



## MAJOR DONOR MANAGER

### ROLE PROFILE:

**Contract:** Permanent

**Hours:** Full time

**Reports to:** TBC

**Location:** Mansell Street E1 8AN

**Member of:** Philanthropy, Partnerships and Events ("PPE") team

**Direct reports:** None

**Salary:** £38,000 - £40,000

**Accountable for:** Major gifts (£5,000-£50,000) fundraising

### London's Air Ambulance Charity

Every second of every day, London's Air Ambulance delivers rapid response and cutting-edge medical care to save lives in the city.

Critical injury can happen to anyone, at any time. It is the biggest killer of people under 40.

We bring the hospital emergency department to the scene, delivering life-saving treatment to the 10 million people who live and work in London.

The service was established by a group of committed, determined and pioneering medics. They saw that people were dying before they could get to hospital. They understood that every second counts.

Today, treating patients before they get to hospital has been transformed into an established medical discipline. We have a reputation as a world leader of rapid response medical care.

We have provided support to the capital in times of great need such as London Bridge, the Grenfell Tower fire and 7/7 bombings.

We are proud to count a number of "firsts" during our time:

- The first survivor of open-heart surgery at the roadside;
- The first to use life-saving REBOA procedure at the roadside;
- The first to carry out blood transfusions at the roadside.

Our pioneering spirit continues to drive us to understand what more we can do to save lives.

**Our Vision** is to end preventable deaths in London from severe injury.

**Our Mission** is to save more lives in London through rapid response and cutting-edge care.

### Our Values are

#### ***Compassionate***

We care about people and put them at the heart of everything we do. We are kind, respectful and always keen to listen to feedback.



## ***Courageous***

We are prepared to achieve our mission in challenging environments. We are authentic, honest and not afraid to challenge and take calculated risks.

## ***Pioneering***

We embrace and lead change through our innovation and creativity. We are constantly learning, both from our successes and from our failures to make sure we are always striving to improve.

## **Context**

The major donor programme at London's Air Ambulance is relatively new, and has been identified as a key area for investment and growth for the Charity over the next five years.

The Innovation Circle was launched in February 2020 to prompt multi-year pledges for annual £5,000 donations. At the next 'tier' of giving, we also expect major donors to play an increasing role in funding five-figure research projects. An experienced Special Events Manager is fully integrated into the Partnerships, Philanthropy and Events (PPE) team, working closely on major donor cultivation with regards to our flagship Gala event and its Committee. A Prospect Researcher is joining the team in February 2021 to generate prospects, ensuring a strong pipeline.

Alongside this, London's Air Ambulance is embarking on an exciting and ambitious multi-year "Up Against Time" Appeal, to replace both of our helicopters by 2025. As part of that, the PPE team will be tasked with raising £8 million; of this, the Major Donors team has a target of £1.48m.

## **Job Purpose**

This role-holder will be responsible for securing major gifts of £5,000 to £100,000. Working with the Senior Philanthropy Lead, the post-holder will focus on qualifying prospects at these levels, building relationships, and making asks for a range of exciting projects, including the Up Against Time Appeal. They will also manage the ongoing growth and stewardship of the Innovation Circle (donors giving £5,000+ annually), with the opportunity to shape a strong recruitment, communications and events programme.

## **Key responsibilities:**

- To approach, qualify, and cultivate potential high-value donors, engaging them with the Charity and our Appeal.
- To convert those prospects at a giving level of £5K - £100K, working across our fundraising portfolio to link the donor with the right project or focus for their giving.
- To produce compelling and engaging proposals – in person, over video calls, and in writing.
- To provide outstanding stewardship to all donors: working with our senior leadership and operational crews to offer unique thanking opportunities.
- To work closely with the Prospect Researcher to identify brand new prospective donors and to build cultivation plans for those relationships.
- To support the growth of the Gala programme by working closely with the Special Events function to fully utilise this donor pool.



- To bolster our Innovation Circle offering, working with the Supporter Care and Community teams to identify potential donors whilst providing excellent stewardship to existing members through delivery of biannual Updates and a bespoke event programme.
- To support the Senior Philanthropy Lead with wider donor management, including the Ambassador Group.
- To work with the Charity's Compliance team to ensure all donor and prospect relationships are managed within GDPR guidelines.

## **Person Specification**

### **Essential skills and abilities**

- Clear and concise written and spoken communication.
- Excellent relationship management and rapport-building.
- 3 A-Levels plus GCSE Mathematics and English or equivalent.
- Proven experience in working with high-level supporters.
- Demonstrable success in converting prospects to major donors, personally securing donations from private individuals of £2,500+.
- Proven ability to prioritise and manage a varied workload, taking initiative and often working to conflicting deadlines.
- Highly competent in using Microsoft Office.

### **Desirable skills and abilities**

- Experience of using a fundraising CRM database.
- Understanding of GDPR legislation and best practice.
- Familiar with philanthropy trends in the Covid-19 landscape.

## **Equal Opportunities Policy**

London's Air Ambulance Limited is committed to eliminating any discrimination and promoting diversity and equality of opportunity in all it does. It is therefore London's Air Ambulance Limited's commitment to provide equal opportunities in employment and we will not unlawfully discriminate against job applicants, employees of the Company, volunteers, workers or contract workers on the grounds of their age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation (unless, as in the case of pilots or fire crew physical fitness is essential to the performance).