

MAJOR GIFTS FUNDRAISER

Salary: £37,475

Hours: Full Time, 35 hours per week

Base: Knowsley / Barton and partially homebased

We are hiring, join a lifesaving charity!

The Northwest Air Ambulance Charity (NWAA) 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 purpose of this role is to create and maintain relationships with our high value donors, developing a strong pipeline of prospect donors for future sustainable growth. To drive strategic partnerships within our Charity's operational and clinical team to promote its objective to major donors.

The Major Gifts Fundraiser is responsible for working with current donor data, researching warm prospects, developing a prospect pipeline to cultivation strategy to convert to high value donors and creating cultivation plans for prospects and donors.

Our Ideal Candidate:

You will have experience of planning and leading a major giving program and researching major gift donor prospects with the ability to create and maintain relationships with major gift donors.

Possessing excellent verbal, written and communication skills, you will be able to demonstrate experience in delivering to multiple deadlines, utilising strong existing networks across high value networks and organisations in the North West.

You will have the ability to interpret numerical and statistical information and be able to pay attention to detail with excellent proof-reading skills.

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 to recruitment@nwairambulance.org.uk

***Please note that applications and interviews will take place on an ongoing basis while this advert is open.**

NORTH WEST AIR AMBULANCE CHARITY**JOB DESCRIPTION**

JOB TITLE:	Major Gifts Fundraiser
BASE:	Knowsley & Barton and partially homebased
DEPARTMENT:	Income Generation & Engagement
REPORTING TO:	Head of High Value Giving
REPORTS:	1 x Stewardship Co-ordinator

Overall purpose of the role:

Creating and maintaining relationships with our high value donors, developing a strong pipeline of prospect donors for future sustainable growth. Driving strategic partnerships within our Charity's operational and clinical team to promote its objective to major donors. Working closely with the Head of High Value Giving and supporting the Stewardship co-ordinator.

Main duties and responsibilities:

- Working directly with the Head of High Value Giving, Ambassadors and members of the executive and clinical team this role is key to the success of the increase in the income within the team and the need to work independently and be a self-motivator is important.
- Working with current donor data, research warm prospects developing a prospect pipeline to cultivation strategy to convert to high value donors. Create cultivation plans for prospects and donors.
- Manage and develop a portfolio of prospects and supporters to deliver major gifts.
- Implement a research strategy to identify cold prospects within the region and beyond to identify a prospect pipeline for cultivation, working closely with all key stakeholders and the Stewardship co-ordinator to achieve success.
- Developing and delivering a donor solicitation strategy for all major gift prospects.
- Designing and operating a donor stewardship program for all existing major donors with the support of the stewardship co-ordinator.
- Ensure accurate tracking and assessing major gift fundraising metrics. Detailing all ongoing duties on the Charity's CRM noting more specific tasks and daily routines your major gift fundraiser role.
- Drafting major gift proposal documents to reflect the potential bespoke projects available for support, this will require close liaison with the Operational and Clinical teams.
- Using major giving fundraising and marketing tools, to deliver timely and relevant materials for the stewardship of High Value Giving Donors.
- Managing and updating the Charity's project list, working with colleagues to establish annual and multi-year income targets and activity plan.
- Manage and drive the activity of the Stewardship -Co-ordinator, identifying measurable outputs .

PERSON SPECIFICATION

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • GCSEs: including minimum of Grade C in English and Maths • University Degree or equivalent 	<ul style="list-style-type: none"> • CIOF Diploma
Experience	<ul style="list-style-type: none"> • Planning and leading a major giving program • Researching major gift donor prospects • Growing relationships with major gift donors • Developing a donor solicitation strategy for major gift prospects. • Designing and operating a donor stewardship program. • Tracking and assessing major gift fundraising metrics. • Calling and emailing major gift donors on a regular basis. • Determining what donation amounts qualify as a major gift • Drafting major gift proposal documents • Using major giving fundraising and marketing tools • Working collaboratively with board members and staff on fundraising 	
Skills	<ul style="list-style-type: none"> • Excellent verbal, written and communication skills • Experience of delivering to multiple deadlines • Strong existing networks across high value networks and organisations in the North West • Ability to interpret numerical and statistical information • Attention to detail and excellent proof-reading skills. Skilled in researching • Excellent organisational and planning skills. With ability to juggle multiple projects and meet deadlines • With a solid foundation of experience working in the charity sector, you will be able to differentiate success from failure in fundraising activities • Knowledge and understanding of the importance of supporter and patient care • Excellent interpersonal & relationship building skills 	
Other	<ul style="list-style-type: none"> • Ability to multi-task • Drive and enthusiasm • Hard-working • Be an enthusiastic supporter of charity yourself, thriving on encouraging others to fundraise and driven to achieve fundraising targets • Ability to work out of hours (evenings and weekends) as required in order to effectively deliver communications. • Full driving licence and access to a car on a daily basis for work purposes 	