

Do you want to be part of a lifesaving crew?

Head of High Value Giving

Salary: £45k - £50k depending on competency level

Hours: Full time, 35 hours per week

**Place of work: Head Office, Knowsley
with flexibility**

The North West Air Ambulance Charity provides rapid pre-hospital care needed to make a life changing difference. We provide emergency medical treatment when time is critical.

As a Charity we have developed our service by embracing change which has enabled us to implement new and innovative ways of working and increase our impact on patient outcomes. We continuously look to develop our service to ensure we continue to change and save lives.

The Ideal Candidate:

Are you an experienced Senior Fundraiser with the skills and experience to lead a team to generate significant income from high-net-worth individuals, Trusts, Foundations and Legacies? You will be highly experienced in developing and delivering a strategy of growth, achieving robust annual targets through your own achievements and by inspiring your team.

Do you share our passion to raise vital funds that will enable us to deliver our life-saving service for people across the North West.

You will be joining the Charity at an exciting time as we look to grow the Charity over the next 5 years, our new Head of High Value Giving will be joining an experienced and supportive senior team and will be responsible for developing and delivering an ambitious fundraising strategy to ensure growth and sustainability for NWAA Charity. You and your team will be responsible for cultivating and stewarding major donor relationships, solicit new philanthropic giving across the High Value Giving income stream. You will be experienced in writing high level bids to attract funding from prospect donors.

You will be a strong and an experienced leader who can motivate a team to reach their full potential by nurturing a culture of ambition. You will lead by example and embrace a collaborative approach to all working relationships, with all stakeholders to identify projects requiring funding and work closely with the operations team to promote high value projects requiring support. The role is varied, challenging and rewarding, requiring enthusiasm and tenacity. You will be experienced in writing high level bids to attract funding from prospect donors. You will understand Legacy marketing and be able to implement Legacy strategy of growth.

You will have experience in leading and coaching teams, possess strong project management skills, and have a can-do attitude.

This is your opportunity to make a real difference to the lives of our patients and families across the North West. This is the perfect role for someone who really wants to take the next step in their career. Due to the nature of the role, you will be flexible with regular travel

The Charity offers the following benefits to all our eligible employees:

- Cycle to work Scheme
- Life Assurance
- Cash Back Scheme which includes cash back for dental treatment and a range of medical treatments as well as staff discounts with a range of retailers
- 24 hour confidential Employee Assistance helpline
- Salary Sacrifice Scheme for pension contributions
- 25 days annual leave plus bank holidays
- Holiday purchase scheme for up to 5 extra days' annual leave

How to Apply:

To apply, please send your CV and a two-page supporting statement, detailing how you meet all the essential criteria in the person specification to Recruitment@nwaa.net

Please note that applications without a supporting statement will not be considered.

Closing date: Thursday 28th October 2021

NORTH WEST AIR AMBULANCE CHARITY

JOB DESCRIPTION

JOB TITLE:	Head of High Value Giving
BASE:	Head Office, Knowsley with some home working and travel to other sites
DEPARTMENT:	Income Generation
REPORTING TO:	Director of Income and Engagement
RESPONSIBLE FOR:	Trusts and Foundations Officer, Legacy Marketing Officer

Overall purpose of the role:

To develop and implement a High Value Fundraising Strategy that offers opportunities to secure gifts from individuals, trusts and foundations and legacies through attracting prospective new donors, cultivating prospects and providing excellent stewardship of existing donors so that agreed targets are met, in line with North West Air Ambulance Charity (NWAAC) strategic aims. Development and management of the Charity's project pipeline.

Main duties and responsibilities:

- Develop and implement an ambitious the high value giving strategy of growth and resilience for NWAAC to ensure that gifts from high-net-worth individuals, trusts & foundations, and legacies are maximised and that the strategy is integrated and complimentary to the organisation's overall strategic aims and values
- Identify and define potential future high income giving activities, targeting appropriate high net worth individuals in an engaging and persuasive manner, ensuring a balanced High Value portfolio and pipeline to maintain sustainable fundraising growth
- Create compelling, high-quality tailored fundraising proposals to match donor interests and leverage high value gifts and support from trusts and foundations, to secure both core and project income
- Write and submit applications in line with an annual schedule and where additional opportunities have been identified
- Write accurate and informative reports and updates to keep funders informed of the positive impact of their support
- Plan a programme to develop and grow individual giving, actively monitoring performance in line with the agreed budget
- Ensure that new and existing high value relationships are maximised through proactive management and that excellent stewardship is provided so that retention is good and cross-sell opportunities are successful
- Develop and implement a proactive legacy strategy to increase current income - integrating Legacy marketing across the Charity and externally with a robust and resilient marketing strategy.
- Lead on significant applications to trusts and foundations, with a focus on generating new business through effective research and cultivation, as well as through the creation of well-written and persuasive cases for support for NWAAC's projects.
- Ensure research to identify and secure grants available to support the aims of NWAAC is carried out
- Provide the High Value Giving team with the leadership and development they need, ensuring they have clear performance objectives and personal development plans, enabling them to deliver to high standards and hit their income targets, and that any issues of poor performance are managed appropriately
- Manage key supporter relationships, including committee members and high net worth individuals who deliver and attend events, ensuring that all opportunities to leverage donations and value other than cash, including donations in kind and media opportunities
- Manage a portfolio of current, as well as prospective major donors, and pledges, and deliver against a personal as well as team target
- Be an ambassador for NWAAC, collaborating with other members of the income generation & engagement department to ensure that opportunities to promote high value fundraising are developed through other appropriate channels and a strong external presence in the media is sustained
- Facilitate the means for providing NWAAC with major gifts, ensuring the processes for doing so are accessible, transparent and supportive
- Ensure databases and supporter information records are up to date and in line with Data Protection legislation and work closely with Head of Supporter Insight & Data Analysis in doing so
- Provide the Director of Income Generation & Engagement with regular progress reports including delivery of key performance indicators as required
- Work closely with the wider Income Generation & Engagement team, providing support and challenge as appropriate and building a strong working relationship with colleagues across NWAAC to include crew and operations teams.

PERSON SPECIFICATION

	Essential	Desir able
Qualifications		<ul style="list-style-type: none"> • Institute of Fundraising Membership • Recognised fundraising, marketing or business development qualification
Experience	<ul style="list-style-type: none"> • Experience of successfully developing and delivering strategic partnerships • Track record of income generation and achieving targets • Developing sustainable growth of a pipeline either in a sales, marketing or fundraising environment • Managing high net worth individuals • Knowledge of charity law in the UK • High level bid and proposal writing 	
Skills	<ul style="list-style-type: none"> • Strong presentation skills, able to engage and enthuse a diverse audience • Strong leadership and team management skills • Strong relationship building skills • Budget management and financial forecasting • Strong IT and database management skills • Strong Leadership & Management Skills 	
Personal Attributes / Abilities	<ul style="list-style-type: none"> • Numerate • Adaptable • Entrepreneurial approach • Able to identify and assess risks • Creative • Positive disposition and Resilient 	
Other	<ul style="list-style-type: none"> • Driving licence and vehicle available for work 	