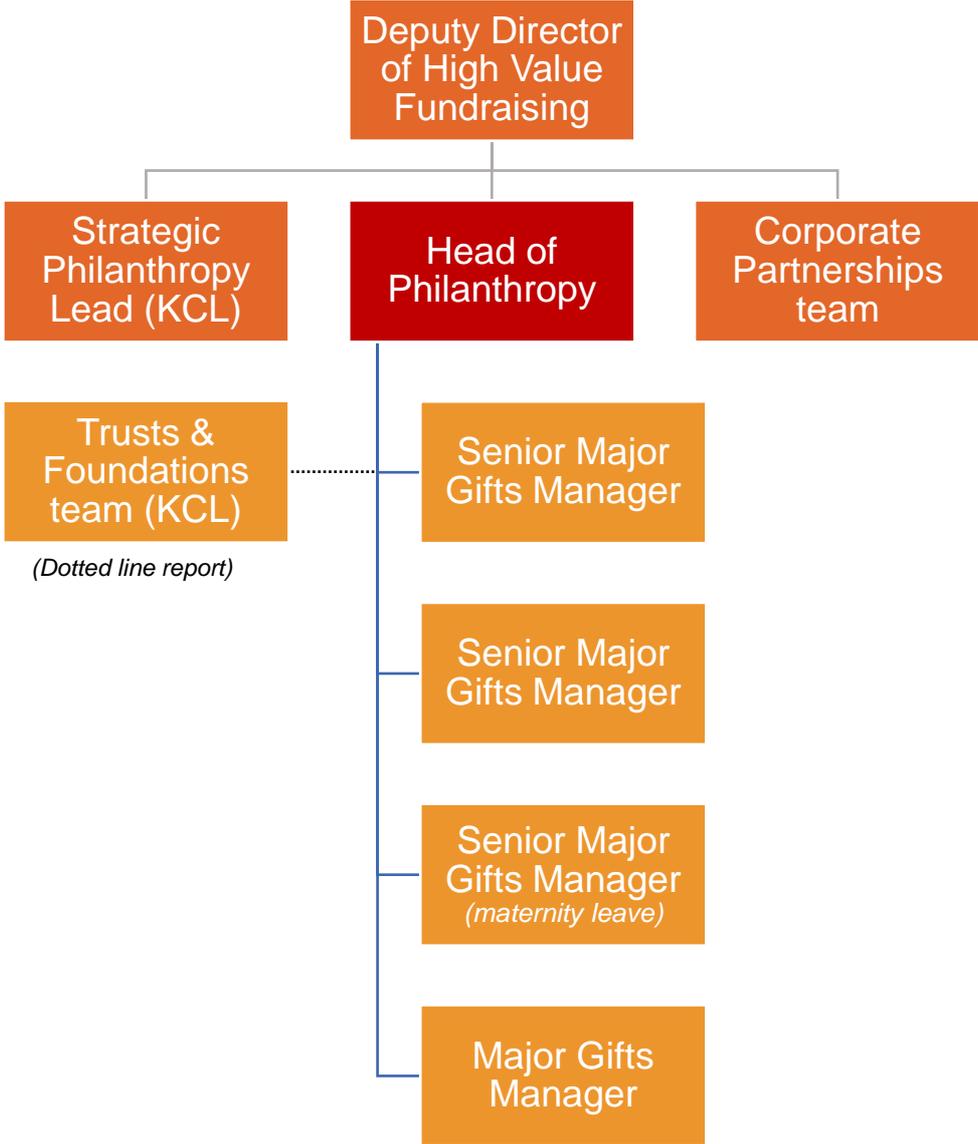
Guy's & St Thomas' Charity &...

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 your team and the department
- ◆ To undertake other duties as directed by Deputy Director of High value Fundraising and Associate Director of Fundraising, Evelina London



Organisational chart



Person specification

What we're looking for	
Knowledge and experience:	<ul style="list-style-type: none"> ◆ Significant and demonstrable experience of developing and managing high value relationships with valued partners ◆ Proven track-record of new business development leading to high value partnerships or donations ◆ Significant experience of building trusted and collaborative relationships ◆ Proven ability experience of high value income generation (from individuals, Trusts and Foundations) ◆ Outstanding leadership skills, proven ability to nurture and grow a high-performing team ◆ Experience of working with senior stakeholders – internal and external ◆ Knowledge of a CRM or fundraising database ◆ Demonstrate and ability to be creative/innovative ◆ Experience of working with multiple stakeholders (desirable) ◆ Experience of working with health, children, or cancer charity brands (desirable) ◆ Experience of working in the public or voluntary sectors (desirable) ◆ Experience of working within, or working knowledge of, the medical or health sector, or higher education, in the UK (desirable)
Skills and abilities:	<ul style="list-style-type: none"> ◆ Excellent writing and communication skills ◆ Ability to create tailored content and present to an audience of one or more ◆ Ability to work effectively with, and influence, senior stakeholders, partners, and patients ◆ Ability to work collaboratively as part of a team, and to use own initiative ◆ Ability to plan strategically and implement those plans ◆ Ability to develop work plans and implement those plans ◆ Ability to develop and deliver projects on time and in budget ◆ Computer literature, across all standard programmes, i.e. Word, Outlook, Excel ◆ An understanding of data protection, charity law, fundraising techniques

Personal attributes

- ◆ A team player with a collaborative working style and a clear focus on delivering outcomes
- ◆ Passionate about health care
- ◆ Energetic, approachable, and confident at presenting and negotiating
- ◆ Strong interpersonal skills
- ◆ Proactive, solution focussed and enterprising in their approach
- ◆ Willingness to attend or work at, where necessary, commitments outside of normal working hours

How to apply

Process for application

Thanks for your interest in working with us.

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

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

1. Why do you want to work for Guy's and St Thomas'? Please reflect on the role profile and draw on your own experience. (300 words)
2. We are looking for a candidate who can navigate complex projects and environments successfully. Using examples describe how you have or would navigate complexity. (300 words)
3. What energises you in your job and what are your energy drainers - how do you balance these? (300 words)

Please send your responses to the above questions, alongside your CV to philippa@charitypeople.co.uk or emma@charitypeople.co.uk

Key dates

Closing date for applications:

Wednesday 6th July 2022

First stage interviews:

Week commencing 11th July 2022

Second stage interviews:

Week commencing 18th July 2022

Core value interview:

Week commencing 18th July 2022

**Guy's &
St Thomas'
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