

Job Title: Philanthropy Manager – Major Donors

Department: Fundraising, Engagement

Overview information:

A highly skilled role, the Philanthropy Manager is responsible for identifying, cultivating, and stewarding major donors (giving a gift of £5K+) to secure significant philanthropic gifts that support the charity's mission.

The role manages a portfolio of major donor prospects, develops tailored engagement plans, and works closely with senior leadership and trustees to deliver personalised approaches.

The postholder will produce high-quality proposals and communications, organise bespoke cultivation activities, and ensure excellent stewardship to build long-term, meaningful donor relationships.

They will contribute to the charity's income targets and play a key role in growing a sustainable major gifts programme.

What you will deliver:

Overall purpose of the job

To develop and manage fundraising programmes designed to maximise income from major donors, defined as giving a donation of over £5,000.

- To achieve income of at least £200,000 in 2027/28 onwards, £300,000 in 28/29 and £400,000 thereafter.
- To work creatively and strategically to design excellent supporter experiences, first-class stewardship and create a sense of loyalty within our donor community.
- To take an analytical approach to identify and recruit new donors while providing personalised stewardship for existing ones.
- To create sophisticated, engaging communication pieces that inform and inspire our donors

Principle areas of responsibility:

- To manage designated budgets and targets, ensuring accurate and timely allocation of gifts to BTO accounts and database
- To ensure clear objectives and targets are agreed with the Head of Fundraising in advance for any events, campaigns or mailings.
- To plan, develop, provide briefing for and implement special initiatives such as private meetings, dinners and presentations, as well as contribute to public supporter events
- To identify and research prospects, nurturing key individuals to become major donors.
- Devise and implement cultivation plans to manage and retain the support of existing donors. Including the development of an engagement plan for each donor/prospect, moving donors through the seven stages of solicitation
- To analyse, review and refine all aspects of the major Donor Programme so that decisions can be based on robust evidence that can be shared with key stakeholders such as CEO, SLT and Board at least annually and periodically where required.
- To record interactions with donors in ways that can be easily accessed by other members of staff, as required, using agreed systems, such as Civi-CRM and shared Google documents.

Other Fundraising

- To be a proactive member of the fundraising team providing feedback, ideas and recommendations in order to increase the effectiveness of the department's work and contribute to the development and delivery of the fundraising strategy
- To contribute towards any organisation-wide campaigns and projects
- To represent the BTO at events & conferences
- To monitor trends in major donor fundraising and represent the charity in this arena when required
- To adhere to the Institute of Fundraising's Codes of Conduct as well as all other relevant law and legislation

Note: all BTO staff are expected to undertake such other duties as may be required. This is not an exhaustive list; the successful applicant will agree objectives with the line manager.

What you will bring to the post:

Essential skills & experience

- Educated to degree level or equivalent
- A minimum of two years' experience securing five and six figure gifts and delivering growth from philanthropic sources
- Excellent teamwork skills
- Excellent IT skills
- Excellent research, prospecting and planning skills
- Excellent communication skills (written and verbal)
- Excellent organisational skills
- Ability to work well under pressure with the ability to prioritise and manage conflicting deadlines
- Proven ability to write compelling and imaginative proposals within specific funding criteria for restricted and unrestricted funding
- Excellent networking and interpersonal skills that facilitate strong relationships with a wide range of people both inside and outside BTO
- Personal drive and enthusiasm to work under own initiative

Desirable skills & experience

- A recognised fundraising or marketing qualification
- Stays up to date with the IOF codes of practice relating to major giving in particular
- An interest in and good knowledge of Britain's birds and their environment
- An interest or qualification in biodiversity or environmental science
- Creative skills (e.g. design/copywriting for web pages, fundraising materials, leaflets, posters)

Find out more:

For an informal chat about the position please email: imi.launchbury@bto.org

Closing date: 27th August 2026

Interview date: 3rd & 4th September

Salary: £40,354 (inclusive of a 12% Market force supplement).