



Senior Philanthropy Manager

Information for applicants

Welcome

In 2019, Variety, the Children's Charity, celebrated its 70th birthday in the UK, having been one of the UK's first charities to be founded especially for children and young people.

Since then, Variety in the UK has raised c.£270m; funding nearly 6,000 Sunshine Coaches, almost the same number of wheelchairs, and thousands of grants to individual children, schools, youth clubs and other organisations for specialist equipment. Variety is also involved with a number of capital projects which transform the facilities of hospitals and SEN schools. In addition, each year tens of thousands of children are taken to special events and day trips by our wonderful *Variety Great Days Out* team and every single day we're improving more young lives. We do it with practical, tangible help. Help that makes a real and immediate difference.

Variety's rich heritage and longevity in the sector affords it some tremendously loyal supporters. It has an extensive network of volunteer committees who act as ambassadors for the Charity in both fundraising and programme delivery.

The 70th birthday also marks a major turning point for the Charity's journey with some key appointments: a new Chief Executive, Jo Carter, joined at the end of April 2019 and I joined at the beginning of November as Head of Fundraising. The Charity is undergoing a major review of its charitable programmes and operations to ensure that they are relevant, fit for purpose, addressing the need and maximising impact to both individual families and the wider community.

The Charity's brand and digital presence will be overhauled with the aim to reach a new generation of Variety beneficiaries and supporters with a new Head of Marketing & Communications joining us in January.

In order to achieve our ambitious goal to support more children who need our help, we are building on our current Fundraising and Marketing/Communications team. We are introducing a number of new roles as well as building on existing roles to ensure that we have the right skills in place to deliver our plans and drive growth. As we develop the team, we are looking for people who have lots of energy and ambition, those who are excited about being part of a team working together to build on the amazing history of the Charity. We are also looking for people who have a natural passion for the work of Variety.

Variety's head office in Camden Town is home to a small but dynamic team. This provides an opportunity to be involved in a variety of activities and cross-working with other departments but be personally responsible for implementing strategy in specialist areas. Staff are able to experience the tangible support they enable through programme presentations, events and the fantastic support of the Young Ambassadors which is a daily motivator.

This is an exciting time to join the team at Variety and play a part in transforming the Charity and enable so many more children and young people to gain access to the support and life enriching opportunities Variety offers.

We hope you feel encouraged to apply. For more information visit www.variety.org.uk

Joel Voysey, Head of Fundraising

Job description

SECTION A – GENERAL INFORMATION	
Job Title	Senior Philanthropy Manager
Department/Function	Fundraising Department Lead the development and implementation of the Major Donor Fundraising Strategy
Location	Camden, London
Duration (If Applicable)	Permanent
Working Arrangements	Full time
Responsible for:	N/A
Accountable To:	Head of Fundraising
Work Closely with:	CEO and Head of Fundraising, Trustees and Committee Members, Fundraising Team, Programmes Team

SECTION B – ROLE

Summary of Role

This role is solely responsible for raising the annual income target from our work with Major Donors. With the support of the Head of Fundraising, the post holder will maintain and manage stakeholder relationships with existing high net worth individual (HNWI) supporters, as well as develop a strategy for identifying, cultivating and soliciting gifts and grants from philanthropists giving to Variety for the first time.

Areas of Responsibility

(This section is divided into Core Functions and Specific Functions).

Note: Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role develops.

- Develop the strategy for generating income from Major Donors – maintaining and developing the pipeline and regularly reporting on progress and future planning.
- Conduct thorough research of current, former and potential, identifying the funder’s motives and requirements. Undertake regular reviews of past and existing supporters as well as identify new sources of potential funding.
- Maintain outstanding levels of donor service, communicating effectively and persuasively with key contacts at all times and prioritizing face to face contact except where a donor has indicated they would prefer remote relationship management.
- Work closely with all departments, especially the Programmes and MarComms Teams, to develop relevant case studies or project proposals.
- Initiate, develop and manage relationships with philanthropists, acting as their key contact within Variety, including providing timely reports on our use of their donations.
- Track and time plan fundraising asks throughout the year to meet revenue plans and budgets.
- Manage a portfolio of existing supporters developing or maintaining long-term giving.
- Develop a strategic approach to securing unrestricted income alongside restricted giving.
- Develop internal stakeholder relationships, in particular the Programmes Team to identify funding needs and opportunities, as well as Trustees/ Committee members (and former Trustees) who may hold key relationships with existing or potential funders, or who may wish to support Variety directly.
- Maximise the potential of Variety’s existing events programme for fundraising and donor cultivation purposes and work with the Events Managers to develop HNWI receptions, dinners and events to develop relationships with new and existing supporters.

	<ul style="list-style-type: none">• Prepare an annual phased income budget and monitor progress.• Maintain accurate records of applications, outcomes, and activity with Major Donors on Variety's CRM database (NAV).• Organise / coordinate presentations to donors where appropriate to recognise their support and engage them with Variety's work.• Encourage and advise Variety's Regional Fundraisers to develop Major Donor relationships or to refer philanthropists in their area to Head Office for management within the philanthropy programme. Agree the coordination of these relationships on a case by case basis and ensure clarity of action.• Act as an ambassador for Variety at all times and take on this duty when required at events.• Support and volunteer at Variety fundraising events where necessary.• Support the team in achieving the overall fundraising target as well as the wider organisation in achieving its goals by actively participating in meetings, discussions and decisions. <p><i>'It is the responsibility of employees to apply the Variety's Equal opportunities Policy and the Health & Safety Policy in their own area of responsibility and in their general conduct.'</i></p> <p><i>'You may, with reasonable notice, be required to work at any of the Variety sites.'</i></p>
--	--

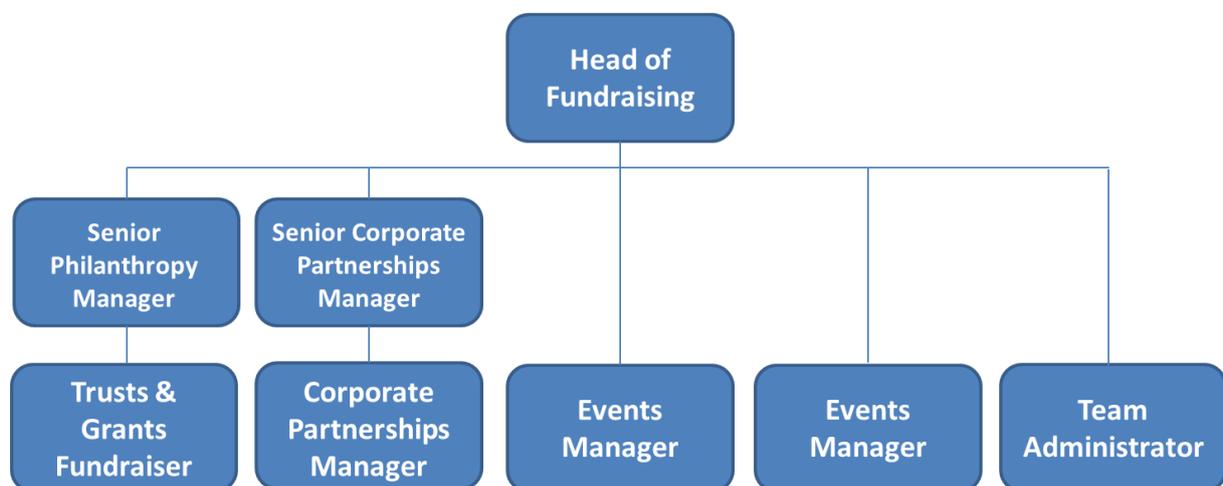
Person Specification

SECTION C – PERSON SPECIFICATION	
Essential Knowledge, Skills and Experience	<ul style="list-style-type: none"> • Experienced and successful Major Donor Fundraiser with experience in a similar role; • Proven track record of significantly growing Major Donor income, managing income in excess of £100k annually; • Proven track record of prospect research, identifying donors who may have an interest in helping; • Exceptional research, administrative and both written and verbal communication skills; • Articulate, assertive but diplomatic; • Ability to think both creatively and strategically; • Proven track record of successful donor management, including developing relationships to grow income over time; • Ability to manage multiple projects and tight deadlines and do so autonomously; • Ability to maximise income through accurate matching of donor motivations to project/ propositions; • Sound understanding of the charity sector and market trends; • Experience of forecasting income and managing a budget; • Financially literate with a good understanding of the income profile and requirements of a charity; • Experienced user of fundraising databases; • Proven ability to demonstrate initiative; • A strong team player who is willing to support colleagues and the wider organisation.
Desirable Knowledge, Skills and Experience	<p>Relevant qualifications in Fundraising</p> <p>Experience of managing other income streams would be an advantage</p>

Variety, the Children's Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex, marital status, sexual orientation, gender reassignment, age or disability. We will apply employment policies that are fair, equitable and consistent with the skills and abilities of our employees and the charity. It is the responsibility of employees to apply Variety's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety's major events and will be expected to work together with Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.

The Fundraising Team



Benefits

- Pension (7% contribution from Variety with 2% employee contribution)
- Up to 25 days annual leave, plus 3 days for Christmas closure plus bank holidays
- Contractual sick pay is available after completion of 3 months service.
- Membership to the Simply Health cash plan scheme on completion of a 6 month probationary period
- 'Death in Service' scheme (Life Assurance)
- Season ticket travel loan

How to apply

Please submit your CV with a cover letter explaining how you meet the requirements of the role to Louisa Gartrell (details below). Please apply as soon as possible as we will be arranging to meet potential candidates at the earliest opportunity.

Closing date: Wednesday 8th January

Formal interviews to take place week commencing 13th January

Accessibility

Please inform us if you have any special requirements to enable you to apply, attend interview and to perform to the best of your ability. Any requests will not be taken into account in the decision making process.

Eligibility

Proof of eligibility to work in the UK is required.

Contacts for enquiries

Joel Voysey, Head of Fundraising

T: 020 7428 8139

E: joel.voysey@variety.org.uk

Louisa Gartrell, HR Manager

T: 020 7428 8131

E: louisa.gartrell@variety.org.uk