

Friends of the Earth – Job Description

Job title	Head of Major Giving
Reporting to	Director of Income Generation
Team	Major Giving
Career stage	B
Contract	Permanent
Location	Hybrid – home-working and an office location across England, Wales or Northern Ireland
Line management	4-5

Purpose of the role

To lead Friends of the Earth’s Major Giving strategy, building and delivering a sustainable programme that raises income from high net worth individuals, trust and foundation funders and strategic business partnerships to create organisational impact.

Key responsibilities and tasks

- Lead the Major Giving team to generate sustainable income that will create impact across the breadth of Friends of the Earth’s work
- Provide leadership and strategic guidance to the team, inspiring confidence in the organisational strategy and objectives
- Motivate, inspire and support the Major Giving team to deliver the team plan, exceed income targets and continuously improve the programme to ensure an exceptional donor experience
- Maintain strong workplace wellbeing, performance and developmental progress in the team, with high job satisfaction and staff retention
- Create and maintain accurate and ambitious income and expenditure budgets, reforecasts and variance reports
- Continuous improvement and optimisation of grants, major donor and corporate partner activities with clear KPIs
- Accountable for stewardship journeys and deepening of engagement to maximise ROI
- Monitor and report on programme performance, long term income modelling and contribute insight to organisation-wide business planning
- Manage a portfolio of donors and prospects, attending in person meetings and events to build and maintain strong long term funder relationships
- 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 and bringing new ideas into the team
- Foster a team culture of positivity and possibility, with a proactive approach to funding opportunities, embracing testing new ideas and aiming for growth
- Coach team members to achieve the best of their abilities, building improvements through honest feedback, clear performance expectations with support and training
- Ensure all relevant regulations are met, and the highest quality standards are achieved across the team’s work

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification

Essential:

- A track record of success in 6 figure+ fundraising from high net worth individuals, trusts, foundations or business partnerships
- Experience of developing new products and giving programmes for high net worth individuals and funders
- Experience of delivering income growth
- Experience of motivating and inspiring team members to achieve high performance sustained over time
- Ability to develop, manage and deliver against accurate budgets and forecasts
- Excellent written and verbal communication skills, including good attention to detail
- 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
- Ability to work to prioritise, work to deadlines and on concurrent projects
- Confidence and ability to influence and negotiate at a senior level
- Understanding of charity legislation, best practice guidelines and regulatory requirements
- Confident with MS systems, particularly Excel, and experience of using CRM systems

Desirable:

- Experience of income generation in a campaigning organisation
- Knowledge of prospect research and how to develop this functional area
- Experience of developing, testing, and evaluating new income generation products
- Experience with Microsoft Dynamics

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.

Date approved	
Date reviewed	26.09.23

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.

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.