

# Amnesty International UK



<b>JOB TITLE</b>	Major Donor Fundraiser
<b>TEAM</b>	Major Gifts Fundraising
<b>DEPARTMENT</b>	Fundraising
<b>REPORTS TO</b>	Major Donor Manager
<b>RESPONSIBLE FOR</b>	Volunteers, as required
<b>SCALE</b>	C
<b>HOURS PER WEEK</b>	35hrs (1.0 FTE, 12 month contract)

## OVERALL PURPOSE OF THE JOB

The Major Donor Fundraiser is responsible for implementing the Major Donor team strategy, securing 5 and 6 figure gifts for Amnesty International's work in the UK and globally. Through implementation of the major donor strategy, Major Donor Fundraisers utilise their own portfolio of donors and work with the Major Donor Manager and Prospect Researcher to identify new prospects. The post-holder will ensure effective cultivation and stewardship of donors and prospects, including co-ordination of high level stewardship events, to retain existing support and secure new sources of funding.

The performance of the holder of this post will be evaluated on their:

- Delivery of agreed fundraising targets
- Delivery of work in accordance with fundraising policy, procedures and our supporter promise.

## MAIN RESPONSIBILITIES:

### Operational

1. To manage a portfolio of major donors and individual prospects to result in gifts of £5,000 and above, ensuring compliance with AIUK's Fundraising Policy, Principles, Data Protection Policy, Privacy statement and Procedure for Solicitation, Acceptance and Refusal of Donations.
2. To work towards an agreed personal annual income target, contributing to the Major Donor team target, and support the management of the major donor expenditure budget.
3. To work with the Major Donor Manager to identify and secure new members of the Circle of Conscience and manage the development of this giving group.
4. To co-ordinate and manage stewardship and cultivation events throughout the year and ensure the production of event marketing materials are produced in accordance with AIUK Fundraising Department's Creative Approvals Procedure.

5. To work with the Major Donor Manager and the Prospect Researcher to manage the prospect development programme and the movement of donors and prospects between this programme and the Major Donor team, and liaise with the Prospect Researcher to facilitate an effective research programme that meets the needs of the team
6. To update ascribed prospect and supporter records on the supporter database and to use the database's analysis and reporting functions as needed, ensuring all work is in line with data protection laws and legislation.
7. Take responsibility for maintaining, reviewing and updating documented fundraising procedures for which your role is the nominated procedure administrator

### **Relationships and networking**

8. To work with colleagues across the Amnesty movement to write compelling and creative bespoke cases for support, and ensure timely and accurate donor reports.
9. To influence at Director level and work alongside senior internal and external stakeholders
10. To identify key cultivation opportunities offered by other teams and departments across the Amnesty movement for major donors and prospects throughout the year and ensure they are included in the overall strategy.
11. To coordinate with the Supporter Care team and Finance team on identifying major donor income, data segmentation and strategic issues, with regard to the management of major donors.
12. To form an effective working relationship with the Major Donor Manager, contributing to regular meetings and playing a key part of the Major Gifts Team.
13. To assist in embedding Major Donor fundraising principles across the organisation, through development of training, networking and other opportunities.

### **Equality and diversity**

14. Deliver all aspects of this job description in accordance with AIUK's Equality and Diversity policy.

### **Health and safety**

15. To take responsibility for their own health, safety and welfare, comply with AIUK H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
16. To manage the health and safety of their staff and volunteers, including conducting risk assessments as appropriate, and ensure that they have access to, and participate in, appropriate instruction, training and supervision.

### **Other**

17. To undertake any other relevant duties or projects delegated by the line manager, which are in line with the responsibilities of the post.

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PERSON SPECIFICATION Major Donor Fundraiser	
ESSENTIAL	CRITERIA
<b>Experience</b>	Experience of major donor fundraising, and raising significant (5 figure) gifts, from high net worth individuals.
	Experience of managing or undertaking effective prospect research
	Experience of managing, or supporting, high net worth events and co-ordinating colleagues and volunteers
	Experience of briefing senior level colleagues and engaging them in a major donor programme
<b>Skills and Knowledge</b>	Excellent verbal and written communication skills with the ability develop tailored and compelling cases for support and funder reporting.
	Excellent people skills with an ability to build effective relationships with funders and within the international Amnesty movement.
	Ability to manage and prioritise a demanding workload and to work to tight, and sometimes conflicting, deadlines
	A comprehensive knowledge of major donor fundraising and the fundraising sector, including relevant regulation and legislation and its impact and application
	Excellent IT skills
	Understanding of, and commitment to help deliver, Amnesty International's aims and objectives.
<b>Values and behaviours</b>	Commitment to deliver a major donor programme that enhances the brand reputation of Amnesty International and complies with global and UK policy and relevant regulation and legislation.
	Understanding of, and commitment, to equality and diversity.
	Commitment to help deliver Amnesty International's aims and objectives
	Understanding of working unsocial hours on an occasional basis, usually scheduled in advance, and/or occasionally to stay away from home overnight (overnight stays would be scheduled in advance)
<b>Desirable</b>	
<b>Experience</b>	Experience of developing cases for support within a campaigning-focused organisation / without tangible services.
	Experience of working with developing a high level giving club or fundraising board
	Experience in managing external suppliers.
	Experience of working in a membership organisation
<b>Qualification</b>	Marketing or fundraising qualification.