



## JOB SUMMARY AND PERSON SPECIFICATION

**Job Title:** Senior High Value Fundraising Manager

**Reports to:** Head of Relationship Fundraising

**Based at:** Home

<b>Job Purpose</b>	Develop and lead the Philanthropy, Campaign and Special Events strategy to deliver £1.2m over the coming year
<b>Accountabilities</b>	<ul style="list-style-type: none"> <li>• Design and execute the high value gifts strategy comprising of the No One Left Behind campaign, Philanthropy and Special Events</li> <li>• Provide leadership and coaching to the Philanthropy, Campaign and Special Events team ensuring they meet targets and KPIs</li> <li>• Evaluate the future potential of philanthropic giving at Help for Heroes to inform strategic decisions, identify growth opportunities, and guide investment in high-value relationships and fundraising initiatives.</li> </ul>
<b>Main Responsibilities</b>	<ul style="list-style-type: none"> <li>• Lead the No One Left Behind Campaign ensuring all income targets and KPIs are met</li> <li>• Ensure the team is building and actively managing a pipeline of qualified prospects with a strong focus on increasing conversion</li> <li>• Build robust future pipeline of major donors for the No One Left Behind campaign and other projects and programmes</li> <li>• Develop a 3 year Special Events strategy to secure and support high value gifts and partnerships</li> <li>• Oversee the successful delivery of a programme of special events supporting high value fundraising (Philanthropy and Corporate Partnerships)</li> <li>• Lead the Philanthropy team in developing compelling supporter journeys to secure repeat 5 and 6 figure donations</li> <li>• Develop a high value communications plan working with comms and brand teams to generate first gifts and enquiries</li> <li>• Lead the work with Individual Giving to develop a mid-value programme to support future pipeline</li> <li>• Lead and develop a co-ordinated fundraising approach to the 20<sup>th</sup> anniversary</li> <li>• Work with Head of Relationship Fundraising on Campaign Committee succession planning</li> <li>• Monitor philanthropic trends and donor behaviour to inform strategy and innovation</li> <li>• Manage fundraising budgets, reporting and metrics to ensure transparency and growing ROI</li> <li>• Manage individual KPIs and contribute towards the delivery of team KPIs, as appropriate.</li> <li>• Contribute to the wider High Value Partnerships strategy, including taking on management of special projects as and when required</li> </ul>



<p><b>Essential Knowledge, Skills &amp; Experience</b></p>	<ul style="list-style-type: none"> <li>• Experience of strategic planning to generate long-term, sustainable income from HNW individuals</li> <li>• Experience of developing compelling proposals built around restricted and unrestricted propositions that have generated large (at least 6 figure), multi-year gifts</li> <li>• Experience of managing a multi-million £ fundraising campaign with a Development Committee</li> <li>• Experience of leading and developing a high performing team including directly supporting colleagues in their personal development and performance</li> <li>• Experience of managing annual income targets (£1m+) to meet organisational plans</li> <li>• Experience in budgetary management, financial planning, and delivering growth in a complex, goal-oriented setting, including setting and tracking meaningful KPIs, targets and objectives to drive team performance</li> <li>• Significant events experience, including leading the delivery of large income generating, stewardship and high-profile events</li> </ul>
<p><b>Key Competencies &amp; Behaviours</b></p>	<ul style="list-style-type: none"> <li>• Confidently communicate and build credibility at all levels of the organisation, including with senior leaders and other influential stakeholders</li> <li>• Self-motivated, with ability to work both independently and collaboratively with team members and colleagues across Help for Heroes.</li> <li>• Personal, professional and able to comfortably communicate with a variety of stakeholders, tailoring communication style accordingly.</li> <li>• Excellent at building and nurturing relationships.</li> <li>• Displays a positive, empathetic, patient, polite and friendly manner</li> <li>• Displays the highest levels of integrity, confidentiality and commitment.</li> <li>• Ability to remain calm under pressure.</li> <li>• Responds quickly to changing demands and demonstrates strong skills in prioritisation and time management.</li> <li>• Analyses information quickly and communicates in a concise and articulate manner.</li> <li>• Attention to detail in all aspects of work.</li> <li>• Works within a range of environments and working cultures, adapting personal style accordingly.</li> <li>• A passion for supporting veterans and their families.</li> <li>• Able to attend or support at events which fall outside office hours.</li> <li>• Able to travel to London area regularly.</li> <li>• The role will involve evening or weekend events so a flexible approach to working hours is required and time off in lieu will be given.</li> <li>• Some travel across England for meetings or events will also be required.</li> </ul>

# HELP for HEROES

I have read and understood the Job Description:

PRINT NAME: .....

SIGNED: .....

DATE: .....