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| JOB TITLE: **Philanthropy Programme Director** | |
| Department: Philanthropy | |
| Division: Income and Engagement | |
| Line Manager: Director of Income and Engagement | |
| Contract Type: Permanent | FTE 1 |
| Salary - £55,000 - £85,000 | |
| Location: In line with contracts of employment all roles at Make-A-Wish are Reading based, however we operate a Hybrid working model and employees need to be comfortable travelling to Make-A Wish Reading hub at least once a week at their own expense. | |
| Direct reports/Immediate relationships: Director of Income and Engagement  |  **Philanthropy Programme Director**  |  Art of Wishes and Special Events Lead  Business Development Manager (Art of Wishes)  Major Donor Manager  Trusts and Foundations Manager | |
| Core Purpose: To spearhead the development of the Make-A-Wish UK philanthropy strategy including the flagship fundraising initiative, Art of Wishes, chaired by Make-A-Wish UK patron, Batia Ofer, bringing together the art world to grant wishes for children living with critical illness.  This critical role involves supporting Make-A-Wish UK to achieve its goal to grant a wish for every critically ill child, by devising an ambitious multi-faceted philanthropic strategy across Art of Wishes, Major Donors, Trusts and Foundations and Special Events.  This role plays a pivotal part in cultivating new relationships and managing existing key donors. They will work collaboratively within Make-A-Wish UK and across multiple markets and sectors | |
| Key Responsibilities:  * **Strategy and Planning** * Lead on the development of the multifaceted and multi-channel Philanthropy strategy across Art of Wishes, major donors, special events, trusts and foundations responsible for delivering around 40- 50% of the charity’s annual income and a key area of strategic investment * Ensure the strategy and plans across the team are based on insight, data, and evidence, with clear deliverables and KPIs, to deliver the best outcomes for Make-A-Wish, including driving sustainable income and growing philanthropic giving and relationships * Work with other members of the Extended Leadership team to ensure the philanthropy strategy supports and delivers the organisations goals  Philanthropy Fundraising  * Achieve agreed multi-year fundraising targets working with an agreed expenditure budget * Lead the development of the pipeline for philanthropy, monitoring and reporting on progress, working with senior colleagues and philanthropy fundraisers to ensure relationships are moving, providing forecasts and KPI updates to drive growth in pipeline value * Personally manage a portfolio of the highest value supporters including our lead Patron and Chair of the Art of Wishes, Batia Ofer Creating bespoke solicitation plans, to ensure all relationships with existing donors and prospects are effectively managed and maximised, from the moment they are identified through to donor stewardship. * Cultivate relationships with new major donors, foundations, and work with the Head of Corporate Strategic Partnerships to identify and develop partnership opportunities introduced by the Philanthropy network * Engage senior leadership with the development of high value relationships * Work collaboratively with the Philanthropy Manager and Trusts and Foundations Manager to identify, cultivate and solicit high-value donors and funders and ensure the team are hitting KPIs. * Lead the development of a range of giving programmes including giving clubs, major appeals and giving opportunities and commercial activations which appeal to donors and can be delivered with available resources * Use expert knowledge to confidently appraise commercial opportunities across philanthropy, special events and commercial opportunities at a strategic level * Build on Make-A-Wish UK’s compelling case for support and identify specific projects which align with the strategic plan, and which demonstrate the difference that philanthropy will make in delivering on the mission. * Lead Fundraising Compliance for Philanthropy and ensure regular reviews of the Fundraising Regulatory frameworks and associated policies are carried out to ensure Make-A-Wish UK is operating best practice in its fundraising, keeping up to date with any changes in compliance, legislation, and fundraising methodologies. * Ensure appropriate fundraising due diligence is completed when appropriate. * Keep up to date on tax matters relating to Philanthropic giving, ensuring Make-A-Wish UK is maximising income from tax concessions. * Collaborate with Make-A-Wish International colleagues and other Make-A-Wish affiliates to maximise philanthropic opportunities globally   **Art of Wishes and Special Events**   * Support the Chair and Committee members to develop the Art of Wishes programme and strategy, provide expertise and specialist knowledge to maximise the potential of the programme and network into a sector leading initiative * Oversee the management and coordination of the delivery of Art of Wishes and ongoing plan of income generating initiatives and events, generating required new income targets and meeting objectives. * Oversee the Special Events programme including the annual Make-A-Wish Ball ‘ A Night of Wishes’ and stewardship of our Patron Ian Moreton and the Night of WIshes committee. Ensure the programme meets agreed financial targets and supports the wider philanthropy and Make-A-Wish strategy and goals.   **Budgeting, Monitoring and Reporting**   * Lead the annual planning, budgeting and reforecasting process for all areas of Philanthropy and Special Events Fundraising, working with Director of Income & Engagement, Head of Finance, and other senior stakeholders as required to ensure robust, effective and achievable financial performance. Ensure that all financial targets are met and support team managers through the budgeting, reforecasting and management processes. * Continually monitor the performance of the programme, ensuring teams are analysing and evaluating performance and using insight and learnings to inform future strategy and plans. * Develop multi-year budgets and forecasts for all areas of philanthropy fundraising to deliver against the strategic plan for Make-A-Wish UK as a whole. Monitor and report on the budget throughout the year, including monthly performance reports and quarterly reforecasts. Provide regular updates to the Director of Income & Engagement, and wider organisation. * Ensure all reporting requirements are met on time and to a high standard. This includes reporting on the investment into Philanthropy Fundraising up to Board level, providing rationale for any variances and actionable insight and learnings which are being derived from performance to drive continual improvement in the Philanthropy Fundraising programme.   **Leadership and Management**   * Provide leadership to the Philanthropy Fundraising Team, representing the interests of Philanthropy Fundraising at all levels of the organisation. * Provide line management to direct reports, nurturing the team and setting development plans to build skills and career development opportunities. * Provide support and development opportunities to non-direct reports within the Philanthropy Fundraising Team to ensure the whole team has their development needs met and are performing in line with expectations. * Work with team managers to set operational goals, objectives, KPIs and necessary processes and systems. Hold team accountable for achieving goals, objectives and KPIs. * Develop and embed a high-achieving, best-in-class culture where people feel empowered and motivated to innovate and make a lasting impact for our income and for wish families. * Provide effective coaching to all Philanthropy Fundraising team members, to unlock potential and ensure ambitious targets are met or exceeded. * Promote collaborative working across the team, and with other teams across the charity, developing a culture of openness, innovation, accountability and resourcefulness.  As a Make-A-Wish colleague, you will also need to:  * Actively support our wishgranting through voluntary activity to support Make-A-Wish. We encourage all colleagues to become Wish Makers. * Have a practical understanding of the Make-A-Wish values: Be Magical, Be Inclusive and Be Inspiring * Strengthen relationships between different members of the Make-A-Wish community to ensure everyone works in collaborative and inclusive way. * Attend organisational meetings, like symposiums and town halls. * Keep yourself informed about things going on across the organisation by making use of internal communications channels, e.g. Teams, Wish Wisdom (our colleague newsletter). * Keep yourself informed on the strategy and plans of the organisation in order to be able to fully contribute to them through your role. * Actively listen to other people, particularly those with views that are different to your own. * Embed the principles of our Equality, Diversity and Inclusion Charter within your role. * Be open to collaboration and working across different teams to help the organisation achieve its strategic objectives. * Be able to work independently in an agile environment, understanding that different people across the organisation have different working patterns. * Be able to work with your colleagues and other members of Make-A-Wish community as one team, united in a common vision and mission, and support organisational efforts of reaching every child by, for example, answering phones when other teams are busy, supporting activities happening across the organisation, etc. | |
| **PERSONAL PROFILE** | |
| To be successful in this role you will need:  * Minimum 7 years working in the philanthropy fundraising space, with extensive knowledge and experience of the charity and fundraising sector at a strategic level  Extensive philanthropy fundraising experience, with ultra high net worth experience in particular required. Experience and working knowledge of Major Donors, Trusts and Foundations, Special Events, programme growth and innovation.Extensive experience of devising, implementing and delivering a philanthropy fundraising strategy which supports the organisational vision, mission and strategic objectives.  * Significant and proven experience of high value relationship management at 7 figure level * Experience of building and embedding successful and sustainable growth strategies. * Highly experienced in developing and delivering multi-faceted programmes and strategies to engage a range of supporters, bringing them alongside our mission and maximising their lifetime value. * Highly experienced in developing 5-star cultivation journeys with a proven track record of income growth within a fundraising environment, developed and delivered with a focus on future sustainability. * Extensive experience of implementing and delivering agreed plans and priorities which focus on growing the philanthropy pipeline. * Previous experience of leading a successful multi-functional philanthropy fundraising team. * Proven experience of managing and forecasting multi-million-pound budgets and effective allocation of resources to ensure the best ROI across both the short and long-term to achieve organisational KPIs and objectives. * Proven experience of leading and managing diverse teams, with experience of leading a department ensuring development through regular meetings, appraisals and identifying training needs. * Experience of translating insight into actionable plans to support fundraising growth, including managing audience and lifecycle approaches, segmentation development and management to support fundraising growth, and data and statistical analysis to inform fundraising strategy and performance. * Experience in innovation and new product development, with the ability to spot opportunities or market gaps, and act on those opportunities accordingly. * Experience of working as part of a senior management team and working closely with internal and external stakeholders. * Experienced in analysing and evaluating performance, and reporting on variances and KPIs. * Proven experience of procuring and managing agency and supplier relationships and partnerships * Comprehensive understanding of fundraising best practices, trends and regulatory requirements, including a strong knowledge of the Fundraising Code of Practice Desirable Criteria   Desirable Criteria   * Previous experience of working at Programme Director level or similar in fundraising (for 3 years minimum) * Previous experience across other fundraising income streams or commercial business growth is highly desirable * Previous experience in the Art and Culture sector growing income or developing philanthropy programmes and activations  List skills, knowledge and behaviours required for this role  * Strong leadership and line management skills with the ability to inspire and coach team members to reach their full potential as fundraising professionals whilst achieving ambitious growth targets. * Experienced in leading a team to deliver against plans and drive results, demonstrating and encouraging ownership, responsibility and accountability. * Experienced line manager, having worked across the whole employee lifecycle, with the ability to flex style and approach to best support individuals in the team, and provide development opportunities beyond direct reports to the wider team. * Exceptional stakeholder management and relationship building skills. Able to successfully engage with cross-organisational senior stakeholders including Head, Directors and Board members to enable organisational as well as fundraising strategy and objectives to be achieved. * Excellent interpersonal skills, able to work collaboratively across teams to drive projects forward. Ability to negotiate and influence stakeholders, and to build relationships and inspire confidence and respect at all levels * Excellent communication skills, including both written and verbal communication skills with the power to persuade, motivate and inspire. Excellent presentation skills with the ability to explain complex information to all stakeholders and present arguments logically. * Able to confidently blend strategic and analytical thinking, able to see the bigger picture and set the future direction, whilst creatively and effectively managing people and processes. * Highly motivated and target orientated with a high level of drive and a can-do attitude, committed to delivering results. A keen problem solver with the ability to approach all tasks with a test and learn attitude and continuously look for areas of improvement, making recommendations in a supportive and constructive manner. * Excellent numeracy skills including significant experience of highly complex multi-year and multi-programme financial planning, budgeting, target setting and presenting detailed financial information. * Excellent eye for detail to ensure high standards across every area of work. * Ability to understand and analyse data and insights to help inform strategic plans. * Excellent organisation skills to manage multiple tasks and working to competing deadlines across a range of programme areas with the ability to react and manage short lead times. * Strong working knowledge of charity Law, Data Protection Law and GDPR, The Fundraising Code of Practice and other relevant marketing and fundraising standards across the UK * Strong working knowledge of marketing tools and techniques, with the ability to manage external * agencies effectively. * Strong knowledge of using CRM tools, like Salesforce. * Strong experience of using insight and analytical tools, like Google Analytics, Power BI, or other third party tools. * A keen interest and understanding of fundraising best practice and developments across the sector. | |