

<b>Job Title:</b>	<b>Senior Philanthropy Fundraiser (Major Gifts)</b>
<b>Reporting To:</b>	<b>Philanthropy Manager</b>
<b>Salary:</b>	<b>£35,032 - £39,826</b>
<b>Hours:</b>	<b>37.5 hours per week</b>
<b>Duration:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Alder Hey Children's Charity (based within the hospital), Liverpool / Hybrid-working</b>

<b>Job Purpose:</b>	<p>As part of the Philanthropy Team, the Senior Philanthropy Fundraiser is responsible for generating income from major donors, philanthropists, and other high-value supporters.</p> <p>The postholder will develop and manage both new and existing relationships, identifying prospects, networking, attending events, and hosting bespoke meetings and visits to grow a sustainable pipeline of opportunities.</p> <p>Through exceptional stewardship and tailored engagement opportunities, you will inspire long-term support for Alder Hey Children's Charity, achieving ambitious income targets and contributing to the growth of philanthropic income.</p>
<b>Main Duties/Tasks</b>	<p><b>Portfolio Management</b></p> <ul style="list-style-type: none"> <li>• Manage a portfolio of existing and prospective major donors, influencers, and other high-value supporters, developing tailored donor plans, solicitation and stewardship plans to maximise long-term support.</li> <li>• Build and maintain a robust pipeline of prospective supporters, identifying, qualifying and progressing opportunities through the donor journey from initial engagement to solicitation and stewardship.</li> <li>• Work alongside the Philanthropy Support Team to identify, qualify, and research prospects, ensuring all processes are compliant with our Due Diligence framework.</li> <li>• Be the Philanthropy lead for relationships with celebrity donors, working with the Marketing Team to identify opportunities and ensure maximum benefit for the charity.</li> </ul> <p><b>Relationship Building</b></p> <ul style="list-style-type: none"> <li>• Develop meaningful relationships with supporters through personalised engagement, meetings, events, hospital visits and bespoke experiences, ensuring an exceptional donor experience at every stage.</li> <li>• Deliver high-quality stewardship that demonstrates the impact of philanthropy, ensuring supporters feel valued, connected and inspired to deepen their relationship with the Charity and continue their support.</li> </ul> <p><b>Proposals &amp; Cases for Support</b></p> <ul style="list-style-type: none"> <li>• Work with clinicians, senior stakeholders and colleagues across the Charity to develop compelling funding opportunities, proposals and cases for support</li> </ul>

aligned to the Charity's strategic priorities - inspiring new donors to support Alder Hey whilst retaining existing ones.

**Networking & External Engagement**

- Represent Alder Hey Children's Charity at networking events, philanthropy forums and relevant sector events, building relationships with prospective supporters and raising the profile of the Charity.
- Support the development and delivery of a professional advisor engagement strategy, building relationships with solicitors, wealth managers, philanthropy advisors and donor-advised funds to identify and cultivate new philanthropic opportunities.

**Internal Collaboration**

- Work collaboratively with colleagues across all Charity teams and Alder Hey Children's Hospital to maximise opportunities and deliver an outstanding supporter experience.
- Support and work with Philanthropy Officer to deliver and coordinate a programme of mid value activity.

**Performance & Reporting**

- Monitor, track and report on portfolio activity, income performance and pipeline development, maintaining accurate records on the charity CRM and contributing to team forecasting and reporting.
- Track, monitor and report to the Philanthropy Manager, Director of Philanthropy, and CEO on the financial progress and performance against targets and accounting for any variance.

**Internal Processes**

- Maintain accurate and up-to-date records of supporter engagement, proposals, pledges, gifts and stewardship activity in line with internal processes and using the charity CRM.
- Ensure all funding proposals reflect Alder Hey Children's Charity's values, strategy and brand guidelines.
- Contribute ideas and insights to improve stewardship processes, templates and ways of working across the team.

**Other Duties**

- Be an outstanding advocate for Alder Hey Children's Charity in line with the core values of the organisation.
- Be an active and supportive member of the Alder Hey Children's Charity team, contributing to the team's development and working collaboratively with colleagues and volunteers.
- Attend and support events run by fundraising teams where required, including occasional out-of-hours working.
- Gain and maintain an in-depth knowledge and understanding of the charity's work, priorities and future plans.
- Any other reasonable duties as required by your line manager.

## Person Specification

	Essential	Desirable
Qualifications, Knowledge and Experience	<ul style="list-style-type: none"> <li>• Experience of developing and managing relationships with major donors, philanthropists or other high-value supporters.</li> <li>• Experience of delivering income against agreed financial targets and KPIs.</li> <li>• Experience of identifying, cultivating, soliciting and stewarding supporters.</li> <li>• Experience of managing a prospect pipeline and moving opportunities through different stages of the donor journey.</li> <li>• Experience of networking and building relationships with senior stakeholders and external contacts.</li> <li>• Experience of developing compelling proposals, funding opportunities or cases for support.</li> <li>• Experience of managing a varied workload and balancing multiple priorities.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of fundraising within a charity environment.</li> <li>• Experience of building relationships with high-net-worth individuals and other influential supporters.</li> <li>• Experience of prospect research and due diligence processes.</li> <li>• Experience of monitoring income performance and contributing to financial forecasting.</li> <li>• Knowledge of major donor fundraising and philanthropy best practice.</li> </ul>
Skills and Attributes	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills, with the ability to adapt style for different audiences.</li> <li>• Excellent relationship-building and networking skills.</li> <li>• Ability to develop meaningful, long-term relationships with supporters.</li> <li>• Ability to identify opportunities and take a proactive approach to relationship development.</li> <li>• Self-motivated and positive attitude with the ability to work under pressure and prioritise in a busy environment</li> <li>• Strong organisational skills and attention to detail.</li> <li>• Ability to work effectively as part of a team as well as independently</li> <li>• Ability to manage competing priorities and work to deadlines.</li> <li>• Excellent presentation skills with the ability to get information and ideas across clearly and succinctly</li> <li>• A creative thinker with the ability to look for innovative solutions to problems</li> <li>• Commitment to principles of equality, diversity and collaborative working.</li> <li>• Understand the necessity of dealing carefully and within data protection legislation, with confidential matters, including handling both personal and business critical information.</li> <li>• Excellent IT skills including Microsoft packages.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of using a CRM system or database.</li> </ul>

	Essential	Desirable
Additional requirements	<ul style="list-style-type: none"> <li>• Commitment to continuing professional development.</li> <li>• Strong interest in working for a children’s health charity</li> <li>• An understanding of and commitment to the values of Alder Hey Children's Charity.</li> <li>• Willingness to get involved with activities across the Charity.</li> <li>• Willingness to occasionally work outside of normal office hours.</li> </ul>	

## Our Values

Here at Alder Hey Children’s Charity, our values guide the way in which we work. By being courageous, working together, being passionate about our work, and making sure that we are creative in what we do, helps us to deliver the support necessary so that our hospital can continue to deliver the very best care for our young patients and their families. Our values are:

**Courage:** we try new things and take risks to innovate and drive forward new ideas. We have the courage to speak up and take a stance. We are accountable, responsive and responsible. We are unstoppable.

**Together:** we work together as one team, sharing our knowledge and learning. We work in partnership with patients, families, supporters and colleagues. We are respectful, celebrate diversity and empower each other to achieve our aims.

**Passion:** we are passionate about what we do and why we do it. We work together to share and grow. We inspire others.

**Magic:** we are fun, creative and child led. We create special moments, provide little extras and go further for our brave young patients.

In April 2025, the charity adopted a four-day working week policy, meaning staff previously working 37.5 hours a week are now working 30 hours a week to enable a four-day working week. We are confident that by embracing a more flexible and balanced approach to work, we can continue to create a thriving and fulfilling work environment while driving growth and success for our charity.

**Note:** This job description is intended to outline the general nature and level of work performed by employees within this role. It is not exhaustive and may be subject to change or modification as required by the needs of Alder Hey Children's Charity.

Alder Hey Children’s Charity will make every endeavour to make any reasonable adjustments for applicants who require assistance in carrying out their duties due to a disability. Alder Hey Children’s Charity is committed to equal opportunities and positively welcomes applications from all sections of the community. Alder Hey Children’s Charity is committed to safeguarding children and vulnerable adults.

The post holder will be required to complete an enhanced DBS disclosure check.