

**Post:** Major Donor Manager

**Grade:** 10

**Directorate:** Marketing & Supporter Development

**Location:** WWT Slimbridge Wetland Centre (HQ) or London Wetland Centre with some homeworking

**Reporting to:** Head of Supporter Development

**Main function of post:** To lead on the development and implementation of a strategy to secure income from high net worth individuals. To grow a major donor programme capable of delivering high six figure gifts on an annual basis and achieving stretching targets.

**Supervisory responsibilities:** None.

**Hours worked:** 37.5 hours a week, full time but part-time working will be considered.

In addition to normal hours of work, this role is required to work those hours necessary to fulfil the requirements of the position to the satisfaction of the Trust.

**Working pattern:** Monday to Friday

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### Main duties of the post

1. Lead on the development and implementation of a strategy to grow income from high net worth individuals (HNWIs).
2. Manage and grow a high value supporter pipeline with potential to support a wide range of WWT's work. Identify and research prospective HNWIs, working with colleagues and volunteers to understand and utilise their networks.
3. Develop creative and engaging cultivation and solicitation plans for each major prospect.
4. Actively manage WWT's relationships with HNWIs, developing and implementing bespoke stewardship plans. Ensure these supporters have the best possible experience of interacting with WWT to deepen engagement and maximise life time value.
5. Make face-to-face financial asks as required, either directly or through senior staff, trustees or Vice Presidents. Ensure others are appropriately briefed and supported when making approaches, providing coaching and training if necessary.

6. Work in collaboration with staff across WWT to identify areas of existing work or to develop new strategic projects or products to engage high value supporters.
7. Develop strong relationships with key internal and external stakeholders, including WWT Management Board, the Chief Executive, WWT Council and Vice Presidents.
8. Prepare high quality cases for support, written proposals, presentations and reports.
9. Ensure all donor records are up to date on the WWT CRM system as well as pipeline and financial information for reporting and forecasting purposes.
10. Represent WWT at networking events.
11. Be an active member of the Supporter Development department, working collaboratively and supporting colleagues as necessary.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

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**Date raised:** October 2018

**Amended:** March 2019

# Person Specification

## 1. Qualifications

**Essential:**

- Educate to Degree standard or equivalent

## 2. Experience

**Essential:**

- Significant experience of working within the field of major gift fundraising and of achieving high six figure annual income targets from high net worth individuals (HNWIs)
- Successful track record of securing six figure gifts from HNWIs
- Extensive relationship management of major donors at the highest levels
- Extensive experience of making asks, including face-to-face and in writing
- Experience of strategic planning
- Experience of preparing budgets and providing forecasting
- Up to date knowledge of regulation and compliance issues relevant to major donor fundraising

**Desirable:**

- Experience of using a fundraising database to manage relationships and pipelines

## 3. Managerial & Supervisory

**Essential:**

- Ability to influence senior staff, WWT Council and Vice Presidents
- Ability to provide coaching and training to senior staff and volunteers on how to make effective approaches and asks to high value supporters

Type of staff	Number managed	Number supervised
Employed Staff	0	0
Volunteers / Casual Workers	0	0
Contractors	0	0

## 4. Responsibility

**Essential:**

- Responsible for growing HNWI income into a significant funding stream over the next five years
- Responsible for crafting an effective organisational case for support for use at the highest levels

- Ability to work independently and make autonomous decisions

**Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£10,000
Cash Handling	£500,000+
Assets (required for job, exc. buildings)	£1,000
Visitors (per annum)	N/A

## 5. Creative Ability

**Essential:**

- Ability to find innovative ways to engage with potential donors
- Ability to adapt their approach and ‘think on their feet’ in high level meetings in order to respond to donor interests
- Outstanding written and verbal communication skills
- Ability to create compelling proposals and pitches
- Strong research skills and ability to use a variety of resources and contacts

## 6. Contact

**Essential:**

- Ability to develop strong relationships with high net worth individuals, philanthropists, trustees, VPs and senior staff
- Ability to represent WWT at the highest level externally
- Outstanding persuasion and negotiating skills
- Confident presenter and the ability to be passionate and inspiring when communicating about WWT’s work
- Ability to work with colleagues at all levels across WWT’s, including at HQ, our centres and project staff

## General Notes

This is a full time position but part-time working will be considered. The role will require evening work and occasional weekend work.

A current driving licence and an ability to travel within the UK are required.

Ideally this role will be based at Slimbridge or London with some home working. If London based the role would require regular travel to Slimbridge, particularly at the start of the role.