

Philanthropy Manager - Job description

Role information

Department: Fundraising

Job Title: Philanthropy Manager

Grade: F

Responsible to: Head of Fundraising & Volunteering

Date: June 2025

Purpose of the job:

This role will be responsible for building income streams from high-net-worth individuals and personal philanthropy from the ground up, shaping our strategy, developing a new prospect pipeline, and securing long-term support from individuals, family foundations, and wealth intermediaries.

The role plays a leading part in expanding Family Fund's philanthropic reach and building meaningful relationships with people who share our commitment to improving the lives of families raising disabled or seriously ill children and young people.

Duties and responsibilities

Programme development

- Develop and deliver a long-term philanthropy strategy, aligned to Family Fund's broader fundraising objectives.
- Shape our philanthropic case for support, donor journeys, and stewardship approach from inception.
- Work with internal stakeholders to identify funding priorities and package high-impact opportunities for donors.

Prospect development and income generation

- Proactively identify and build a pipeline of prospective high-net-worth individuals, family foundations and wealth intermediaries.
- Build and manage relationships with wealth managers, private client advisers, and networks that can introduce and connect donors to Family Fund.
- Personally cultivate and solicit high value new gifts, with an ambition to grow income year-on-year.
- Lead on donor research, wealth screening and relationship mapping to expand reach into new circles of influence.

Relationship management and stewardship

- Develop bespoke cultivation and stewardship plans for each donor, ensuring a highly personalised and professional experience.
- Deliver impact reports, tailored communications and engagement opportunities that inspire loyalty and deepen commitment.

- Work collaboratively with Senior leaders and Trustees to involve them in donor meetings and solicitations where appropriate.

Events and engagement

- Design and deliver bespoke donor events and briefings, working with colleagues across fundraising and communications.
- Represent Family Fund externally at networking and sector events, acting as a compelling ambassador for our work.

Reporting and systems

- Accurately record prospect and donor activity on our CRM system, maintaining clear pipelines and forecasts.
- Produce high-quality reports for internal stakeholders to monitor progress and impact.

Other duties

- Champion a culture of philanthropy across Family Fund.
- Support internal colleagues to understand and engage with fundraising priorities.
- Participate actively in team learning, development and strategy planning.

Person specification

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Experience

- Proven experience of securing major gifts from high-net-worth individuals or through private wealth channels
- Demonstrable success in building new relationships, cold approaches and securing initial meetings with donors and advisers
- Comfortable managing a portfolio and securing gifts at the £10k–£100k+ level
- Familiarity with family foundations, DAFs, private client advisers, or private banks

Desirable

- Experience working in a start-up or business development environment within fundraising

Skills, knowledge, and abilities

- Entrepreneurial and self-starting, with the confidence to build a new programme from the ground up
- Understanding of the UK philanthropy landscape and wealth market, including giving trends and donor motivations
- Excellent communication and interpersonal skills with the ability to influence, inspire and present with credibility to senior-level audiences
- Strategic thinker with a results-driven mindset and ability to plan and prioritise workload effectively
- High emotional intelligence and a donor-centric approach to relationship building
- Comfortable navigating complex conversations with sensitivity, especially around family needs and lived experiences
- Familiarity with fundraising CRMs and pipeline tools
- Knowledge of fundraising regulations, data protection, and ethical fundraising standards.

Professional membership

- Educated to degree level or equivalent evidenced experience

Personal attributes

- Results driven.
- Creative and innovative.
- Open and participative working style.
- Flexible, adaptable and resilient to work demands and change.
- Willingness to travel and work outside of normal office hours when required.
- Commitment to Family Fund's values.
- Commitment to equity, diversity, inclusion and fairness for all.
- Commitment to safeguarding.