



**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 five 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 and ensuring that environmental justice is at the heart of our approach.

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 be skilled at developing cases for support that will inspire and motivate funders to tackle some of the biggest challenges we face today.

You will directly line-manage five people who manage the sub-teams of Philanthropy, Trusts and Foundations and Strategic Partnerships. You will lead the overall team of 12. Your team sits within the Income Generation Directorate, but the scope of your work is cross-organisational. We are looking for someone who's experienced a leading growth, comfortable managing a team within an organisation that is changing to meet the needs of the rapidly evolving social and political context.

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 and in local communities 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 (although initially into an Interim Director of Income Generation, Niamh Neville, whilst I'm on maternity leave). 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, particularly as we change how we work to meet the opportunities in our new strategy and focus. Building strong networks across our sector is important to us to develop new ideas in funding and finding ways to address climate change and someone who can work collaboratively and maintain productive working relationships will thrive in this role.

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 over 50 years. From getting drastic on plastic to fighting climate change, we want to change the world for good – for people and planet. It's time to make a difference. From our campaigners and lawyers to over 200 local action groups and supporters across the country, we push for change for people and planet. And together we make change happen.

We stand with anyone who cares about the world we live in and who seeks a just transformation to a green and fairer future. Where everyone can live in dignity and harmony with our planet. Over the past half century, Friends of the Earth has led many powerful campaigns that have resulted in substantive change protecting the environment. In the UK, we successfully campaigned for the world's first climate change law, the Climate Change Act 2008, which paved the way for similar legislation around the world.

Our combined strength has meant we have been able to push back against fracking and against drilling for fossil fuels, against business practices and planning decisions that destroy nature, threaten our ability to meet our carbon reduction targets and negatively impact people. More recently, through our grants, Friends of the Earth Limited launched the fairness test: a mandate for bold climate policy. This report recommends what fairness in the climate plan means for key policy area; and building public support for a fair climate plan to ensure everyone's needs are taken into account. People with disabilities and racially minoritised people, people on low incomes are too often forgotten by policy makers and we're here to ensure that their voices are heard as we did with our work on the National Adaptation Plan to address the impact of climate change.



We are at an exciting time for Friends of the Earth, under the leadership of our new chief executive, Asad Rehman, we are re-energised and more focussed than ever before. We're developing an ambitious strategy that will put equality and environmental justice as the centre of our cause. It recognises that there is only one path ahead and that is a transformation of our society and regeneration of our natural and social environment.

This must be done with those who are most at risk either from current or future impacts of climate change and pollution and for those whose freedom to challenge and speak truth to power are restricted or suppressed.

We work in partnership with over 300 groups and local partners around England, Wales and Northern Ireland.

We work with forward thinking corporate partners, funders and supporters as well as other charities and not for profit organisations to achieve our aims. We are part of our international federation of grassroots environmental groups and can join a global perspective with campaigning, planning and legal expertise to leverage change from local to national to global.

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, reforecasts 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

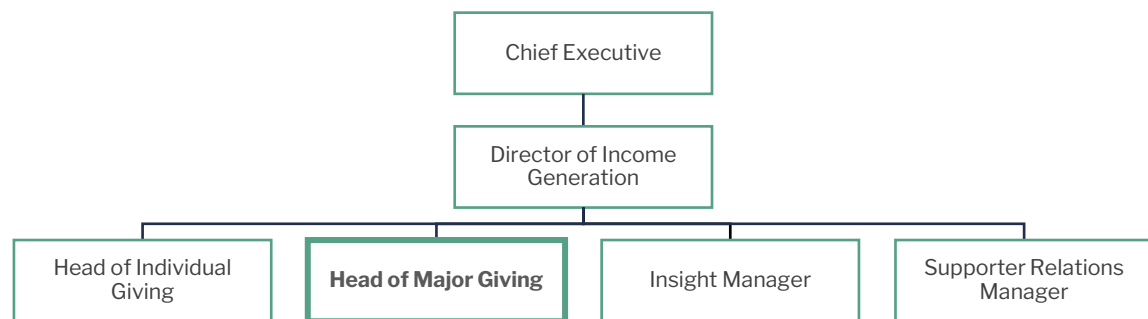
Portfolio and Pipeline Management:

- Develop 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 CE, 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 Income Generation Directorate



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). 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. To allow for flexibility, UK bank holidays are added to total annual leave entitlement.

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. The organisation matches all employee contribution, up to a maximum employer contribution at 7%.

Climate Perks

We will give paid travel time where employees elect to travel via land or sea rather than via air up to 10 days per annual leave year.

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. *Regional paycales apply to those attending their linked office, including London once per two weeks.

**Please submit your
application via our
online system by
23:59 on 23rd
February 2026
[Here](#)**



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