



Job Description

Job Title:	Philanthropy Manager (Major Gifts)
Department:	Philanthropy & Alumni Engagement Team, part of Marketing and Communications Directorate
Job type	Professional Services
Grade:	7
Accountable to:	Head of Philanthropy
Accountable for:	Senior Regular Giving Officer
Purpose of the Post	
<p>The Philanthropy Manager, Major Gifts supports the Head of Philanthropy in advancing the University's philanthropic strategy and delivering income from the outset. This is a high-impact role requiring an experienced fundraiser with a proven ability to manage complex donor relationships and secure significant gifts (typically £10,000+).</p> <p>Reporting to the Head of Philanthropy, the postholder develops compelling funding priorities and leads the cultivation, solicitation and stewardship of individual donors, trusts, foundations and corporate partners. The role includes responsibility for managing and significantly growing the Trusts and Foundations pipeline for specific projects, while ensuring that fundraising activity aligns closely with institutional priorities and the University's strategic ambitions. The postholder will be accountable for meeting multi-year income targets.</p> <p>Working collaboratively across Philanthropy & Alumni Engagement and with colleagues across the University, the Philanthropy Manager helps build a strong culture of philanthropy and maintains high standards of governance, stewardship and donor experience. The role supports philanthropy that delivers real-world impact, widening student opportunity, enabling world-leading research, and helping to create inclusive and inspiring spaces for the University community.</p>	
Key Tasks	
<ul style="list-style-type: none"> • Within the framework of the P&AE 3-Year Action and the Philanthropic Institutional Case for Support: <ul style="list-style-type: none"> ○ Identify, qualify and prioritise <i>new</i> major gift prospects, working with the Operations Team to develop a strong Major Donor pipeline. Design and deliver targeted approaches and tailored relationship development plans to secure significant donations in line with agreed plans and timelines. 	

- Develop and deliver relationship development plans for identified, agreed existing supporters, harnessing relevant opportunities for stewardship where possible or identifying and enabling new uplift opportunities as necessary to maximise long term value
- Ensure stewardship plans support long term sustainable relationships, matching donor interests with Royal Holloway's ambitions. This includes agreeing and meeting reasonable donor expectations with regard to how their donation has benefitted the university, including sharing the impact of their donation
- With relevant support and approval, take the lead in asking donors for significant donations or ensure that agreed, relevant and mandated colleagues are supported and prepared so that they may successfully ask a donor for the discussed donation
- Take responsibility for conducting research to identify Major Donor prospects, Trusts, Foundations and Corporate Partners with the possible motivation and capability to give. Ensure all research is carried out in accordance with relevant internal policies and external legislation. Develop strong, tailored grant applications and proposals for new funding opportunities aligned to university priorities
- Manage the pipeline for grant applications for specific projects where appropriate to include identification, research, Due Diligence, application, reporting and stewardship and liaising with Trust Directors and Trustees as required. Manage the full grant lifecycle, including submission, reporting and stewardship
- Supported by the Head of Philanthropy, line manage, motivate and develop the Senior Regular Giving Officer by setting clear objectives and providing regular guidance and feedback. Ensure the delivery of the Regular Giving and Legacies strategy and achievement of agreed KPIs.
- Be recognised as an expert in the team in relation to knowledge and understanding of the University's major donors and potential prospects. This includes knowledge of their interests and potential to give
- Foster strong networks across the academic community and professional services at all levels in order to match the University's need with donor interests as opportunities arise. Opportunities will be progressed only following relevant approval
- Be recognised within Philanthropy & Alumni Engagement, and the broader directorate of Marketing and Communications, as having a robust knowledge of the university's research, it's key statistics, brand narrative and strategic positioning
- Actively contribute to fostering a positive, inclusive and supportive culture across P&AE, including meaningful engagement in regular team days
- Contribute to the success of team KPIs including those around alumni engagement and alumni contactability
- Ensure cases for support are relevant for the donor/ prospect, informed by need, consistent with the brand / brand narrative, authentic in content and accurate in the data provided

- Ensure all approaches made to potential and existing donors are consistent with relevant policies of the university and UK legislation
- Be an active member of the Marketing and Communications directorate.
- Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education
- Volunteer time during the working day to support University priorities such as, but not limited to, Open Days, Graduation, Clearing and departmental events

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University.

The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

Our Values

Advancing equity and inclusion is central to our identity as a University of Social Purpose, guided by our values of being Respectful, Innovative, Open, and Daring. We strive to build a fair and inclusive environment for all colleagues and students, where we challenge ourselves and others with integrity, and approach difference with understanding and kindness. Every member of our community is expected to treat others with dignity, work collaboratively across a wide range of backgrounds and perspectives, and contribute to a place where everyone can participate fully and feel valued.

Person Specification

Job title: Philanthropy Manager, Major Gifts

Department: Philanthropy & Alumni Engagement Team, part of Marketing and Communications Directorate

Criteria	Essential	Desirable
Knowledge, Education, Qualifications and Training		
Educated to degree level or with equivalent experience	X	
A postgraduate qualification or evidence of relevant CPD undertaken		X
Comprehensive understanding of philanthropy within higher education or the wider charity sector	X	
Knowledge of UK charitable giving and tax law as applies to individual giving, and of data protection legislation	X	
Knowledge and understanding of current issues relating to the higher education sector	X	
Skills and/or Abilities		
Outstanding relationship-building and interpersonal skills, with the ability to influence, engage	X	
Exceptional interpersonal and written and verbal communication skills, including speaking to groups, as well as writing successful proposals	X	
Confident networking skills, and the ability to represent Royal Holloway at the highest level	X	
Strong problem-solving abilities and the tenacity to navigate complex university structures and processes to deliver meaningful outcomes	X	
Skilled at engaging and influencing colleagues through clear communication, collaboration and a positive, solutions-focused approach	X	
Proven ability to drive activity and projects forward	X	
Skilled at managing and prioritising a diverse portfolio of work, balancing long-term strategic planning with short-term operational delivery	X	
Sound judgement, diplomacy, professionalism, and the ability to work with discretion	X	
Confident using data to inform decisions, monitor performance, and manage pipelines	X	
Experience		
Proven experience in a major gifts environment, including fundraising from trusts, individuals and/or companies, with a proven track record in securing philanthropic income	X	
Experience of performance against individual targets and leading, motivating, and developing teams to achieve collective goals	X	

Demonstrated experience of working with senior leaders and/or academics including prepare timely, high-quality briefings	X	
Other requirements		
Occasional out of hours work where required by current projects	X	