

Job description: Major Gifts Officer

Duration: Permanent, open to full or part time arrangement, FTE 37.5 hours per week

Salary: £36,521 per annum (pro rata for part- time)

Location: Flexible with London Base

Reporting to: Philanthropy and Engagement Manager

Department: External Relations

Key working relationships: Fundraising Events Manager, Events and Engagement Co-ordinator, Head of Engagement, Head of Partnerships and Philanthropy and team, Head of Digital, Marketing and Communications and team, Avon Tyrrell Capital Appeal Board, Leadership team and CEO, Trustees, Ambassadors, young people, partners, supporters.

Purpose of the job

As the Major Gifts Officer, you will work closely with the Engagement Team, the Avon Tyrrell Capital Appeal Board and senior staff to build and maximise our income from high-value relationships. You will lead the build of our pipeline of potential givers, donor prospecting and developing relations with high-net-worth individuals to secure gifts of £5,000+.

We have identified philanthropic fundraising as a key area of growth to help us reach our £20m income target by 2025. We are investing in our philanthropy fundraising and have created this exciting new role at a key moment before launching our £6.4m Capital Appeal, supporting the regeneration of our outdoor activity centre, Avon Tyrell.

The role sits within the Engagement team which collectively covers individual giving, events and major donor fundraising. The Engagement team forms part of the strongly performing and highly motivated External Relations department including corporate, trust and foundation fundraising and the Digital, Marketing and Communications team.

You will be excellent at building strong relationships, able to write persuasively and speak passionately about the work of UK Youth and our outdoor learning provision.

Why work at UK Youth?

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes.

UK Youth plays a unique role in addressing: the lack of investment in the youth sector; the lack of cross sector understanding in how youth work makes a difference; and the limited opportunities to

embed effective solutions. These factors lead to mass inequality of access to youth services for young people. To find more about us and how we make an impact, please visit UK Youth website.

In 2023 we are launching an exciting capital appeal to invest in the renovation and development of our outdoor learning site, Avon Tyrrell, based in the New Forest. Recruitment for an appeal board is underway and a key team of internal stakeholders are working together on the appeal.

Key responsibilities

- Build and manage a pipeline of major donors, with a key focus on prospect research.
- Project manager the Avon Tyrrell capital appeal, supporting the project sponsors, the Director of External Relations to meet agreed milestones and ensuring the project remains on schedule.
- Manage philanthropic relationships providing 5-star supporter experience to ensure lasting relationships with valued donors.
- Secure £5,000+ gifts to meet agreed targets for the Avon Tyrrell capital appeal (£1.2m total target including other income streams for 2023/24) and unrestricted major gifts (£80k target for 2023/24).
- Create compelling proposals and stewardship plans for engaging and soliciting high-value gifts, ensuring donors see the impact of their gift.
- Accurately record communications and relationships on Microsoft Dynamics UK Youth's CRM database.
- Support the Director of External Relations with the management and communication with the Avon Tyrrell Capital Appeal Board.

Other area of responsibilities

Events and income generation

- Work closely with the events team to identify and develop key events for engaging and stewarding high-value relationships.
- Ensure all high-value audience led events are maximising their potential with identify key guests and spotting opportunities to realise our strategic ambitions.
- Work closely with the Partnerships and Philanthropy team to identify and record key prospect opportunities.
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Digital, engagement and communications

- Ensure young people and the voice of young people are at the heart of every proposal.
- Work closely with the Digital, Marketing and Communications team to produce high-quality materials and collateral for engaging high-value relationships with a focus on sourcing powerful brand stories

Strategy and performance

- Monitor progress and achievement against KPIs, ROI, cultivation targets and strategic

priorities.

- Manage and operate within the agreed business plan and budget to ensure that UK Youth income targets are met.
- Ensure all donations are accurately recorded and recognised, working closely with the finance team.
- Ensure that the CRM is up to date and accurate at all times.
- Ensure all high-value fundraising activities and communications meet fundraising and data compliance standards.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Officer behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds understanding of equity, diversity and an inclusive culture
- Able to take personal accountability for key work areas and understand individual accountabilities within work areas back to inform planning and decision making
- Able to identify cause and effect relationships and take a solution focussed approach
- Able to be solution focussed in their thinking and approach.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Person specification: Major Gifts Officer

Experience

- Experience of managing high value relationships
- Experience of raising five/six figure sums from high value relationships
- Experience of project management
- Experience of producing compelling proposals to secure high value donations
- Experience of budget management
- Experience of prospect or new business research
- Experience of senior stakeholder management
- Experience of using a CRM database for recording and managing information
- Experience of managing a diverse workload, with multiple deadlines, stakeholders and deliverables

Knowledge, skills and understanding

- Knowledge of the philanthropy/or fundraising sector
- Knowledge of managing a pipeline
- Knowledge of the needs of young people, the youth sector and UK Youth
- Excellent project management skills
- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint
- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently.
- Commitment to equality, diversity and inclusion

Personal qualities

- A 'can-do' and flexible approach with ability adapt to changing priorities, including a willingness to travel and work occasional evenings and weekends when necessary
- Outcomes-focused and target-driven
- Passionate about supporting young people
- Strong storyteller and communicator
- Honesty and integrity
- Brave and ambitious
- Open to new ideas and creative thinker

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments. This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.

As part of the recruitment process UK Youth will be gathering and uses certain information about you. For further information regarding this please review our [Data Protection Privacy Notice](#) which explains what data of yours we process and how we use it.