

Philanthropy Lead – Major Giving and Transformational Giving

Job Level	Level 5	Job Reference No:	
		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	7	Indirect reports	0
Budget responsibility/ accountability	£6m+	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 to 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 that 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 Philanthropy Lead – Major Giving and Transformational Giving will be responsible for leading income and pipeline growth through coaching relationship managers working with individual philanthropists, families, trusts, and foundations with potential to make donations of £50,000 - £1m+. They will focus on building robust donor strategies and meaningful stewardship experiences to encourage multi-year, six-figure-and-above donations. The role will maximise current relationships in line with industry best practice, as well as have a significant focus on attracting new supporters to deliver income growth ambitions and meet increasing humanitarian need.

Key responsibilities

Team leadership

- Develop a strategy to ensure annual targets are met or exceeded and future year pipeline meets KPIs. Ensure robust account plans are in place and regularly updated across team.
- Motivate a team of relationship managers to work at their best and inspire supporters to invest in the work of the British Red Cross.
- Play an active role and make meaningful contributions in both the Partnerships and Philanthropy department and across the Marketing, Fundraising, and Communications Directorate by contributing specialist expertise in appropriate forums and participating in cross-team and cross-department collaborations.
- Ensure compliance with internal assessment processes around donation acceptance — as well as external fundraising regulations.

Strategy development

- Lead the development and implementation of annual and multi-year donor strategies to ensure effective major and transformational giving fundraising that delivers exceptional supporter experience and income growth.
- Reduce barriers to success for relationship managers and seize opportunities to maximise income.
- Analyse and share donor insights and fundraising landscape trends to shape the Philanthropy team strategy.
- Contribute specialist knowledge and expertise to the development of wider Partnerships and Philanthropy department and Marketing, Fundraising, and Communications directorate strategies.

Donor development

- Continuously maintain quality and rigour in opportunity identification, qualification, cultivation, and solicitation by monitoring team and individual KPIs.
- Best practice and donor-specific compliance knowledge is shared with key enabling teams to inform proposal development and stewardship activities.
- Monitor and manage risks across the Major Giving and Transformational Giving portfolios, working closely with the Head of Philanthropy to implement mitigations.
- Maximise emergency appeals, both to raise appeal income and develop a pipeline of long-term supporters.

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 Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

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 Barring Service (DBS)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
- Deep knowledge and understanding of philanthropy fundraising, the UK fundraising landscape, and the charity sector	S	I	
- Strong line management skills, including the ability to lead fundraisers and work with colleagues in multiple locations	S	I	
- Excellent performance management skills	S	I	
- High level of financial and data literacy, with excellent analytical skills		I	
- Strong coaching skills to enhance performance	S	I	
- Demonstrable problem-solving skills		I	
- Highly developed written and oral communication, negotiation, influencing and interpersonal skills	S	I	
- IT literate including use of fundraising databases MS 365			
- A firm understanding and appreciation of the legislation affecting charity fundraising	S	I	
Desirable			
- Knowledge of the emergency response sector		I	
Experience	S	I	A

- Essential - Significant experience in philanthropy fundraising (both individuals and trusts and foundations) including personally raising £50k+ gifts - Significant line management experience - Proven success achieving income targets - Experience of developing high-quality and compelling funding propositions Desirable - Experience of working at a £100m+, multi-cause, international charity/organisation	S	I	
	S	I	
	S		
	S	I	
	S	I	
Additional requirements			
Essential - Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy.		I	
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.