

<b>Role:</b> Major Gifts Executive	<b>Region / Department:</b> Audiences & Support
<b>Reports to:</b> Major Gifts Manager	<b>Pay Band:</b> Grade 4 Upper, £37,563 - £41,552 pro-rata, per annum
<b>Location:</b> Edinburgh	<b>Type of Contract:</b> Permanent / Full time
<b>COST CENTRE (e.g.:3CUZ):</b>  <i>Please note this must be provided in order for the People Team to correctly allocate this role to the relevant cost centre. This is not done via the new start form, but this job description.</i>	<b>ACTIVITY CODE (e.g.: VSZ):</b>  <i>Please note this This is to allow the system (COREHR) to allocate the salary to the correct centre.</i>

## **JOB PURPOSE**

The Fundraising Executive – Major Gifts is a mission critical role within an exceptionally effective and expanding Fundraising Team. It offers you a unique opportunity to learn about the special places and properties within the National Trust for Scotland’s care and apply your creativity and cultivation skills to maximise support from major donors.

You will work with the Major Gifts Manager, developing and implementing meaningful opportunities to solicit major gifts for a range of inspirational projects to protect wildlife, wild places, arts and heritage. You will assist the Major Gifts Manager in the development of the overarching strategy for Major Gifts, including the creation of supporter journeys for existing major donors as well as prospects. You will be responsible for managing a growing portfolio of mid level donors giving at £5K - £10K, from prospecting to recognition, while contributing to the Major Gifts events programme.

You will work with colleagues within the Fundraising Team as well as the Audiences and Support Directorate, wider organisation and, crucially, external stakeholders.

## **KEY RESPONSIBILITIES AND ACCOUNTABILITIES**

- Act as a key point of contact for donors and prospects, particularly those giving at £5-10K, developing strong relationships with our existing portfolio, such as the Patrons’ Club.
- Assist the Major Gifts Manager in the development of stewardship and cultivation strategies, including events, for Major Donors and Patrons’ Club Members.
- Lead on the implementation of stewardship and cultivation strategies, as well as their review and development for those giving at £5-10K level.
- Working closely with the Major Gifts Manager, assist in devising the Major Gifts events programme across all levels of major donor income, including cultivation. Work closely with the Events Executive to plan and deliver bespoke cultivation and engagement events to a high standard.
- Work closely with the Major Gifts Manager and Prospect and Pipeline Researcher to identify prospects and solicit major gifts in the region of £5K and above.
- Attend networking events to establish new contacts and proactively initiate and maximise your own networking and donor cultivation opportunities.
- Take the lead in creating and developing stewardship plans for a portfolio of mid-level donors around £5-10K, while ensuring that plans align with the stewardship strategy for higher level donors including the Patrons’ Club. You will work with the Major Gifts Manager to ensure a joined-up approach of the stewardship plan across all levels of giving within Major Gifts.

- Work with the Major Gifts Manager to review and develop the communications plan as part of the stewardship strategy. Take a proactive approach to its implementation, managing timelines for communications, liaising with teams across the trust and writing copy.
- Ensure the correct and accurate maintenance of prospect records. You will oversee the Fundraising Officer in completion of all administrative tasks as required to support the operational effectiveness of the Major Gifts programme, including the Patrons' Club.
- Assist with writing proposals for solicitation of Major Gifts of all levels.
- Develop positive and productive working relationships with fundraisers, senior leadership and other relevant internal stakeholders.
- Maintain and enhance personal knowledge, skills and networks by playing an active role in professional bodies, increasing the Trust's influence across the sector.
- Take a flexible approach, with a willingness to work non-traditional hours and be available to travel nationally, and on occasion internationally.

## **REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE**

### Essential

- Demonstrable experience of securing major contributions and sustaining a portfolio of fruitful relationships with major donors.
- A high level of comfort with face-to-face negotiation and solicitation.
- Excellent presentation, communication and negotiation skills, including an engaging personal presence and an ability to exert influence and inspire donor confidence.
- A creative and strategic approach to donor cultivation and long-term planning.
- Ability to engage colleagues in donor cultivation and proposal development to solicit a gift or report on a project, including the Chair, CEO and senior volunteers.
- Ability to manage time efficiently, work to deadlines and balance immediate and long-term priorities.
- An eye for detail and a rigorous approach to process.
- Practical experience of planning and delivering high value events.
- Experience of working in a results driven environment, delivering success against key targets.
- A proactive approach to problem solving skills and a keenness to push the boundaries.
- Sound knowledge of UK charitable giving, data protection and taxation law as applies to fundraising and events, and the Fundraising Codes of Practice.
- Confident user of Microsoft Office products and CRM systems.
- A lively interest in and understanding of the National Trust for Scotland, and a passionate belief in its mission.
- A current valid driving licence for driving in the UK.
- Experience of working collaboratively and prioritising workloads around team goals and priorities.

### Desirable

- Knowledge and experience of international fundraising.
- Institute of Fundraising membership.

## **DIMENSIONS AND SCOPE OF JOB**

### People Management

- No line reports

- Work closely with other team members to ensure a co-ordinated and consistent approach to fundraising activity.
- Establish and maintain good working relationships with internal and external stakeholders, including a wide range of donors.
- Build strong relationships across the Audiences and Support Directorate and across the Trust.
- Be one of the key contact points for mid-level donors, while continuing to assist with Patrons' Club stewardship when required.
- Maintain relationships with external consultants and agencies to deliver the programme.
- Liaise with colleagues in US and Canadian foundations as appropriate

### Finance Management

- Not a budget holder but responsible for prudent financial planning of events, keeping accurate records and communicating clearly to the Major Gifts Manager and colleagues.
- Financially literate to monitor and report on spend associated with activity and ensure the correct allocation of philanthropic funds.
- Responsible for monitoring income against budget and flagging any performance issues.

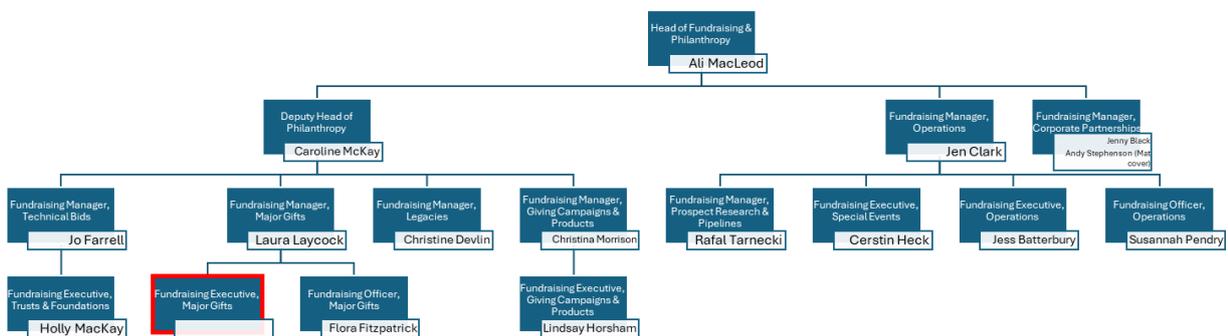
### Tools / equipment / systems

- Microsoft Dynamics
- Excel
- Microsoft Teams
- Zoom

### Example key performance indicators and targets

- Meet income and activity targets
- Develop and maintain healthy prospect pipelines

### **Place in organisational structure (extract of org chart showing role):**



**The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.**

### **Applications**

- Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via [workforus@nts.org.uk](mailto:workforus@nts.org.uk), by Sunday 30th March 2025.
- Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean"