

## Job Description

**Philanthropy and Partnerships Manager – Individuals**

**Job Reference: FC1821**



### Role Details

**Reports to:** Head of International Fundraising and Philanthropy

**Responsible for:** Philanthropy and Partnerships Researcher and Philanthropy and Partnerships Officer (High Value Supporters)

**Location:** Central London – with occasional overseas travel

**Hours:** Full time, 35 hours a week, 9am – 5pm

**Salary:** £46,182 per annum

**Contract type:** Permanent

**Closing date:** 31 January 2019



Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

About Brooke

Brooke is an international animal welfare charity working to improve the lives of working horses, donkeys, mules and the people who depend on them.

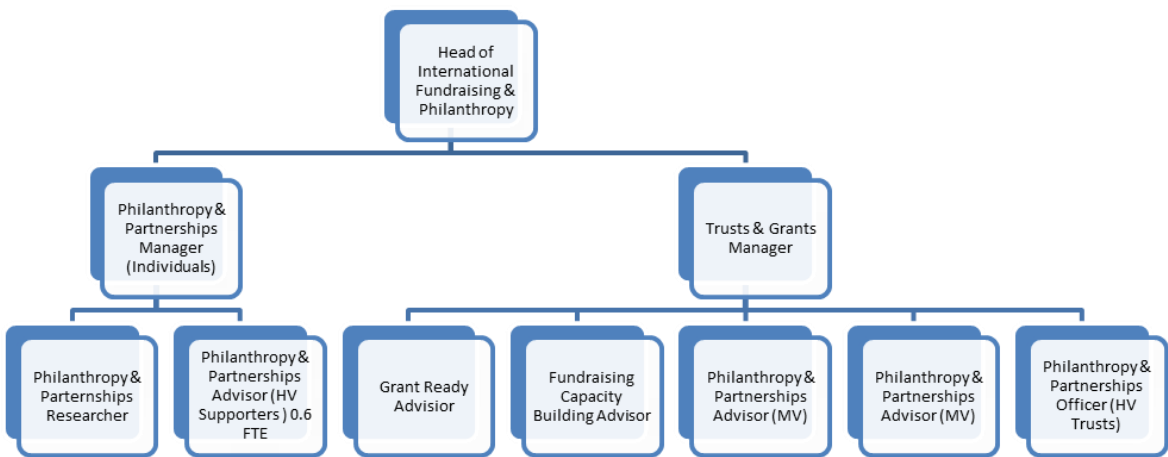
We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

Department Structure and Position of the role





## Purpose of Role

To build profitable, long-term fundraising relationships with HNWIs, in order to generate income in line with the Brooke's annual targets and Five Year Fundraising Strategy.

To work collaboratively with the Philanthropy & Partnerships Researcher to identify new prospects for the programme and lead on creating bespoke engagement opportunities.

To manage cultivation and stewardship activities and create action plans to solicit gifts and evaluate activity against the plans regularly.

To work collaboratively with other members of the Philanthropy and Partnerships team and the wider Fundraising & Communications team to maximise the Brooke's overall income, identifying networks and joint income-generation opportunities.

Line Manage and oversee the work of the Philanthropy & Partnerships Researcher and Philanthropy and Partnerships Officer (High Value Supporters)

To be a convincing ambassador and advocate for the Brooke and its mission, actively promoting the aims and activities of the Brooke to external funding audiences.

To support the Brooke's CEO, Senior Leadership Team, Trustees, Ambassadors and other senior stakeholders in high-level meetings with major supporters and prospects.

To build effective relationships with internal departments and overseas staff.

To be accountable for increasing the number of supporters and prospects within the portfolios through the planning and implementation of high-level engagement events.

## Key Responsibilities and Duties

### Income Generation

- To generate high-level income from HNWIs in the UK to meet annual targets and in line with the Brooke's Five Year Fundraising Strategy through face-to-face meetings and composing complex written proposals.
- To lead on building complex financial reports and grant updates for supporters including coordinating information flow with the Brooke's Country Programmes, describing any variances against the plan and creating re-forecasts as required throughout the year.

- To lead on planning and delivering high-level cultivation and engagement activities, such as exclusive events, and work collaboratively with other members of the Philanthropy and Partnerships team to diversify the portfolios and achieve annual income.
- To personally account manage and build relationships with wealthy individuals to secure five, six and seven figure donations.
- To be responsible for key decisions on progressing relationships including building trust and rapport with the Philanthropy and Partnerships team's key stakeholders and making well-presented and planned funding asks, at the appropriate time.

## Relationship Management

- To take responsibility for the account management of a diverse portfolio of individual supporters, involving the creation of detailed written proposals and reports, personal face to face meetings or visits, overseas donor visits to the Brooke's work and events networking, as appropriate.
- To arrange, prepare for, and be accountable for, negotiations with high-level stakeholders to influence decision-making relating to grants and philanthropy both internally and externally.
- To support the programme of donor and prospect cultivation by:
  - working with the Philanthropy & Partnerships Researcher and Philanthropy and Partnerships Officer to identify prospects
  - network identification
  - lead generation calls/ letters
  - identifying and shaping funding propositions from within the Brooke's programme of work incorporating qualitative and quantitative data
  - preparing timely updates and reports on outcomes
  - organising appropriate and innovative cultivation, engagement and recognition activities
  - setting short, medium and long term objectives for supporters
- To appropriately encourage and guide the Head of International Fundraising and Philanthropy, the International Director of Fundraising & Communications, Chief Executive or other key staff and volunteers to engage with supporters and prospects to solicit and secure future gifts.
- To work on own initiative to create bespoke restricted funding options for HNWI's, in collaboration with the Head of International Fundraising and Philanthropy
- Develop, aid and facilitate a Trustee Advisory Board, designed to identify and cultivate key relationships, with new and existing supporters, derived from their peer networks
- Develop appropriate Home Teams to identify and cultivate key relationships with prospects and supporters.
- To liaise with the wider Fundraising and Communications team and International Department, in particular Information and Communication Officers, to maximise funding and networking opportunities.

## • Planning

- Develop and implement the strategy and budget for the recruitment and development of high-value individual supporters in the UK, in consultation with the Philanthropy & Partnerships Manager.
- To provide monthly, quarterly and annual reports, and updates on progress against the plan as required.
- To work with all Fundraising (inc. Supporter Care) and other colleagues to ensure excellent quality control systems and reporting are in place for the programme.
- To work with IT and the Database teams to produce relevant data selections and reports for analysis of the programme.
- To monitor competitor activity and the wider charity sector environment to inform decision making and contribute to team and departmental plans.
- To report regularly on progress with individual development plans for supporters, highlighting any concerns, opportunities or delays to funding that may affect the programme, and devise and implement contingency plans as necessary.
- To plan, implement and deliver effective and relevant cultivation and engagement events.

## Communications

- To ensure all fundraising undertaken is based on the approved Cases for Support/ propositions / key messages / brand guidelines.
- To build trust and rapport amongst key enablers of the Philanthropy and Partnerships programme, including the Brooke's Trustees, Ambassadors, CEO and Senior Leadership Team, including advising, preparing and supporting face-to-face meetings with high-level supporters.
- To lead on, or play an active role in, regular internal meetings to share essential information, secure engagement for activities and ensure delivery of agreed actions.
- To gather key information through face-to-face meetings and telephone calls with supporters and prospects to inform supporter journey and relationship development.
- To lead on the creation of high-quality printed and digital communications including event invitations, emails to supporters, project summaries and meeting materials.
- To be a convincing, knowledgeable and highly-presentable ambassador and advocate for the organisation and its mission, actively promoting the aims and activities of the Brooke to external funding audiences as appropriate.
- To confidently articulate the aims and objectives of the Philanthropy and Partnerships team to stakeholders, senior influencers and networkers to facilitate introductions.
- To build strong collaborative working opportunities with colleagues across the Brooke through high quality email and verbal communications.

## Administration

- To update records on the CARE database and maintain accurate development plans for the Brooke's current and prospect supporters, ensuring these are always compliant with Fundraising Regulator Codes of Practice
- To track, record and manage restricted income information within the assigned portfolio.
- To ensure that all supporters are thanked promptly and appropriately.
- To work with external suppliers and contacts to design and print appropriate materials
- To liaise with Supporter Care to manage systems for processing income.
- To work with the Database team to establish relevant codes and produce appropriate reports on supporters and income trends to accurately evaluate donor activity.
- To work closely with International Programme staff to co-ordinate restricted funding requests and to gather relevant information for donor reports.
- To deliver a high standard of quality customer care.
- To undertake joint team duties including administration support, telephone handling, data entry, written correspondence and website content for the programme.
- Where necessary, source volunteers to support the programme workloads.

## Team work and high performance, positive culture

- To collaborate effectively, to ensure optimal delivery of work plans for major donor stewardship and cultivation.
- To contribute to the achievement of departmental fundraising and communications objectives through cross departmental working, being an effective team player, being solution focussed and working in a positive, can-do way.
- To attend events and act as an ambassador for the Brooke to include public speaking as required.
- To actively participate in and contribute to regular department, cross department and team meetings, discussions to maximise your input into Brooke's wider organisational goals and the development of the programme.
- To regularly update the Head of International Fundraising and Philanthropy on progress against plans and communicate any changes or developments with supporters, where relationships with senior staff exist.
- Lead, manage and motivate the Philanthropy and Partnerships Advisor (High Value Supporters), including planning, supervision, team meetings and communications, and Performance & Development Reviews, ensuring they have objectives, financial targets and KPI's derived from the strategy
- Coach the Philanthropy and Partnerships Advisor (High Value Supporters) to develop their skills and ensure they achieve their objectives and financial targets and encourage their continuous professional development.

## Data Protection & Compliance

- Working with the Philanthropy & Partnerships Researcher, ensure team-wide policies and practices, consistent with organisation-wide policies and practices, are in place to ensure compliance with Data Protection legislation and codes of practice related to Major Donor fundraising, and are implemented effectively.

## General

- To remain up to date with the activities of the Brooke in the countries of operation, by ensuring the department has access to information on the full range of the Brooke's activities and publications, and use this information when dealing with queries and information requests.
- To keep up to date with information on high net worth individual fundraising across the charity sector, Data Protection and relevant commercial law.
- To keep up to date with all relevant Fundraising Regulator legislation, guidance and Codes of Practice, particularly as it pertains to Major Donor fundraising, and act as an internal champion for this
- To follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- To perform such additional tasks as may reasonably be requested from time to time by the Head of International Fundraising and Philanthropy
- Some UK and international travel will be necessary as well as working occasional evenings and weekends.

## Person Specification

*The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.*

Knowledge and experience		Essential	Desirable
1	<b>Education:</b> educated to GCSE level (or equivalent) with A-C grades (or equivalent) in English and Maths.	X	



2	<b>Fundraising accreditation:</b> member of the Institute of Fundraising or equivalent professional body. Familiar with the Institute of Fundraising codes of practice relating to fundraising, and major donor and trust fundraising in particular, and a basic knowledge of UK tax law relating to major giving and data protection legislation.	X	
3	<b>Income generation:</b> demonstrable track record of achieving targets raising funds from HNWIs, charitable trusts and foundations.	X	
4	<b>Relationship building 1:</b> experience of cultivating and stewarding long-term relationships with high net worth individuals and major value trusts and foundations, and a proven track record in influencing and negotiating effectively to secure five, six and seven figure donations	X	
5	<b>Relationship building 2:</b> proven experience of building and managing successful relationships with stakeholders, both internally and externally, and at varying levels of seniority.	X	
6	<b>Communication &amp; Influence:</b> excellent communicator with strong presentation skills.	X	
7	<b>Collaboration &amp; cooperation:</b> proven track record of working on own initiative, as part of a team and with senior stakeholders	X	
8	<b>Restricted funding:</b> demonstrable experience of working with restricted funds and writing high quality proposals and impact reports.	X	
9	<b>Financial management:</b> experience of producing budgets, reporting variances against the plan and re-forecasting.	X	
10	<b>Planning &amp; organising:</b> experience of managing projects (for example, planning cultivation events), working to deadlines, and monitoring progress against the plans and against expenditure budgets.	X	
11	<b>IT:</b> Strong computer literacy and charity database skills.	X	



<b>12</b>	<b>Travel:</b> Willingness and ability to travel within the UK and to work occasional evenings and weekends in line with business needs. To travel overseas where necessary.	X	
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## Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
<b>Self-Management</b>	Taking responsibility for own actions, behaviours and outcomes
<b>Learning</b>	Taking responsibility for own learning and fostering growth and development in others
<b>Relationship Building</b>	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
<b>Planning and Organising</b>	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
<b>Effective Decision Making</b>	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
<b>Change and Improvement</b>	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
<b>Collaboration and Cooperation</b>	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes



<b>Communication &amp; Influence</b>	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals
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**Employee Benefits:**

Brooke has a competitive benefits package. To find out more, please visit:  
<https://www.thebrooke.org/about-brooke/jobs/employee-benefits>

If you wish to get in touch with us, please contact HR at [recruit@thebrooke.org](mailto:recruit@thebrooke.org)