



**Friends of
the Earth**

CANDIDATE INFORMATION PACK

Head of Major Giving

Regional £49,202 - £53,252, London £52,500 - £56,550

4 day working week

Welcome



Kathryn Holloway
Director of Income
Generation

Thank you for your interest in the role of Head of Major Giving for Friends of the Earth. I have been the Director of Income Generation for four years and am looking for an experienced, energised individual to join our fundraising management team. Friends of the Earth puts work-life balance at the heart of our nurturing culture, championing a four-day week and flexible working environment, as together we strive to creating lasting change in the fight against climate and nature crisis.

We're seeking an ambitious and dynamic Head of Major Giving to lead our passionate and experienced high net worth fundraising team, which covers Philanthropy, Trusts and Foundations, and Strategic Partnerships. You'll be responsible for the success of the overall Major Giving strategy to retain and inspire our loyal supporters in addition to attracting new, long term, multi-year funders.

You'll have a strong, confident leadership approach and a strategic-mind set to both support and coach a team of confident fundraisers to seek new opportunities and enhance the value of existing funder relationships. You will drive ambition with the aim of promoting excellence across the major giving stewardship operation. You will hold your own high-level portfolio working closely with the Co-Executive Directors and Board directly, thereby leading your team by example.

You will directly line-manage six people who manage the sub-teams of Philanthropy, Trusts and Foundations and Strategic Partnerships. You will lead the overall team of 13. Your team sits within the Income Generation Directorate, but the scope of your work is cross-organisational.

The team works closely with colleagues across the organisation to identify funding and impact opportunities for donors, funders and partners that will help us create a healthier, greener, fairer world for everyone.

You'll work collaboratively with peers across the organisation to create compelling and fundable packages of work, with a solid understanding of the breadth and depth of Friends of the Earth's approach to creating real world change. You'll work closely with the other Manager and Head roles in our Directorate and will report into me. You will be responsible for creating and meeting budgets and reforecasts. You'll lead on your team's performance reporting with a robust approach to monitoring and evaluating the programme and identifying areas for improvement.

You'll build strong relationships with senior colleagues and will play an active role in organisational leadership, modelling positive workplace culture throughout your work, and prioritising your own growth and development. In addition, we would encourage you to establish an external network to help inspire new ideas in funding climate change and ways of working in philanthropy.

If you would like to join us in our mission to tackle climate and nature crisis, we can't wait to hear from you.

Friends of the Earth

Together we create change

Friends of the Earth is a grassroots environmental campaigning community. We've been fighting for people and planet for 50 years. From getting drastic on plastic to fighting climate change, we want to change the world for good. It's time to make a difference. From our campaigners and lawyers to local action groups and supporters across the country, we push for change for people and planet. And together we make change happen.

Recent success

No more Ffos y Fran



Ffos y Fran, the UK's largest open-cast coal mine, is to close after councillors unanimously decided to reject an application to continue mining until March 2024. This decision follows years of campaigning by Merthyr Tydfil Friends of the Earth and other local community groups.

Fighting fossil fuel funding projects abroad



We've helped secure a new UK policy to stop future investment in international fossil fuels using public funds. The change was catalysed by [our legal challenge against the financing of a mega gas project in Mozambique](#), an investment of £900 million.

Net Zero Strategy back in court



Friends of the Earth, ClientEarth and Good Law Project are taking the government to court over its Net Zero Strategy for a second time. In July 2022, a landmark victory saw the High Court rule the government's plans to reduce UK climate emissions by 2050 didn't meet its obligations under the Climate Change Act. The revised strategy still isn't good enough, and the High Court has granted us another hearing in February 2024.

The Role

Key Responsibilities and Tasks

Team Leadership:

- Lead the established Major Giving team to generate sustainable, high-level income
- Motivate, inspire and support innovation from the Major Giving team to deliver the annual team plan, meet income targets and continuously improve the quality of the programme to ensure an exceptional donor experience and high retention rates
- Provide leadership and strategic guidance to the team, inspiring confidence in the organisational strategy and objectives whilst remaining agile and dynamic
- Maintain strong workplace wellbeing, performance and developmental progress in the team, with high job satisfaction and staff retention
- Coach team members to achieve the best of their abilities, building improvements through honest feedback, clear performance expectations with support and training
- Foster a team culture of positivity and possibility, with a proactive approach to funding opportunities, embracing testing new ideas and aiming for growth

Strategy Development and Implementation:

- Create and maintain accurate and ambitious income and expenditure budgets, forecasts and variance reports
- Embed team and individual KPIs for grants, major donor and corporate partner activities to ensure we remain focused on strategic objectives and grow in reach and ambition
- Monitor and report on programme performance, long term income modelling and contribute insight to organisation-wide business planning

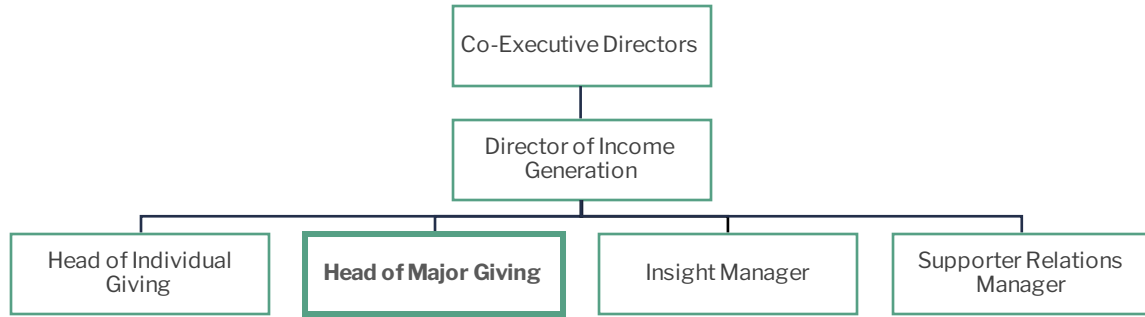
Portfolio and Pipeline Management:

- Directly manage a small personal portfolio of the highest-level donors and prospects, in addition to acting as the main contact for other key relationships across the team when necessary
- Encourage movement of prospects through the donor journey and ensure the cultivation and stewardship plans provide ample opportunities to engage
- Support the ongoing case for support project and costs presentation work to refresh how we are communicating priorities and needs to funders
- Oversee the implementation and development of a prospect research strategy that ensures a proactive and robust pipeline

Culture of Major Giving:

- Lead the conversation and culture around major giving across the organisation, advocating for strong joint working practices
- Build excellent relationships with the Co-EDs, Board, Senior Leadership Team and other key colleagues that support the team vision and their contribution to achieving it
- Build and maintain a strong network of peers in the sector, learning from best practice, external trends and bringing new ideas into the team
- Ensure all relevant regulations are met, and the highest quality standards are achieved
- Be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Our Fundraising Management Team



Our Values

Ability to demonstrate understanding and apply our values:

- **Integrity**- We demonstrate integrity throughout everything we do, internally and externally.
- **Impact** – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.
- **Leadership** – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.
- **Focus on Friends** - To build our influence we put new and existing ‘friends’ at the heart of our work.
- **Accountability** - We hold ourselves and other to account for our work and how we work.
- **Learning and Enquiring Mindset** - We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Person Specification

Essential:

- Experience of motivating and inspiring team members to achieve high performance, sustained over time
- A track record of success in 6 figure+ fundraising from high-net-worth individuals, trusts, foundations or business partnerships
- Ability to develop, manage and deliver against accurate budgets and forecasts
- Excellent written and verbal communication skills
- Experience building strong internal relationships and operating at a senior level with a wide range of stakeholders
- A positive attitude, resilience, and self-motivation driven by a passion for the cause
- Knowledge of prospect research and how to develop this function
- Ability to prioritise, work to deadlines and focus on concurrent projects
- Understanding of charity legislation, best practice guidelines and regulatory requirements
- Confident with MS systems, particularly Excel, and experience of CRM systems

Desirable:

- Experience of developing new products and giving programmes for high-net-worth individuals and funders
- Experience of income generation in a campaigning organisation
- Experience of developing, testing, and evaluating new income generation products
- Experience with Microsoft Dynamics

Further Details

Salary

- Regional £49,202 - £53,252 per annum
- London £52,500 - £56,550 per annum (*applicable to candidates living in London or those who are based in the London office a minimum of two days a week*)

Flexible Working

The role is permanent and full time based on a 4 day week (30 hours over 4 days). We have no core hours. Staff are expected to work 7.5 hours per day between the standard hours of 7am to 8pm.

Annual Leave

All employees are entitled to 20 days (5 weeks) annual leave with additional leave accrued for every full year of employment up to a maximum of 4 additional leave days.

Locations

The Head of Major Giving role is expected to go into one of our offices a minimum of one day a fortnight in addition to travel as and when necessary for donor meetings and events.

London Office:

Friends of the Earth,
The Printworks,
139 Clapham Rd,
London,
SW9 0HP

Hub Offices:

Cardiff
Belfast
Birmingham
Brighton
Bristol
Manchester
Leeds

Pension

We offer a generous contributory pension scheme through Aviva. The organisation matches all employee contribution, up to a maximum employer contribution at 7%.

Equity

Friends of the Earth is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences. We are dedicated to encouraging a supportive and inclusive culture. Please tell us if there are any reasonable adjustments we can make to help you in your application or with our recruitment process.



Please note: Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

Please submit your
application via our
online system
[HERE](#)



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