

Role: Fundraising Manager - Major Gifts	Department: Audiences & Support
Reports to: Deputy Head of Philanthropy	Pay Grade: Grade 7 - £45,502 per annum
Location: Flexible	Type of Contract: Permanent, Full-Time (40 Hours Per Week)

JOB PURPOSE

The wider purpose of the role is to help drive the National Trust for Scotland's ability to conserve Scotland's built and natural heritage under its care.

The Fundraising Manager, Major Gifts will play an important role in the Fundraising and Philanthropy team's success, cultivating and soliciting major gifts for key activity and a portfolio of priority projects. As we approach our centenary and seek to increase our philanthropic income, the team's ambitious income growth targets rely on high level philanthropy.

You'll work with colleagues within the Fundraising and Philanthropy team, the Audiences & Support Directorate, the wider organisation and, crucially, external stakeholders. You may on occasion work with appointed agencies which will provide outsourced support to the Fundraising function.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

The Fundraising Manager, Major Gifts, with direction and support from the Deputy Head of Philanthropy and the Head of Fundraising and Philanthropy, will cultivate and steward major gifts from existing supporters and, critically, develop and sustain new networks of major donors to drive our charitable work. You will:

- Develop the major gifts pipeline and take full responsibility for a portfolio of existing and potential major donors. You'll adopt a proactive approach and nurture existing relationships, whilst developing and implementing bespoke strategies to cultivate, solicit and steward major gifts from prospects.
- Act as a key point of contact for both major donors and major donor prospects.
- Design and develop cultivation and stewardship plans for donors to ensure they are inspired, engaged, recognised and thanked appropriately, aligning with organisational supporter journey developments.
- Work with the Major Gifts team, Prospect Research Executive and wider Fundraising and Philanthropy team to develop and grow overall income and membership of key Major Gifts giving circle the Patrons' Club, supporting the wider growth of fundraising income.
- Work closely with the Fundraising Executive, Events to commission and oversee an annual programme of Major Gifts stewardship and cultivation events, with a focus on growing major donor support for priority projects.
- Lead development of a suite of compelling written materials to showcase major giving opportunities at our charity, from bespoke project proposals and appeals to reports and newsletters.
- Work with the Head of Fundraising, CEO and wider executive team to optimise peer-led prospect introductions and develop relationships with prospects and donors, providing insight to inform cultivation.
- Fully participate in and support prospect tracking meetings to deliver the implementation of customised solicitation plans, ensuring all relationships are recorded in our CRM system.

- Work closely and collaboratively with other members of the Fundraising and Philanthropy team to ensure a coordinated and consistent approach to supporter journeys and priority project fundraising activity.
- Provide the Deputy Head of Philanthropy and Fundraising Manager, Operations with accurate information for planning, budget preparation, forecasting, phasing and monitoring expenditure.
- Develop positive and productive working relationships with fundraisers, senior leadership and other internal stakeholders, such as property and regional colleagues.
- Maintain and enhance your personal knowledge, skills and networks by playing an active role in the appropriate professional bodies and internal organisational groups.
- Maintain flexibility, with a willingness to work non-traditional hours, particularly in the running of the Major Gifts event programme, and be available to travel in the UK.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

The below outlines the key skills the job holder must possess and exercise. In addition, either knowledge of or experience in the following is required:

Essential skills

- Results oriented self-starter
- Team player, able to both respect and work across boundaries.
- Outstanding interpersonal and communication skills, including active listening, presentation, negotiating, high levels of tact and significant ability to influence beyond authority.
- Ability to adopt a strategic and creative approach to donor planning and approaches
- Strong writing ability, with well-developed proposal development, storytelling and reporting skills.
- A high level of comfort delivering the 'face to face' ask
- Analytical problem solver with ability to generate and encourage new ideas.
- Strategic thinker with ability to set a plan and see it through to delivery.
- Gravitas; credible as a representative of our charity to high level philanthropists.
- Excellent organisational skills and the ability to resolve conflicting priorities.
- Ability to manage resources efficiently for maximum impact
- An eye for detail and a rigorous approach to process
- A lively interest in the National Trust for Scotland and passionate belief in our mission.

Essential Experience

- A track record of securing philanthropic gifts between four and six figures in person and sustaining a portfolio of fruitful relationships with donors
- Experience of working with and influencing senior staff and senior external stakeholders.
- A track record of engaging colleagues in donor cultivation and proposal development in order to solicit a gift or report on a project, including the Chair, CEO and senior volunteers
- Experience of working in a results driven environment, delivering success against key targets
- Experience of the systems and processes necessary to underpin successful fundraising, including Microsoft Office products and CRM system
- Ability to be flexible, with a willingness to work non-traditional hours and travel in the UK
- A current valid driving licence for driving in the UK

Desirable skills

- Institute of Fundraising membership
- Experience of international fundraising

DIMENSIONS AND SCOPE OF JOB

People Management

- Line management responsibility for the Fundraising Executive, Major Gifts and Fundraising Officer, Major Gifts
- Work closely with other team members to ensure a co-ordinated and consistent approach to all fundraising activity.
- Build strong relationships across the Audiences & Support Directorate and across our charity.

External Relationships:

- Regular contact with existing and potential supporters of our cause.
- Some contact with appointed agencies and suppliers.
- Regular communication with NTSUSA on donor stewardship, acquisition and events.

Financial Management

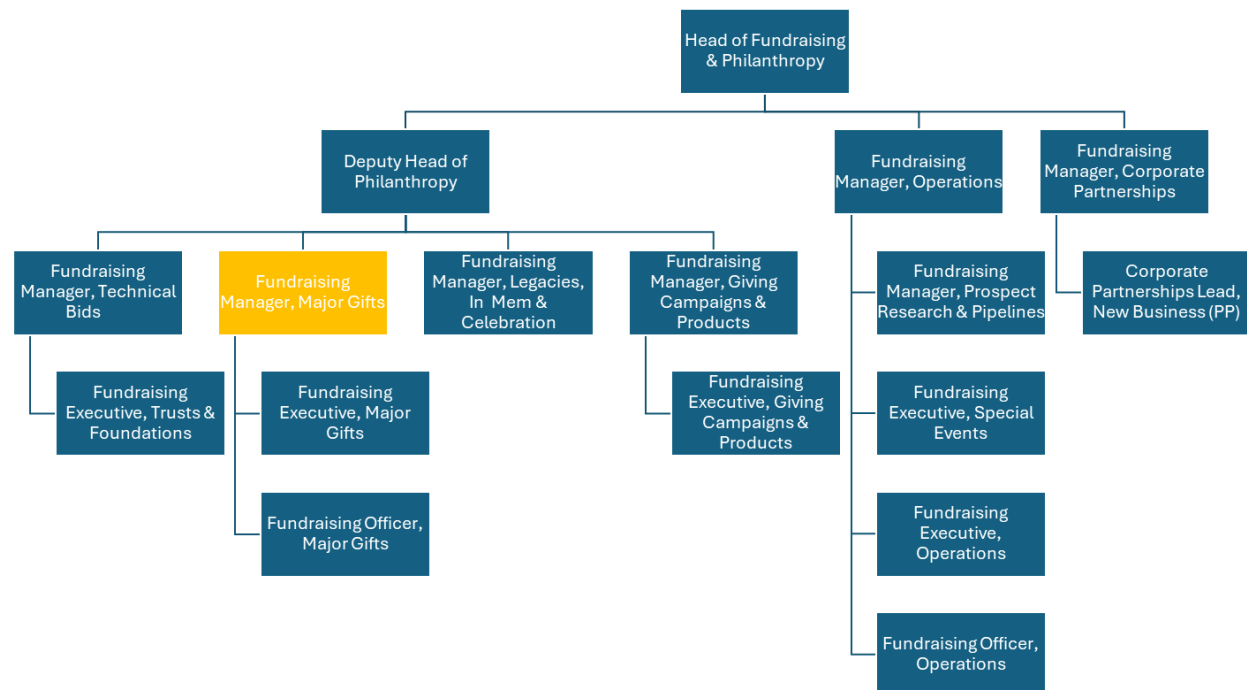
- Responsible for keeping and delivering accurate records, supporting the Deputy Head of Philanthropy and Fundraising Manager, Operations in budget planning and reporting.

Tools / equipment / systems

- Microsoft Dynamics (CRM)
- Microsoft Word and Excel
- Microsoft Planner
- Microsoft Teams
- Zoom

Example key performance indicators and targets

- Meeting targets for income and activity
- Development and maintenance of healthy prospect pipelines across projects and themes to help maximise fundraising potential.
- Increase in philanthropic prospects and income.



The **Purpose, Context, Key Responsibilities, and Person Specification** reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or

request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

Applications

Interested applicants should please get in touch with Sally Rae at Eden Scott: sally.rae@edenscott.com. Please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Fundraising Manager – NTS."

If applying with your CV:

- Please ensure your CV includes information about your interest in and suitability for the role.
- Please ensure your CV includes your full name and contact details.
- The CV file sent to us should be titled with your first initial and surname.
- When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Fundraising Manager - NTS".