

Job Description

Job Title: Head of Major Donors, Trusts & Legacies

Work Location: Witney

Who We Are

Open Doors is a Christian charity looking to recruit active, practising Christians to help meet the growing needs of the persecuted church worldwide. Hostility, violence and abuse of Christians around the globe is on the increase. Open Doors works in over 50 countries to ensure that those facing such persecution are not forgotten, but can stand strong to serve their communities and give life.

Job Summary

The purpose of this role is to raise funds for the work of Open Doors internationally by engaging high-net-worth individuals and trusts in the UK and Ireland. The Head of Major Donors, Trusts & Legacies leads and manages all aspects of the major donor and legacies strategy, including managing key donor relationships, leading a team of relationship managers, developing bespoke proposals to meet individual and corporate giving criteria, commissioning appropriate events, travel, and other communications. They are responsible for researching and recruiting new major donors, and planning, implementing, managing, and coordinating activities to connect people into a long-term vision of support for the persecuted church, deepen relationship with Open Doors, and deliver on substantial income targets.

Key Responsibilities

1. Create an annual plan that delivers an agreed strategy for high-value donors (current and prospective) and trusts
2. Engage donors, the Board and senior leaders and their networks in prospecting and funding events
3. A willingness to host major donors on field trips to high-risk locations where Christians are persecuted for their faith (training provided; risk assessments dependent)
4. Line management of Partnerships Team (Relationship Manager, Prospects Manager, Coordinator and Legacy & Trusts Officer)
5. Deliver income as well as acquisition, conversion, and retention targets by managing a portfolio of prospects and current high-value donors and trusts
6. Detailed planning (schedule, budget, response rate and outcomes) for key activity as outlined below
7. Data management - measuring response to all activity and applying insights to maximise engagement
8. Close collaborative working with key contacts in Open Doors International and field to facilitate funding opportunities, impact reporting and other, as required
9. Management of internal and external suppliers/freelancers/agencies to deliver communication and campaign needs
10. Ensure all communications are accurate, consistent, reflect the OD brand values and observe the appropriate security levels

About the Team

Reporting to the Director of Supporter Engagement, you will have key relationships with:

- Head of Marketing
- Line management of staff within the Partnerships team

- Inspire Team Leader (contact/call centre)
- Open Doors International and field contacts

Hours

37.5 hours per week. Usually between 8.00am to 6.00pm Monday to Friday. This position may involve some evening and weekends at conferences and events for which TOIL (time off in lieu) may be claimed. Our policy is a minimum of 40% of hours in the office, with the remainder remote working.

Responsibilities and Requirements

- **Collaboration** – Working with the CEO and other senior staff from the UK, the Board and field bases to manage personal contact programmes, briefings and face-to-face meetings for higher value donors and prospects, delivering appropriate propositions verbally and in print/digital form.
- **Prospect Development** - working with the Prospecting Manager and senior leadership to identify and connect with potential high value and major donors from the main file: at events, in welcome and other acquisition activities; whilst also developing a plan to use new acquisition channels and tactics
- **Welcome** – Work with the Head of Marketing to ensure an appropriate welcome process is in place for new high value donors
- **Development** – Ensure individuals with capacity or history are offered appropriate fundraising propositions through all available channels. This includes special projects, general appeals, travel and event follow-up, regular giving programme(s).
- **Communication** – Develop policies and procedures to ensure that any contact higher value donors have with the organisation is coordinated and strategic. Working with the marketing team to ensure higher value donors receive appropriate communications through appropriate channels.
- **Retention** – ensuring higher value donors receive appropriate feedback on the impact of their support and experience. Ensure appropriate follow-up and reporting requirements for trusts and other organisations.
- **Reactivation** – ensuring lapsed and lapsing higher value donors are contacted appropriately and where possible drawn back into the ministry.
- **Trusts** – develop a trusts strategy and plan, building on existing relationships, identifying new sources of funding, and ensuring appropriate project proposals are presented to achieve trusts income target - along with exceeding trusts' reporting requirements.
- **Legacies and In Memoriam** – management of the Legacy & Trusts Officer, oversight, and input into the successful delivery of the growth strategy for Legacies and In Memory segments.
- **Monitoring and Insights** – Ensuring appropriate flagging and tracking of higher value donors through the database and monitoring of performance of all sections.
- **Events** – Overseeing the delivery of events and private briefings, liaising with senior staff and events team to ensure effective promotion (invitations), events and follow-up.
- **Travel** – maximising the opportunities for travel to ensure prospects and higher value donors have the potential for transformative experiences of the persecuted church through first-hand exposure.
- **Hands-on** – Personal responsibility for a caseload of high value or major supporters.
- **Budget** – Responsibility for the overall budget spend for the team.
- **Project Management** – Overseeing the delivery of appropriate propositions through communications and relationship channels liaising with other fundraising staff, communications (internal and field) to identify projects, case-studies, and other content

Other:

- To carry out other tasks, projects and assignments as reasonably requested by your line manager.
- Patience and resilience – Open Doors is a NGO with over 60 offices worldwide that work in dangerous and complex environments. A patient, trustful yet resilient disposition is critical to work alongside colleagues in other global locations to deliver projects, extract information and influence change.

The above job description is a guide to the work the jobholder may be required to undertake but does not form part of the contract of employment and may change from time to time to reflect changing circumstances.

Applying Your Christian Faith to This Role

There will be many ways you will be able to apply your Christian faith and the outworking of your faith to the context of Open Doors. The list below gives some of the expectations of this role but is not exhaustive or intended to limit you:

- contributing to and leading daily devotions (this can be for the whole team or just smaller departmental groups)
- participating in retreats, days of prayer and fasting, etc
- committing to private prayer for the work associated with this role, for the volunteers, and closest colleagues
- working in such a way to reflect biblical principles of leadership and service
- applying biblical principles of godly stewardship to operational responsibilities
- being open and obedient to God's voice and direction in relation to any strategic matter and to always seek His will above all else
- responding to the prompting of the Holy Spirit in making decisions or communications.

Because of the essential Christian context in which the role will be performed, the role is subject to an occupational requirement under the Equality Act that the post-holder be a practising Christian. Each working day will involve collective prayer and worship, together with shared reflections on the work of Jesus Christ. All members of staff at Open Doors are expected to actively participate in this shared time and members of staff take it in turns to lead the act of collective worship.

Limits of Authority

To operate within the ethos and aims of Open Doors, adhering to budget parameters and the Open Doors' confidentiality agreement.

Key Attributes

The following represent key attributes we are looking for in the successful candidate:

Calling

- Committed Christian who is completely in sympathy with the calling and mission of Open Doors

Character

- Teachable, humble, approachable, and able to maintain confidentiality
- Able to work under pressure, flexible and adaptable to get the job done
- Self-starter with positive and proactive outlook and approach to dealing with obstacles
- Confident and mature approach to taking responsibility with and for others
- Excellent interpersonal skills and ability to deal with a wide cross-section of people

Culture

- Leading by example in servant-heartedness, empowering and respecting others
- Impact committed to get the job done for the direct benefit of the suffering church
- Focus able to stay on task and achieve outcomes within agreed time frames
- Team relational, fit, able to work with and for others, to step in and step up when needed
- Presentation: maintaining Open Doors' standard of clean, tidy, modest and professional appearance

Competency

- Educated to A Level standard or equivalent
- Clear experience of creating systems, processes and structures to turn a strategy into a working, measurable reality that delivers to clear objectives
- Previous experience in a senior manager role
- Strong mix of task and people skills
- Experienced Project management
- Good financial management
- Understanding of data and experience of delivering improved results through data planning using platforms like PowerBI, Google Analytics
- Excellent communication skills both written and verbal
- Strategic thinker with the ability to develop and deliver a strategy
- Working knowledge of Microsoft Office 365 suite

In addition, it would be beneficial for you to demonstrate the following:

- Member of the Institute of Fundraising
- Marketing and/or fundraising experience at Management level in the Charity Sector
- Strong networks/connections within the UK Christian community
- Experience with high-net-worth individuals and trusts

Enhanced disclosure information may be requested from the DBS in the event of a successful application.



Our Statement of Faith

Open Doors is an evangelical Christian ministry

Our Trinitarian faith is enshrined and expressed in the historic creeds of the church:

We believe in God the Father Almighty, maker of heaven and earth;
and in Jesus Christ His only Son, our Lord,
who was conceived by the Holy Spirit;
born of the Virgin Mary;
suffered under Pontius Pilate;
was crucified, died and was buried.
He descended into hell,
the third day He rose again from the dead;
He ascended into heaven, and sits at the right hand of God the Father Almighty,
from where He will come to judge the living and the dead.

We believe in the Holy Spirit;
the holy Christian Church;
the communion of saints;
the forgiveness of sins;
the resurrection of the body;
and the life everlasting.