

Philanthropy Executive – High Value Giving

Job Level	3	Job Reference No:	
		Role review date:	December 2024
Directorate	Marketing, Fundraising, and Communications	Function	Partnerships and Philanthropy
Service	Philanthropy – High Value Giving	Reports to:	Senior Philanthropy Manager – High Value Giving

Scale and scope of role

Direct reports	0	Indirect reports	0
Budget responsibility/ accountability	Approximately £650,000	Accountable for other resources	N/A

Context

The world is experiencing more conflicts, which are more complex and entrenched, devastating the lives of millions. Alongside this, increasing natural disasters and extreme weather caused by the global climate crisis is leaving a trail of destruction in its path for millions. And economic insecurity and instability are driving the number of people in need of humanitarian assistance and protection even higher.

The scope and scale of these needs are vast, and these humanitarian crises are felt globally, locally, and personally. In the face of this need, the British Red Cross – along with our partners across the International Red Cross and Red Crescent Movement – is here for humanity.

Each year, guided by our Fundamental Principles and over 160 years of experience, our Movement helps millions of people prepare for, respond to, and recover from crisis at the global, local, and personal level. We have over 19 million staff and volunteers across the world, and local teams in over 190 countries – constituting the largest humanitarian network in the world. And this role is the perfect opportunity for someone who wants to be a vital part of that network by mobilising our supporters and their generosity.

Purpose of the role

This role is responsible for managing the British Red Cross's relationships with philanthropists that give donations of £5,000 to £50,000. This portfolio of philanthropy supporters – called the "High Value Giving Programme" – includes individuals and families as well as trusts and foundations.

The portfolio raises vital unrestricted and flexible income for people in crisis and acts as a pipeline to the wider Philanthropy department by providing supporters with an excellent experience.

If you love working closely with external and internal stakeholders, are proactive and organised, and enjoy writing dynamic and impactful communications, then this is the role for you.

Key responsibilities

Relationship Management

- Manage a portfolio of relationships with new and existing philanthropy supporters that give donations of £5k to £50k.

- Deliver an excellent stewardship experience and journey to these supporters to develop a pipeline of long-term support for the British Red Cross.
- Collaborate with colleagues across Philanthropy and the wider Directorate on relationships with supporters who could benefit from belonging to a different relationship manager or portfolio.

Donor-Facing Materials

- Develop and produce unique and engaging fundraising propositions that raise unrestricted and flexible income to help us be here for humanity, as well as reports, updates, that connect our supporters to the impact they have – providing a joyful and enriching experience.
- Develop and produce materials and experiences that acknowledge and thank our supporters – making them feel like valued, proud, and committed supporters of the British Red Cross.

Team Member

- Actively participate in all team and department meetings.
- Support other team members.
- Maintain and contribute to the team's objectives, systems, and processes to ensure efficient use of resource.
- Work and behave in accordance with all British Red Cross policies and procedures and in line with our Values in Action.
- Uphold the Fundamental Principles of the Movement and act with integrity, in accordance with British Red Cross'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.

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
- Knowledge of cultivating and managing relationships with supporters, clients, or customers.	S	I	
- Excellent written and verbal communication skills, including quickly producing high-quality written content.	S	I	A
- Excellent interpersonal and organisational skills.	S	I	
- IT proficient including MS 365.	S	I	
- Ability to assess, comprehend, and manage instructions and requests quickly and accurately.	S	I	A
Desirable			
- Literate in the use of fundraising databases.	S	I	
- Knowledge of the humanitarian sector in the UK and abroad.			A
- Knowledge and understanding of fundraising (philanthropy and/or mass).	S	I	A
Experience	S	I	A
Essential			
- Interacting, developing, and maintaining relationships with supporters, clients, or customers.	S	I	
- Delivering a thoughtful and joyful experience for supporters, clients, or customers.	S	I	
- Developing and producing fundraising propositions, updates, and acknowledgements.	S	I	A
- Maintaining and contributing to a team's objectives, systems, and processes to a high standard.	S	I	
- Successfully managing multiple priorities at once.	S	I	
Desirable			
- Using fundraising databases on a regular basis.	S		
Additional requirements			
Essential			
- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy .		I	
- Enjoys working collaboratively with others and as a team.		I	
Desirable			
- Interested in a career in fundraising in the charity sector.		I	

Values in Action

The British Red Cross's values – Dynamic, Courageous, Compassionate, and Inclusive – are at the heart of what we stand for. They are the foundation of our culture, behaviours, and ways of working. We have included our Values in Action here to give prospective applicants a sense of what it all means.

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

Our Principles

As a member of the 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.

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.