



## Major Gifts Manager

Bloodwise, the UK's leading blood cancer charity, is looking for a talented, motivated and experienced major gifts professional to join the team.

The successful candidate will support significant voluntary income growth by identifying and encouraging wealthy philanthropists to find, be inspired by, and give towards projects at Bloodwise that align with their personal interests.

You can apply for this opportunity by filling in our application form and submitting it on our website by **9am on Tuesday 19 March 2019**.

Please note that we may bring forward the closing date at our discretion.



Bloodwise values diversity and is an equal opportunities employer



## ABOUT US

We are Bloodwise, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5<sup>th</sup> most common cancer and sadly it is the 3<sup>rd</sup> biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

## JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Major Gifts Manager	Location	Holborn, London
Contract Type	Permanent, Full Time	Contract Length	N/A
Salary	£34-40k, including market supplement and DOE.	Intended start date	

## CONTEXT

The Major Gifts Manager is responsible for managing a portfolio of prospect, donor and key influencer relationships. They are responsible for developing and advancing these relationships towards clear philanthropic support. The role reports into the Senior Major Gifts Manager.

The Major Gifts function sits within the Philanthropy and Partnerships division of Fundraising & Marketing.

The division is responsible for all high value and relationship fundraising from individuals, trusts and corporate partners.

The team includes prospect research support and enjoys a strong relationship and support from our research and other mission teams to identify and develop compelling cases for support on projects and programmes in support of our mission to beat blood cancer.

We offer a supportive working environment with lots of potential for learning and development. This role will engage extensively with Fundraising and Mission teams, including significant work with our research community around the UK.

## KEY RELATIONSHIPS

<b>Reports to</b>	Senior Major Gifts Manager
<b>Line management responsibilities</b>	None
<b>Key relationships</b>	<p>Internal contacts: CEO, Director of Research and Patient Experience. Organisational leadership team and Heads of mission functions in particular (Research, Information and Support Services and Policy &amp; Campaigns). Other members of the Fundraising team.</p> <p>External contacts: Board of Trustees, senior volunteers and influencers, key prospects and donors.</p>

## KEY OBJECTIVES

- To assist with the planning and implementation of strategies to increase major gifts from wealthy individuals at the level of £25,000 and above, focusing on activities in the UK, and notably London. To implement these strategies by building good relationships with these individuals and making powerful asks that will inspire six and occasionally seven figure gifts.
- To identify and cultivate high net worth individuals moving them through the pipeline to engage them with Bloodwise and ask them to support philanthropically. This will include building a portfolio of 80 individuals and managing the solicitation of these individuals.

## MAIN RESPONSIBILITIES

## **Communication and networking**

- To utilise excellent communication skills during conversations with potential and existing donors in order to determine areas of philanthropic interests. To make connections with these interests and project need at King's and KHP.
- To develop, commission and edit fundraising literature and proposals that will inspire individuals to stretch their philanthropy to new giving levels.
- To take advantage of the existing range of influencers, including Trustee Board members, CEO and leading academics and clinicians in order to enhance your prospect portfolio.
- To further build the portfolio of influencers and prospects by seeking connections during any and all conversations with existing and new contacts.
- To liaise with members of the academic community to train them to become active and successful fundraisers with the Bloodwise team.
- To take part in external networks, such as Major Gift forums.

## **Decision making, planning and problem solving**

- To be responsible for developing and implementing fundraising strategies for particular projects in agreement with the Deputy Director for Partnerships & Philanthropy.
- To plan and prioritise approaches to donors/prospects and to develop an annual calendar of approaches. To input into longer term planning such as donor development plans over an 18-24 month period, ensuring movement from unqualified prospect status, through cultivation stages, to solicitation and pledge.
- To have at hand a full range of project need, in outline, across Bloodwise in order to respond to any given area of interest of a prospect. To seek in all projects the inspirational messages, urgency, and concrete examples that will motivate significant philanthropy.
- To be responsible for developing and implementing fundraising strategies for all prospects in your portfolio, in agreement with the Deputy Director for Partnerships & Philanthropy.
- To contribute to the planning, progress and promotion of future fundraising campaigns

## **Service delivery**

- To generate annual income according to agreed targets, guided by the achievement of a small but clearly defined set of monthly key performance indicators.
- To meet with all prospects in your 80 person portfolio at least once per year.
- To engage prospects and donors through appropriate cultivation and stewardship events, in line with the department's Events strategy. To add to this strategy, inspiring prospects and influencers to become involved in the department's Events programme, as appropriate.
- To deal with internal (academics/clinicians) and external (donors) contacts and notably to initiate responses to donor requests.

## **Analysis and research**

- To work with the Researcher to identify potential prospects and their areas of interest, and devise individual development plans for them
- To review your prospect pipeline on a quarterly basis and ensure appropriate prospect movement
- To research, collate, organise and edit academic and clinical material for inclusion in funding proposals and other documents, translating it into accessible language where necessary.
- To accurately record on the database prospect information gathered in the cultivation and stewardship process, facilitating future fundraising and stewardship activity in addition to the production of management reports and your own research of prospects
- To monitor and review individual progress to target.

## **Team work, teaching and learning support**

- To represent the Bloodwise in internal and external fora where appropriate.
- To contribute to the team's learning and department's learning, where appropriate, and support less experienced members of the department who have an interest in becoming MD fundraisers.
- To act as a point of referral for specific projects and liaison with academics, as guided by the Deputy Director for Partnerships & Philanthropy, and work across the Fundraising & Marketing Directorate to enhance the project for fundraising purposes.
- To undertake other duties as directed by the Director of Fundraising & Marketing and the Deputy Director for Partnerships & Philanthropy.

## **Sensory/physical demands and work environment**

- This post is primarily office based, although some overseas travel and attendance at evening events may be required.
- Daily Intensive Display Screen Equipment work.

## **Pastoral care**

- To uphold and promote the department's Core Values.

## **Special requirements**

- You will be required to work irregular hours in accordance with the needs of the role.
- Information of a confidential nature must be kept strictly confidential and should never be disclosed either inside or outside work.

## **General**

- All staff are expected to adhere to Bloodwise's policies and procedures.

## THINGS WE ALL DO

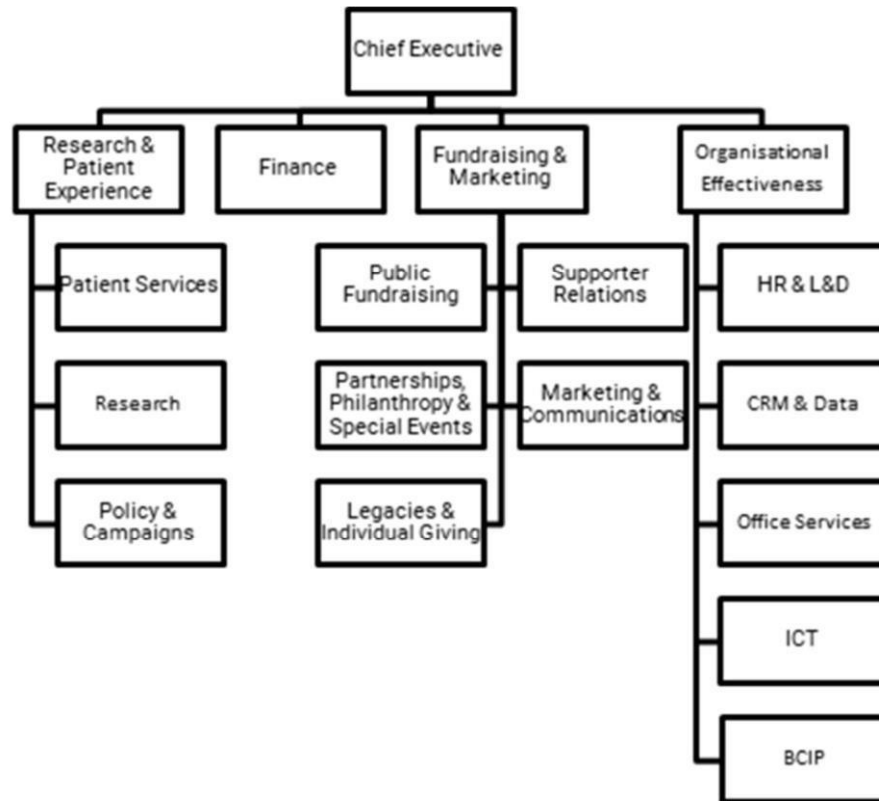
- Attend and assist at Bloodwise events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Bloodwise at any activity you attend
- Develop an in-depth understanding of our work
- Do any other reasonable things your manager needs you to do

## PERSON SPECIFICATION

<b>Skills knowledge and experience</b>
<b>Essential</b>
Degree Level or Equivalent
Ability to plan strategically and implement those plans
Ability to present a case convincingly in person
Ability to plan and deliver projects within budget and on time
Computer literate i.e. Word, Outlook, Excel
Excellent writing skills
Knowledge of a Fundraising Database (eg CiviCRM, Salesforce, ThankQ, Raiser's Edge)
Proven record in a target driven development environment
Experience of influencing and negotiating with senior individuals
Ability to deal with senior colleagues, donors, and patients
Ability to work as part of a team but also to use initiative
Ability to make connections with 'cold' individuals to bring them closer to the organisation
Energetic and enthusiastic
Motivated by targets
Ability to reflect on one's own skills, identify areas of training need and seek out support
Willingness to work hard and attend, where necessary, commitments outside normal office hours
A commitment to equal opportunities and diversity and the aims and values of Bloodwise
<b>Desirable</b>
An interest in the blood cancer and health care sectors in the UK
Proven ability to secure significant major gifts
Experience in the public sector or charitable organisation

## THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Bloodwise here is a simplified organogram.



## SHORTLISTING AND INTERVIEWS

Bloodwise is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; so if you're shortlisted we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process.

If you do not hear from us within 2 weeks after the closing date, your application has not been successful.

## FOR FURTHER INFORMATION ABOUT US

See our website <https://bloodwise.org.uk/>

## THE GOOD STUFF ABOUT WORKING AT BLOODWISE

Apart from all the hard work we do, there are some really good benefits to working at Bloodwise:

<p><b>Annual Leave</b> Entitlement is 25 days per year rising to 26 days after 2 years' service then 27 after 4 years' service; we will usually close the office between Christmas and New Year which our trustees gift as an additional holiday.</p>	<p><b>Personal Development</b> Development is really important to us and there are a variety of options available to staff at Bloodwise.</p>
<p><b>Time Off In Lieu</b> We strongly encourage everyone to help with some activities outside of normal working hours. For this you can earn and claim TOIL.</p>	<p><b>Interest free season ticket loan</b> We pay for the ticket and you repay the money out of your monthly salary.</p>
<p><b>Pension</b> When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p><b>Agile and flexible working</b> We value results and outcomes and support this with an agile working policy, which is complemented by a flexi/core hours policy.</p>
<p><b>Employee Assistance Programme</b> Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p><b>Ride2work scheme</b> This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p><b>Life Assurance</b> Although we don't like to think about it, should something happen to you while working for Bloodwise we have life assurance for staff.</p>	<p><b>Refreshments</b> On each floor in head office there's a kitchenette with tea, coffee, sugar, milk and plates, bowls and cutlery.</p>



## OUR LOCATION

Our Head offices are located at [39-40 Eagle Street in Holborn, London WC1R 4TH](#); Holborn tube is the closest station, approximately 5 minutes from our offices.

