



Major Giving Officer

Job description

Grade	C
Type of contract	Permanent
Directorate	Fundraising
Team	Partnerships, Major Giving
Reports to	Senior Major Giving Officer
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
Hours	35hrs p/w

About the role

The Major Giving Officer will join a dynamic team which contributes over £1m to Mind's fundraising income, with ambitions to grow. Mental health is an increasingly important and relevant charitable cause for philanthropists. You will play a vital role in enabling philanthropists to provide life-changing mental health support to millions of people.

The Major Giving Officer is responsible for managing a mixed portfolio of donors and prospects. Alongside the Major Giving team, you will work in close collaboration to create compelling proposals, special events and communications. You will oversee the thanking and banking ensuring all major gift donations are thanked quickly and recorded accurately on financial systems.

You will develop beneficial and long term relationships with donors for Mind, contributing towards individual and team targets. You will provide excellent cultivation and first class stewardship which closely connects philanthropists to programmes and the people who are supported by Mind.

You will actively contribute towards the development and implementation of the Major Giving programme strategy and plans, using your experience of major donor fundraising and continued learning from the sector.

The role reports into the Senior Major Giving Officer. You will proactively work with colleagues in Corporate Partnerships, Trust and Foundations, and Individual Giving to maximise opportunities to cultivate prospects and promote the Major Giving team's aims. You will work closely with other departments to ensure we have the tools and resources to offer donors a rounded and rewarding relationship with Mind.

Key Responsibilities



1. Manage a mixed pipeline of donors and prospects, securing donations to achieve individual targets and contribute towards annual targets and future financial years
2. Develop warm relationships with donors and prospects, conducting face to face/ phone call/online meetings, creating and implementing donor development plans, assessing the right time and right level of gift, making the ask, thanking, and providing excellent stewardship after a donation.
3. Work with the Prospect Researcher to track the movement of donors and prospects, replenish your pipeline and identify donor networks to be researched
4. Deliver a high standard of stewardship and cultivation to a range of Mind's donors and prospects, maintaining regular communication with donors and prospects to ensure they are kept up-to-date on relevant areas of Mind's work.
5. Support and coordinate major donor communications, including writing and reviewing copy for Impact reports, newsletters, thank you letters and annual review mailings
6. Input into annual and quarterly phasing of income: setting ambitious financial ask targets for donors and prospects in your pipeline, carefully monitoring and reporting on progress of income, assessing risk to the budget to inform current and future financial years, and working to mitigate any loss of income
7. Ensure all donations are thanked within 48 hours, with a personalised thank you related to their level of gift and relationship to Mind
8. Keep up to date records of expected and actual major giving income, working with colleagues in Supporter Care and Finance to complete monthly income reconciliations, code donations, and resolve income queries, transfers and discrepancies
9. Undertake the accurate recording and maintenance of donor records on the database (Microsoft Dynamics), and other systems, adhering to business rules and protocols, GDPR and Fundraising Regulations
10. Take the initiative to review ways of working, suggesting improvements for team efficiency and streamlining processes, particularly income processing
11. Stay informed of Philanthropy trends across the sector, actively participating in fundraising networking groups and bringing ideas to inform Mind's philanthropy activity
12. Supervise temporary staff and volunteers when necessary and liaise with external agencies and suppliers
13. Develop and maintain relationships with key internal contacts across departments such as External Relations, Mind Cymru, and local Minds as appropriate
14. Undertake any additional duties that may, from time to time, be necessary and compatible with the nature and grade of this post



Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- Take ownership of individual financial targets and objectives, contributing to overall achievement of team targets
- Take responsibility for keeping up to date knowledge of Mind projects, achievements and impact
- Be accountable for maintaining accurate and up to date records relating to income and donor activity, using appropriate systems and databases
- Attend and contribute to team, departmental and other meetings, including representing the Philanthropy and Partnerships team on cross department working groups
- Represent Mind at external meetings with/without colleagues
- Take responsibility for maintaining the quality and consistency of Mind's message externally to ensure activities undertaken will not compromise Mind's reputation or its legal or financial liability
- Deputise for the Senior Major Giving Officer in their absence, briefing them on their return
- To be prepared to work flexible hours including evenings and weekends and to travel occasionally throughout the UK when required.
- Keep abreast of internal and external developments and respond accordingly.
- Attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.



- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

Person specification

Essential criteria

1. Experience of developing warm relationships with donors and prospects by providing excellent stewardship
2. Track record of securing donations from individuals or Trusts
3. Ability to write compelling fundraising communications
4. Experience of thanking and maintaining accurate records of donations using systems such as databases (CRM), excel and other income processing systems
5. Excellent time management skills, proven ability to prioritise a varied workload and meet deadlines, whilst maintaining accuracy and attention to detail
6. Demonstrable initiative and determination to meet targets, KPIs and objectives

Desirable criteria

1. Experience of other forms of charity fundraising
2. Experience of using fundraising databases for accurate record keeping
3. Excellent communication (written and verbal) skills, strong negotiation and influencing skills, and ability to show tact and diplomacy



4. Experience of writing fundraising copy
5. Proven ability to work independently with minimal supervision, as well as working productively as part of a team
6. Strong interpersonal skills with experience of liaising with people at all levels, on the telephone, face to face and over email
7. Good understanding of due diligence and GDPR
8. Experience of supporting third party fundraising events and organising special events
9. Up to date and thorough knowledge of the principles and practice of major donor fundraising, charity legislation and the voluntary sector in general
10. Commitment to your own continuing professional and personal development
11. Understanding of and commitment to the aims and values of Mind