

# Philanthropy Manager – Fixed Term (14 Months) Job description

Together we are help and hope for everyone living with dementia



# Who we are

## Dementia is the biggest health and social challenge of our time.

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

## Together we are help and hope for everyone living with dementia.

# Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



### Determined to make a difference

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



### Trusted expert

We're listening, we're learning and we use experience and evidence.



### Better together

We're open, we combine our strengths and we achieve more together.



### Compassionate

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# Philanthropy Manager (Major Donors)

## Position in the Organisation

Reports to the Major Donor Lead.  
Member of our Philanthropy Team.  
Part of our Income & Engagement directorate.

## Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

The Philanthropy Team at Alzheimer's Society has an ambitious target to double income and raise over £15m in the next five years. This Philanthropy Manager role is focused on developing a programme of cultivation and engagement to steward, engage and grow supporters giving £5-50k per annum (exact value range to be confirmed) and prospective supporters who could make their first major gift at this level. This role's success will be critical in helping us to achieve our goal to maximise income to support groundbreaking dementia research and services.

You will drive our entry-level major gifts proposition and be at the forefront of bringing new major donors into the portfolio. The role holder will do this predominately by working with Head of Philanthropy, Major Donor Lead and other internal stakeholders to develop a strategy and core proposition, supporter journey and programme to steward existing supporters giving £5-50k. You will also work with Prospect Development and relevant stakeholders to establish channels to recruit new supporters into this programme – both from other areas of the organisation and externally.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A Trusted Expert who believes in working Better Together and demonstrates true Compassion.

## Key Accountabilities and Responsibilities

- Responsible for contributing to the Philanthropy Team's overall target of reaching £15m per annum in the next five years. With the aim to grow Major Donor income to at least £5 million by 2028.
- Responsible for managing a fundraising portfolio and pipeline of philanthropists with the capacity to give gifts of £5,000+.
- Develop a strategy and proposition for the £5-50k supporter group that delivers exceptional stewardship, drives retention and supports sustainable growth of this donor pool.
- Develop a clear supporter journey with a focus on identifying new high value donors from internal and external channels and connects supporters with our High Value and Legacy propositions.
- Work with the Major Donor Lead and Head of Philanthropy to set targets for this programme, which are both ambitious and data-led, continually monitoring progress against targets and adapting the programme to meet them.
- Responsible for writing or commissioning compelling supporter communications, reports and proposals that support the strategy and supporter journey of the £5-50k donor group.
- Managing successful relationships with strategic and creative partners, driving results through expert collaboration.

- Monitor and deliver monthly finance budgets and targets, working with the Major Donor Lead to assess ongoing performance, proactively managing risks and providing accurate reporting.
- Supporting wider High Value & Legacy and Income & Engagement collaboration as required, with a specific focus on the Philanthropy and Legacy working group.
- Build strong effective working relationships with key contacts across all the Society's directorates and external partners and experts.
- Ensure reporting and engagement activities are delivered that exceed partnership expectations.
- Play an active role as a member of the Philanthropy department, working collaboratively with colleagues across Trusts & Foundations, Mid Value, Development and Special Events teams, to drive Philanthropy development and growth.
- Identify, support and maximise opportunities for income growth across the whole Philanthropy department and wider Income & Engagement Directorate.

## We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Proven success in raising and growing five-figure+ gifts from high value funders.	E	A/I

Proven success of relationship management, ideally within a High Value or equivalent function. Delivering exceptional stewardship.	E	A/I
Significant knowledge of high-value fundraising theory and best practice.	E	A/I
Proven track record of meeting and exceeding financial and KPI targets.	E	A/I
Experience of developing funding communications, propositions and reports.	E	A/I
Experience of building and sustaining successful relationships with internal and external stakeholders.	E	A/I
Experience of working with strategic and creative partner stakeholders, both internal and external.	E	A/I
Strong financial management skills and the ability to build and manage budgets effectively.	E	A/I
High level of motivation, initiative and a demonstratable desire to succeed and achieve results.	E	A/I
Excellent interpersonal skills: demonstrating diplomacy, discretion, tact, and ability to effectively interact with and influence team members, cross-function peers and senior stakeholders.	E	A/I
Excellent verbal and written communication skills, able to articulate detailed information in a highly persuasive manner.	E	A/I
Evidences a high degree of personal credibility to ensure that the reputation of the organisation is not put at risk.	E	A/I

<b>Competencies &amp; Personal Attributes</b>	<b>Essential (E) or Desirable (D)</b>	<b>Application (A) or Interview (I)</b>
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	E	A/I
Be a self-starter and incredibly motivated.	E	A/I
Excellent organisational and timekeeping skills.	E	A/I
Excellent attention to detail.	E	A/I
Non-judgemental communication	E	A/I

Commitment to and understanding of equal opportunities	E	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	E	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role.

Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

This post will be subject to a satisfactory Criminal Records Check, from either the Disclosure and Barring Service (England & Wales), Disclosure Scotland Check (Scotland) or AccessNI (Northern Ireland). If you require further information regarding Criminal Records Check, then please contact: [careers@alzheimers.org.uk](mailto:careers@alzheimers.org.uk)



# Our benefits



## Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



## Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



## Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



## Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave