# Job Profile

Job Title: Major Donor Fundraising Officer

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Individual Giving Product Manager - Legacy

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall, Role Purpose

The Major Donor Fundraising Officer helps people with sight loss to live the life they choose by generating income through securing significant gifts of £10k and higher from major donors, and manage a sustainable revenue ‘pipeline’, contributing to Guide Dogs’ income diversification, and support the delivery of the Guide Dogs overall strategy in delivering services for blind and partially sighted people.

This objective will be achieved primarily from existing donors to be stewarded/uplifted.

## Key Responsibilities

**Prospect cultivation and securing significant gifts including:**

* Develop and grow a portfolio of potential philanthropists, securing large (£10k+), multi-year financial gifts to meet agreed income targets
* Manage a portfolio of existing philanthropists, ensuring that we are maximising the potential of every relationship
* Use skills and experience of major donor fundraising to form long term relationships that will generate income
* Deliver financial ‘asks’ (primarily face-to-face) to secure income for identified funding needs within the organisation
* Build compelling cases for support around key areas of Guide Dogs’ work.
* Host engagement, prospecting and recognition events and assist with their delivery.
* Collect prospect and donor feedback on the ground, which will influence future strategy and product development.
* Maintain accurate and up-to-date donor records on the CRM database to ensure effective stewardship, track donors and prospects in the pipeline, and income reporting.

**Develop and own detailed prospect plans to meet agreed income targets:**

* Deliver a structured plan for every donor and prospect, ensuring that predefined financial and time KPIs are met
* Meet agreed KPIs around number of asks, number of new prospects secured and moves management progress
* Ensure accurate records are kept for the Major Donor portfolio, including creating and maintaining financial forecasts and other governance documents
* Track income and activity using available tools (including the CRM database) and ensure targets are met.

**Stewardship including:**

* + Provide excellent customer service and stewardship, through regular tailored communications and opportunities to engage with the cause and beneficiaries
  + Ensure that current donors are re-qualified on a rolling basis, with every contact having an associated income target
  + Work to produce a range of communications, including bespoke presentations/project reports/proposals for high value donors.

**Advocate management and collaborative working including:**

* + Build, educate and steward a portfolio of advocates, at all levels of the organisation from Trustees to Volunteer Fundraisers, who will help deliver the Major Donor strategy
  + Develop relationships with key staff ‘on the ground’ who can assist with relationship development
* Work in close collaboration with other departments to match funding criteria to the right project(s).
* Work with key departments to ensure suitable approaches are made to donors and Guide Dogs projects are matched with the most appropriate funder.
* Provide support and guidance to senior members of the charity for prospect meetings and preparation

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: Major Donor Team’s target TBA

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* A-level educated or equivalent (QCF level 3 / SQCF levels 6-7)

#### Desirable

* Relevant degree or equivalent (QCF level 6 / SQCF levels 9-10)

## Job-Related Experience

#### Essential

* Proven ability in major gift fundraising or in a similar role - including soliciting five and six figure gifts through face-to-face asks.
* Proven experience of donor management, demonstrating the maximisation of relationships.
* Demonstrable experience of achieving or exceeding income targets.
* Experience of working in a team.

#### Desirable

* Proven experience of working on a Capital Appeal
* Proven experience of working with Senior Volunteers and Committees
* Experience/understanding of fundraising in other areas.

## Knowledge

#### Essential

* Solid understanding of the principles of Major Donor fundraising.
* Proven experience of investigating and establishing new networks.
* Proven experience of identifying, cultivating and recruiting new donors.
* Working knowledge of fundraising databases.
* Knowledge and experience of working with Microsoft Office software.
* Knowledge/ good understanding of project management.

#### Desirable

* Understanding of the needs of blind and partially sighted clients and colleagues.

## Skills and Competencies

#### Essential

Excellent networking and interpersonal skills that facilitate strong relationships with a wide range of people, specifically HNWIs.

Strong writing skills and demonstrable creative skills.

Persuasive, flexible, enthusiastic, well-organised.

Ability to work on own initiative.

Can demonstrate excellent attention to detail.

Good time management and prioritising skills.

Influencing skills.

#### Desirable

1. Database management

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

1. Appropriate motivation to work with vulnerable groups;
2. Emotional awareness;
3. Working within professional boundaries and self-awareness; and
4. Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## Job Group (internal use only)

This role has been evaluated as a Specialist Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=HTrg75) to view the salary band.