

<b>Role Title (Internal HR use only):</b> Major Gifts Executive	<b>Operational / external title:</b> Major Gifts Executive	<b>Date:</b> January 2019
<b>Department:</b> Fundraising	<b>Team:</b> Philanthropy and Partnerships	<b>Reports to:</b> UK Major Gifts New Business Manager
<b>Direct Reports:</b> no	<b>Indirect Reports:</b> no	<b>Dotted line reports:</b> 0
<b>Projected historical Grade/New Level:</b> B	<b>Budget Holder (yes /no):</b> no	
<p><b>Purpose of the Role:</b> To support the development of the major gifts programme by managing the Next Generation product, supporting the account management of high value donors and the engagement of prospective donors. The role will also facilitate the delivery of the events programme throughout the year. It will apply excellent event management, writing and donor stewardship skills, and support the preparation of compelling communications for high value donors and prospects, delivering an inspiring and outstanding experience. The aim of these activities is to ensure a strengthened pipeline, new business and improved donor journey across the major gifts team.</p>		
<b>Areas of Activity</b>	<b>Key Accountabilities and Deliverables</b>	
Donor Engagement & Fundraising	<ul style="list-style-type: none"> <li>To develop a strong engagement programme for a pool of prospective donors consisting of compelling updates and materials, selective 'asks' and invitations to events in order to grow income and develop donors for the wider team.</li> <li>To manage major donor gatekeepers and prospects giving between £1k - £5k.</li> <li>To generate the maximum possible funds from this pool of donors, including managing asks in the eventuality of a red alert emergency or wider appeal.</li> </ul>	
Developing Donor products	<ul style="list-style-type: none"> <li>To create a compelling, inspiring next generation philanthropy programme to engage younger potential donors who will be future High Net and Ultra High Net Worth Individuals.</li> <li>To be the key person for the Major Gifts Team when a middle donor programme is developed and launched collaborating closely with supporter fundraising teams to ensure appropriate donor cross-over and handover and ensuring a seamless interface with AA's Middle Donor programme.</li> <li>To keep up to date with trends in philanthropy to ensure the team is abreast of publications, reports and debates that are relevant to them and their donors.</li> <li>To enhance AA's country-specific and thematic propositions for donors and prospects.</li> </ul>	
Developing Events Programmes	<ul style="list-style-type: none"> <li>To work closely with the UK MG new business lead and relationship managers to plan and enact the annual calendar of events for current supporters and prospects in the P&amp;P team including private dinners, briefings and small receptions, both in existing UK markets and in new markets where AA's philanthropy team seek to engage new supporters.</li> <li>To ensure the database is up to date with all event activity and co-ordinate with event leads to ensure invites are created, venues are booked, briefs for speakers are prepared and all materials required for the event and follow-up are completed.</li> <li>To manage team members ensuring they are accountable for events, following up and integrating with project management processes where appropriate.</li> <li>To liaise with other teams to ensure maximised opportunities generated by their team events calendar.</li> </ul>	

Key Relationships (external to the team):	
<p>INTERNAL: Events teams, supporter journey teams in IG.                  EXTERNAL: Event organisers, lower level and next gen donors.</p>	
EXPERIENCE, KNOWLEDGE & EXPERTISE	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Experience of running a successful fundraising campaign – preferably high value - and a comprehensive understanding of the key ingredients of high value fundraising</li> <li>• An understanding of philanthropy trends and fundraising best practice</li> <li>• Excellent written communication skills and a proven track record in producing high quality written materials displaying a high level of accuracy and attention to detail</li> <li>• Previous experience of working in a fast-paced environment and managing and prioritising a varied workload to meet agreed deadlines</li> <li>• Experience of supporting the delivery of events and an understanding of how they influence the donor journey and enhance stewardship</li> <li>• Strong interpersonal and relationship building skills</li> <li>• Sensitivity and discretion when dealing with confidential information.</li> <li>• Confident IT skills to enable the production of visually appealing and professional Word, PowerPoint and Excel documents</li> <li>• Experience of working with project budgets and presenting financial information in an understandable and compelling way</li> <li>• Commitment to AA's vision, mission and values, including a commitment to feminist principles and working in an organisation committed to working for the rights of women and girls.</li> <li>• Commitment to continually improving your digital skills and knowledge within the working environment.</li> </ul>	<p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience in working with HNWIs and next generation Philanthropists</li> <li>• Experience of using a relationship management database, preferably Raisers Edge</li> <li>• Ability to innovate within existing programmes and create compelling stewardship plans</li> </ul>