



Philanthropy Manager

Location: Flexible remote working with monthly presence at our office in Horsham, West Sussex. Attend national in-person meetings with major donors as required.

3 or 4 days (21 or 28 hours) per week

Competitive Salary up to £45,000 (FTE) per annum gross and a generous employee benefits package

Reporting to: Director of Fundraising (until the Head of High-Value Relationships returns from maternity leave in 2025.)

Are you passionate about wild animals with proven experience of managing and developing relationships with philanthropic donors? Do you want to join a world-class team of experts fighting to protect wildlife and biodiversity? You'll be confident in creating inspiring and compelling proposals tailored to the individual's interests that will help us keep wild animals in the wild and be skilled at building long-lasting relationship with existing and new high value donors. With the ability to listen carefully and intuitively to shape opportunities for donors to give, and the ability to judge when to make the ask, you'll help us significantly grow our philanthropic income and impact.

JOIN BORN FREE!

Applications with a covering letter and CV should be sent to bornfreehr@aspiringhr.com quoting ref. BFFPM in the subject of your email, by 9am, Tuesday 2nd January 2024.

If you would like an informal conversation about this role before applying, please email alisa@bornfree.org.uk. (Please note our offices will be closed from Friday 22nd December to Monday 1st January so we encourage you to get in touch as soon as possible to arrange a time to speak if you would like to do so.)

About the Charity

Born Free works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.

We promote Compassionate Conservation to enhance the survival of wildlife, especially threatened species in the wild, and to protect natural habitats while respecting the needs and safeguarding the welfare of individual animals. We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.

Set up initially as Zoo Check in 1984 by Bill Travers, Dame Virginia McKenna and their son Will Travers, Born Free has worked tirelessly for nearly 40 years to prevent captive animal suffering and phase-out zoos. Will continues to lead the organisation as Executive President, and Virginia remains active on the Board of Trustees, working closely with the team to share our vision and programmes on public forums.

The Opportunity

We are recruiting for a self-motivated, proactive, and experienced Philanthropy Manager. This role will be responsible for stewarding and growing the value of existing major donors and actively prospecting for new major donors within our database, at events and via stakeholder contacts.

As Philanthropy Manager you will be responsible for developing strong and long-lasting relationships that can support all areas of charity's work spanning international conservation, animal welfare and our policy and campaigns.

This fantastic opportunity would suit an individual with a proven track record of achieving ambitious philanthropy income targets. We are looking for an individual currently working in a similar role and level or a tenacious Major Donor Coordinator ready to step up.

The Role

The Philanthropy Manager is responsible for leading on the generation of funds for Born Free from high value individuals and major donors. They will also be responsible for developing and implementing the major donor strategy and plans, including the identification and cultivation of major donor prospects. The Philanthropy Manager will report to the Director of Fundraising until the Head of High Value Relationships returns from maternity leave.

The Philanthropy Manager will be intuitive, energetic and entrepreneurial, and have the confidence, authority and experience to be immediately credible, internally and externally. Key tasks will include:

- Strategy and planning: Work with the Director of Fundraising/Head of High Value Relationships to develop and deliver a philanthropy strategy for mid and major donors to build a portfolio of philanthropists and a pipeline of prospects to meet annual targets and grow philanthropic income.
- Propositions: Create compelling and tailored proposals for major donors, with five/six figure gift propositions to support Born Free's programmes and for key Born Free projects and campaigns. Liaise with colleagues across Born Free to have an accurate and in-depth knowledge of our key activities and projects and ensure their engagement with philanthropic fundraising opportunities.
- Philanthropic Donors Relationship management: Nurture and develop existing and new relationships with high value individuals, including through pitching giving opportunities via impactful presentations, visits, correspondence and personal conversations. Work with the Events Manager to develop cultivation and stewardship as needed to support relationship management. Act as the day-to-day lead and central point of contact for key existing philanthropic relationships ensuring they are cultivated in a timely and strategic manner to maximise their full potential over the long-term. Be proactive in ensuring donors move through the pipeline, securing increases from existing mid-donors to major donor giving, and to recruit new major donors.
- Prospect research: Undertake prospect research through public sources to inform plans and decision-making
- Records and reporting: Record interactions with major donors and prospects on Raiser's Edge (the CRM system). Develop and maintain accurate systems for recording and reporting against all activities, including through the delivery of regular reviews of income, pipeline and reporting criteria and the delivery of reports for the Executive Team and Trustees.
- Representing Born Free: Represent Born Free in key relationships as required, clearly and effectively communicating our animal welfare and wildlife conservation priorities and enhancing the brand's popularity and understanding at every opportunity. Attend Born Free (and other) events as required.
- Collaboration: Build relationships and work collaboratively with internal and external stakeholders to develop effective, sustainable and innovative major donor relationships, while promoting Born Free's overall mission and objectives.
- External trends and regulation: Keep up to date with philanthropic sector trends and legislation, and ensure compliance with the Charity Commission, Code of Fundraising Practice, and legal requirements.
- Ownership and accountability: Take collective responsibility for delivering the objectives of the Fundraising Department in accordance with the strategy established by the Executive Management Team and approved by the Board of Trustees.
- Due Diligence: Conduct due diligence checks on individuals donating significant gifts, always referring to Born Free's Ethical Fundraising Policy.
- Line management responsibility: This role currently has no line management responsibility but may have in the future with growth of the major donor programme.

The successful candidate should ideally demonstrate the following attributes:

- Minimum 5 years' fundraising experience, with demonstrable understanding of, innovation and success in growing Major Gift fundraising.
- Excellent storytelling and copy writing skills with the ability to develop compelling, visually attractive proposals.
- Proven experience of increasing philanthropy income and meeting income targets.
- Excellent interpersonal skills, able to influence/persuade a range of stakeholders and facilitate warm and authentic relationships, negotiate and problem solve.
- Highly professional with first class presentation and communication skills and gravitas to build strong external relationships and inspire confidence with colleagues and a range of external stakeholders to enhance and strengthen the organisation's profile.
- Proven ability to work collaboratively across departments to achieve organisational ambitions.
- Decisive and straightforward; low ego and a team player; high levels of drive and energy and a sense of humour.
- Innovative with entrepreneurial flair and proven strategic aptitude.
- Highly organised with the ability to plan, prioritise and deliver to tight time frames and to work intuitively with a "can do", flexible approach, in a small, fast-paced and dynamic team.
- A team-minded approach - taking others on the journey with you and sharing knowledge / expertise for the benefit of the wider fundraising team and organisation
- Celebrates success
- Solutions-focused. Resilient in the face of setbacks and challenges
- Proficiency with Microsoft computer packages, and an ability to work with databases and spreadsheets to inform decision making.

- A strong empathy and engagement with the work of Born Free, and the desire to drive it forward, bringing energy and determination to its mission.

The candidate will report directly to the Director of Fundraising until the Head of High Value Relationships returns from maternity leave in 2025.

Note: This job description outlines the roles, duties, and responsibilities of the post. It is not intended to detail all specific tasks. Born Free reserves the right to alter the content of this job description to reflect the changing needs of the organisation but is a correct reflection of the main duties of the post at the time of writing.

Our excellent benefits package includes opportunities for continuous professional learning, a generous annual leave entitlement, working from home with regular team meetings to help you maintain a healthy work-life balance, wellbeing support, and a competitive pension. Please note that this role will, from time to time, involve occasional out-of-hours working.

Born Free is an Equal Opportunities employer and positively encourages applications from suitably qualified and eligible candidates, regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity. We welcome requests for flexible working.

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert at any time. Born Free politely requests no contact from recruitment agencies or media sales. We do not accept speculative CVs from recruitment agencies nor accept the fees associated with them.

Closing date 9am, Monday 8th January 2024. Please note that we will review applications throughout the advertising period and may close the advert early if a suitable applicant is found so you are encouraged to apply as soon as possible.

If you do not receive an invitation for an interview by 19th January 2024 then you have unfortunately not been shortlisted. Thank you for your interest.