

Philanthropy Lead – Transformational Giving

Job Level	5	Job Reference No:	12036
		Role Review Date	October 2025
Directorate	Marketing, Fundraising and Communications	Function	Philanthropy
Service	Partnerships and Philanthropy	Reports to	Head of Philanthropy

Scale and scope of role

Direct Reports	0	Indirect reports	0
Budgetary responsibility/ accountability	£1.5m+ income	Accountable for other resources	n/a

Context

We help anyone, anywhere in the UK and around the world, to get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

The Transformational Giving Lead will be responsible for building relationships with philanthropists, including individuals, families, trusts and foundations, who have the potential to give multi-year donations

of £1m+ to the British Red Cross. These relationships will include both existing and new supporters. They will often be complex and multi-layered in nature and this role will have a significant new business and growth focus.

Key Responsibilities

Relationship management

- Lead relationships with existing philanthropy donors, securing £1m+ gifts.
- Design and execute donor strategies built on industry best practice, data analysis, and donor insight. Use this knowledge as a dynamic tool to drive strategic engagement, identify and anticipate new funding opportunities, and position the British Red Cross with donors.
- Provide an exceptional supporter experience, working closely with the teams across the organisation, including the Executive Leadership Team, to foster trust, drive creative engagement opportunities and develop lasting relationships.
- Maximise sudden onset emergency appeals both to raise appeal income and develop a pipeline of long-term supporters.

New business and pipeline development

- Collaborate with the Prospect Management Team to identify and develop relationships with philanthropists to deliver a significant new business target.
- Work closely with Trustees, CEO, Executive Leadership Team and other influencers to seek insight, collaborate on approaches, and establish new relationships.
- Build a multi-year pipeline of prospects, regularly report against forecasts and analyse and escalate risks.
- Role-model open and honest feedback, balancing high challenge with high support to help foster a culture of innovation and new business thinking across the team.

Strategy development

- Drawing on your expertise and knowledge of the funding landscape, contribute to the broader multi-year philanthropy and fundraising strategy. Play an active role in both the Philanthropy Team and the Marketing Fundraising and Communications Directorate.
- Role model consistent best practice in terms of stewardship, data excellence, donor insight and budget development.
- Lead collaboration across directorates to maximise income opportunities and advance the Philanthropy income growth strategy.
- Coordinate the development of large, complex funding proposals, and lead the solicitation strategy.

Engaging supporters

- Maintain an excellent and deep understanding of our work with people in crisis in order to engage philanthropy supporters through written and verbal updates, visits and events.
- Work collaboratively to understand the organisations' portfolio of work and expertly advise on building propositions that are attractive and fundable for transformational givers.
- Proactively contribute analysis, insights, and learnings from philanthropy supporters to enabling teams so they can deliver activities that drive philanthropy success.

Leadership Behaviours

- Authentic, consistent and honest leader
- Actively listens and allows others to be heard
- Adaptable to changing needs, pressures and opportunities
- Empowers others based on their skills and expertise
- Dynamic, inclusive, compassionate and courageous

Team Member

- Actively participates in all team meetings
- Supports other team members
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
None
Scotland
None
Northern Ireland
None

Drivers Checks

Required No

Person Specification

		Requirement	Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
Knowledge and Skills	Essential	Very good knowledge and understanding of philanthropy fundraising including transformational gifts	S	I	
		Demonstrable skills in philanthropy fundraising (both individuals and trust and foundations) including personally raising £500k+ gifts	S	I	
		Very strong external and internal relationship management skills		I	
		Ability to assess, comprehend and manage complex written and financial information quickly and accurately	S	I	
		Highly developed written and oral communication, negotiation, influencing and interpersonal skills		I	
		IT literate including use of fundraising databases and MS 365	S	I	
	Desirable	Working knowledge of project management principles		I	
		An understanding and appreciation of the legislation affecting charity fundraising		I	
		Knowledge of the emergency response sector	S		
Experience	Essential	Extensive experience and success in securing major gifts from philanthropic donors, achieving income targets	S	I	
		Extensive experience of developing strong relationships with transformational donors, and providing excellence in donor stewardship	S	I	
		Experience of collaborating to develop high quality, complex, co-created and compelling funding propositions	S	I	
	Desirable	Experience of managing senior volunteers to support with philanthropy e.g. Development Board	S	I	
		Experience of working at a £100m+, multi-cause, international charity/organisation	S		

Additional requirements	Essential	Ensures inclusive practice and promotes diversity	
	Desirable		

Values in Action
Dynamic - We move forward as one team. - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. Compassionate - We stand for kindness. - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. Inclusive - We are open to all. - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. Courageous - We are bold. - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.