



# THE DONKEY SANCTUARY

WORKING WORLDWIDE

## MAJOR DONOR RELATIONSHIPS MANAGER

The Donkey Sanctuary  
Sidmouth  
Devon  
EX10 0NU  
England  
00 44 (0) 1395 578222



PRINCESS ROYAL  
TRAINING AWARD  
2018



## Employment Package

### **Contract**

This is a full-time, permanent contract, working 35 hours per week, Monday – Friday, 08.30 – 16.30.

This is a multi-site, 7-day operation and therefore there may be some requirement to work flexibly to meet the needs of the Charity.

### **Salary**

The starting salary for this role is £35,150 per annum.

### **Holiday**

31 days holiday per year, inclusive of the 8 statutory public holidays. This increases by one day each year until a maximum of 34 days (pro rata for part time employees) is reached.

### **Probationary Period and Review**

Your probationary period will be 6 months. During this period, should either you or the Charity wish to terminate your employment, your notice period shall be 1 week. After 6 months of employment the notice period is 3 months.

### **Performance Reviews**

Employees have the opportunity of a probationary review meeting with their Manager at the end of their probationary period.

### **Pension Scheme**

The Charity values its employees and believes that pension contributions are an important part of the benefit package offered. The Donkey Sanctuary exceeds the government recommended rate amounts as shown in the table below:

<b>Band</b>	<b>Employer Contribution</b>	<b>Employee Contribution</b>
1 - 9	5.5% of annual salary	2.5% minimum
10 - 17	7.5% of annual salary	3.5% minimum
Executives	10.5% of annual salary	4.5% minimum

The scheme is administered following government set auto enrolment rules. New members of staff will receive an information sheet from Human Resources as part of their starter pack which explains the scheme and the postponement rules. A mandatory postponement letter will be generated by payroll and distributed with your first month's payslip, this will also provide details on eligibility and early opt-in instructions. After three months of employment you will be assessed, following current government auto enrolment criteria, and, if eligible, will be auto-enrolled into The Donkey Sanctuary Group Personal pension scheme.

**Closing date for applications: 12.30pm on Monday 4th February 2019**

## Job Description

### **Major Donor Relationships Manager**

**Band 12**

**Responsible to: Senior Philanthropy Manager**

**Directly responsible for: N/A**

### **Our Vision and Mission**

The Donkey Sanctuary is working for a world where donkeys and mules live free from suffering, and their contribution to humanity is fully valued. We will achieve this by transforming the quality of life for donkeys, mules and people worldwide through greater understanding, collaboration and support, and by promoting lasting, mutually life-enhancing relationships.

### **Overall Purpose**

As part of a growing Philanthropy Team, the post-holder will substantially grow our Major Donor fundraising programme through exceptional relationship fundraising with both existing and prospective Major Donors. The post-holder will double our Major Donor income and will be a proactive, integral member of a dynamic and ambitious Philanthropy Team.

### **Main Duties and Responsibilities**

- Personally manage and steward a portfolio of active Major Donors, forging and maintaining strong and enduring relationships, delivering powerful and compelling proposals and asks, and successfully achieving annual income targets.
- Identify, cultivate, engage and successfully steward prospective Major Donors through bespoke, one to one interactions, proposals, events and other appropriate fundraising activities in order to generate income and deliver annual income targets.
- Work closely with the Senior Philanthropy Manager to develop and subsequently deliver the Major Donor strategy, operational plan, annual priorities, KPI's and income targets.
- To establish robust processes in partnership with colleagues and the CRM team to help identify, steward and manage a growing pool of active and prospective Major Donors.
- To work in close collaboration with the Philanthropy Officer and the Prospect and Funding Opportunities Researcher, to identify prospective Major Donors, to match Donors with appropriate funding opportunities and to ensure excellent stewardship.
- To create and write persuasive and tailored Major Donor proposals, transposing, shaping and refining complex or limited programme and project information into compelling and powerful proposals and asks.
- To proactively, collaboratively and successfully engage cross organisational colleagues, members of the Executive Team and Trustees to secure their support.
- To be an active, collaborative and supportive member of the wider Fundraising Team
- Maintain excellent relationships with all Donkey Sanctuary departments, acting as an ambassador for the Philanthropy Team, the Fundraising Team and the Marketing Communications Directorate at all times
- Ensure the Directorate's project management approach is adhered to ensuring the integrity of any project
- To carry out any other reasonable duty as may be required.

### **Responsibilities of all Donkey Sanctuary Employees**

- Act as an effective ambassador for the Charity, demonstrating behaviours which support the Charity's strategy and values and work in a way which promotes the standards described in the Competency & Standards Framework
- Work within the Charities' guidelines with regard to conduct, recognising its policies with regard to equality, and showing respect and co-operation towards fellow colleagues
- Ensure that under Health & Safety legislation, all staff must work in the safest possible way in order to ensure their Health & Safety and that of all others who may be affected by their actions

- Demonstrate a commitment to continuing personal development
- Co-operate with management and colleagues to promote good communications through sharing appropriate information and building positive working relationships.

**Hours**

35 hours per week. This is a multi-site 7-day operation and there may be some requirement to work flexibly to meet the needs of the charity.

**Location**

Sidmouth/Flexible – we'd expect the post holder to be able to work from the office at our main Sanctuary in Sidmouth between 2 and 3 days per week.

## Person Specification

### Knowledge and Skills

#### Essential:

- An experienced and knowledgeable Major Donor fundraiser who has individually secured multiple five figure gifts.
- A track record of delivering income against agreed targets and timescales. Someone who is target-oriented and tenacious but who also has sight of the 'bigger picture'.
- Experience of setting effective annual budgets, targets and KPI's within a Major Donor context.
- Someone with proven experience of individually growing Major Donor income from both active and prospective supporters.
- Proven experience of identifying and establishing processes to support the successful delivery of Major Donor activities.
- Highly organised and passionate about relationship fundraising.
- Excellent verbal and written communications skills, with ability to proactively create and craft compelling and powerful proposals and asks for active and prospective Major Donors.
- A full current valid driving licence.

#### Desirable:

- Experience of securing multi-year funding.
- Experience of creating and implementing a Major Donor strategy.
- Experience of working within an Animal Welfare charity context.
- Knowledge of Raiser's Edge.

#### Personal Attributes:

- Helps others to grow and succeed through coaching, mentoring and actively encouraging the sharing of knowledge and experience
- Leads change by effectively communicating and building commitment
- Thinks ahead and anticipates the future needs of both the business and the supporters, seeking opportunities to add value
- Excellent interpersonal skills to build effective relationships within The Donkey Sanctuary and external agencies
- Ability to actively support internal stakeholders and build good working relationships at all levels
- Recognises the importance of customer service and strives to deliver high standards
- Maintains performance, professionalism and composure when under pressure
- Ability to demonstrate tact and diplomacy in dealing with sensitive and confidential matters
- Ability to work as part of a team, assisting other departments to achieve shared goals
- Motivates themselves and others, with a positive and professional attitude
- A friendly, approachable and helpful nature
- Able to demonstrate the ability to establish, build and maintain successful relationships with staff and supporters
- Able to present a positive professional image of The Donkey Sanctuary at all times

**Note:** To reflect any changes within the Charity during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the post holder and confirmed in writing.