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| **Job title: Senior Fundraising and Relationship Manager** |
| **Department:** Fundraising |
| **Work location:** Longfield Hospice |
| **Reports to:** Senior Marketing & Fundraising Manager |
| **Responsible for:** Fundraising Team |
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# Job purpose

The Relationship Fundraiser will be responsible for delivering and implementing the fundraising strategy, developing and managing key relationships, securing new donors, and building strong, long-lasting relationships with supporters. This role is crucial in increasing our income and donor engagement. The Relationship Fundraiser will be supported by other fundraising disciplines within the team.

## Main duties and responsibilities

**Major Donor & Supporter Engagement**

* Build and nurture relationships with existing major donors, high net worth individuals and regular givers, ensuring they are engaged and informed about the impact of their support.
* Identify and cultivate new high-value supporters.
* Develop personalised stewardship plans to retain and grow donor support.
* Working with the CRM system (Donorfy) to identify opportunities to steward existing donors to next level giving.
* Develop donors introduced into the charity by other channels within the team e.g Community, Corporate and events.

**General & Strategic Contribution**

* Work collaboratively with the Fundraising and Marketing teams to align corporate and donor engagement strategies with wider income generation goals.
* Maintain accurate records of donor interactions using the charity’s Donorfy CRM system.
* Monitor and report on income targets and engagement activity, making recommendations for continuous improvement.
* Stay informed on corporate giving trends, CSR, ESG and Social Value, and best practices in relationship fundraising.

The job description sets out the main duties of the post at the date when it was drawn up. The duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence.

# Person Specification

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| **Attributes** | **Criteria** | **\* How measured** |
| **Experience** | **Essential**   * Proven experience in corporate fundraising, business development, or a relationship management role. * Evidence experience of the Charity sector.   **Desirable**   * Experience using a CRM or donor database system. |  |
| **Qualifications and training** | **Essential**   * A ‘levels or equivalent qualifications * Degree of industry equivalent * GCSE level 4 to 9 in English and Maths or equivalent qualification * Membership of the Institute of Fundraising. |  |
| **Knowledge, skills and abilities** | **Essential**   * Strong ability to identify, cultivate, and secure high-value partnerships. * Excellent networking and negotiation skills, with confidence in engaging senior corporate leaders and philanthropists. * Exceptional communication and interpersonal skills. * Strong project management skills, with the ability to manage multiple relationships and priorities. * Ability to create compelling proposals, presentations, and stewardship plans. * Passion for the hospice sector and a commitment to Longfield’s mission.   **Desirable**   * Knowledge of the Gloucestershire business community. * Understanding of corporate giving and charity engagement strategies and trends in philanthropy |  |
| **Job circumstances** | This role will be based at Longfield Hospice,but may be able to work on a hybrid basis. | |

**\* A: application**

**I: interview**

**E: exercise**