

SENIOR PHILANTHROPY MANAGER

Job Level	5	Kornferry Function	CA17
Directorate	Marketing & Fundraising	Function/Service	Philanthropy & Partnerships
Direct Reports	0	Indirect Reports	0
Line Manager Title	Philanthropy Lead – Major Giving & Transformational Giving	Budgetary Responsibility	£1m income

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Role description:	
Purpose	This role is responsible for building relationships with philanthropists, including individuals, families, trusts & foundations, who have the potential to give six-figure donations to the British Red Cross. These relationships will include both existing and new supporters. This is a new and growing part of the Philanthropy Strategy.
Key Responsibilities	<p>Relationship management</p> <ul style="list-style-type: none"> Maintain and grow relationships with existing philanthropy donors, working closely with Philanthropy leadership to secure six-figure gifts Develop account plans built on donor insight, using them as a dynamic tool to drive strategic engagement, identify/anticipate new funding opportunities, and position BRC with donors Provide an exceptional supporter experience, working closely with the Stewardship & Operations (S&O) team to drive creative engagement opportunities and develop deep and lasting relationships Maximise emergency appeals both to raise appeal income and develop a pipeline of long-term supporters <p>New business</p> <ul style="list-style-type: none"> Pursue and develop relationships with new philanthropists and deliver a new business target working closely with the Prospect Management team and Philanthropy Leadership. Work closely with Trustees, CEO, Executive Leadership Team and other influencers to seek insight, collaborate on approaches and maximise their networks <p>Strategy development</p> <ul style="list-style-type: none"> Contribute to the broader Philanthropy, Partnerships and Philanthropy (P&P) and wider fundraising strategy, playing an active role in the Philanthropy function, P&P and the wider Marketing & Fundraising Directorate Deliver consistent best practice in terms of stewardship, info and data excellence and donor insight Contribute to the culture of philanthropy through developing strong relationships outside of the Philanthropy function and sharing progress of the strategy <p>Engaging supporters</p> <ul style="list-style-type: none"> Maintain an excellent and deep understanding of our work with people in crisis in order to engage philanthropy supporters through written/verbal updates, visits and events Work collaboratively with stakeholders, both internally and across the Movement, to develop high quality, complex and co-created propositions to engage philanthropy supporters Proactively contribute insights and learnings from philanthropy supporters to enabling teams particularly the Stewardship & Operations team and the Proposals and Grants team so they can deliver activities that drive philanthropy success

	<i>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</i>
Know-how	<p>Essential:</p> <ul style="list-style-type: none"> • Proven track record of securing six-figure gifts from philanthropy donors and achieving income targets. • Significant experience building, managing, and stewarding high-value donor relationships to an exceptional standard. • Demonstrated ability to develop and deliver complex, compelling, co-created funding propositions. • Highly developed communication, negotiation, and influencing skills for engaging senior stakeholders. • Strong experience managing relationships with internal teams, senior stakeholders, Trustees, and key external stakeholders. Use CRM to ensure recording of accurate, up to date insights that enable strategic relationship management. <p>Desirable:</p> <ul style="list-style-type: none"> • Working knowledge of project management principles • An understanding and appreciation of the legislation affecting charity fundraising • Experience of working at a £100m+, multi-cause, international charity/organisation & securing seven-figure gifts.
Additional Requirements	<p>Occasional evening and weekend work to attend donor events and meetings (typically monthly or as required).</p> <p>Occasional travel outside the normal workplace, including regional or national travel for donor engagement (quarterly).</p>

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	Adult/ Child/ Adult & Child Workforce/None
PVG- Scotland	Adult/ Child/ Adult & Child/ None
Access NI- Northern Ireland	Vulnerable Adult/ Child/ Vulnerable Adult & Child/None
Driver Check	Yes/No
International Roles Only	
International Police Check	Yes/No
International Driving Licence for manual cars	Yes/No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.