



Head of High Value Relationships

Information for Candidates

These notes provide information on the appointment of the Head of High Value Relationships to The Blue Cross. Details on how to apply can be found on page 3. Please note that applications must be received at bluecrosshvr@macaulaysearch.com by noon on Friday 30th July.

Job Description

Title: Head of High Value Relationships

Directorate: Fundraising

Responsible to: Director of Fundraising

Background to the Blue Cross

Established in 1897 the Blue Cross has grown to be one of the largest and best loved animal welfare charities in the country. Providing a uniquely wide and holistic service including practical support, information, veterinary care and advice for pet and horse owners, their vision is to be the leading provider and promoter of companion animal welfare. In 2009 the charity had an income of £24m and 470 staff. They carried out over 73,000 veterinary consultations and rehomed nearly 6,500 small animals and cared for 142 horses with 498 out on loan.

Under the leadership of Kim Hamilton the organisation has gone through a period of very substantial change integrating the services, making the services more productive and developing a platform for growth. The Blue Cross is planning for the future and has undertaken a major strategic review leading to a ten year plan which will involve some major capital projects. The heart of the plan is organising their existing centres into a hub and satellite service to provide complete care for animals.

Context to the Head of High Value Relationships Appointment

The fundraising function has also gone through significant change. Roger Mitty, the fundraising consultant, has been working with the organisation for 11 months and latterly working as their interim Fundraising Director. He has taken the function through a detailed audit. In response to the findings of this work they have appointed a new direct marketing agency and established a relationship with a data analysis agency to analyse the donor database. They have simplified the structure and introduced clear lines of accountability. A small number of management roles have been created, including this one to provide the leadership, strategy and to develop a proactive culture to realise more of the opportunities that are open to the Blue Cross.

This role will oversee relationships with major donors, trusts and companies. You will be responsible for the leadership, management and training of a team of four with plans to grow in the near future.



Job Details

Working Hours:

Monday to Friday, 9.00am to 5.00pm. However, due to the nature of the work of The Blue Cross and this post it may be necessary to exceed these hours when the work load demands.

This post will be based at Burford

Salary Range

£41,784 to £46,814 dependent upon qualifications and experience

Essential Qualifications

Degree level or equivalent

Desirable Qualifications

Fundraising specific qualifications

Member of Institute of Fundraising

Essential Experience

EITHER:

- Demonstrable success and significant experience of major gift fundraising with individuals , trusts or companies

OR:

- Significant experience in a business development, sales or relationship management role
- Significant management experience leading a successful team to meet agreed targets and working at a strategic level
- Experience of working with other senior managers and various stakeholders translating vision into strategic priorities followed by successful implementation
- Responsible for yearly, multi-year budgets and producing monthly/quarterly financial income reports



Desirable Experience

Experience of biographical profiling and research skills

Experience of using all standard computer packages including a working knowledge of donor databases.

Experience of working for an animal charity or similar cause

Experience of successful capital appeal fundraising

Experience of building a high value fundraising programme from a low base

The Person

You will be an experienced fundraiser with a track record of success in major donor fundraising. You will display a confident and mature manner with strong communication skills. You will have a self – starting approach to problem solving. A genuine empathy for our work is essential and an enthusiasm for fundraising which will be translated to both your team and external audiences. You will be willing to travel and work flexibly.

Main Purpose of the Job

You will have overall responsibility for the management of high value, corporate and trust fundraising. Working through initiation, implementation and administration of appropriate strategies and their design, to develop the interest and involvement of influential and wealthy supporters, prospects, trusts and companies in order to raise substantial new income streams for The Blue Cross

Duties

- To lead the High Value Relationships Team
 - To cultivate, manage and build relationships and raise funds from significant wealthy and influential people from all walks of life
 - To co-ordinate approaches to high level trusts and companies
 - To develop and implement the strategic and tactical donor development plans for high value giving
 - To draw up, with others, the key communication tools required by the high value team, including bespoke proposals, general information briefs and key note addresses
 - To undertake event organisation pertinent to the development programme – for example dinners, receptions or home visits as required
 - To be responsible for the training of key personnel involved in the high value programme
 - To be responsible for setting a strategic plan of high quality research for further profiling, where necessary, of existing donors, newly qualifying donors and those of high value potential.
- THIS JOB DESCRIPTION IS NOT EXHAUSTIVE



How to Apply

Applications should be sent by email to Sam Stephens at

bluecrosshvr@macaulaysearch.com

The closing date for applications is noon on Friday 30th July 2010.

Your application should comprise of:

- a full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held, relevant achievements and latest remuneration including any benefits;
- a covering note of not more than 1.5 pages (total) summarising your proven ability related to the person and post specifications;
- daytime, evening and/or mobile telephone numbers (to be used with discretion).

Please also note in your covering letter where you saw the advertisement.

Process

Macaulay Search has been engaged as the employment agency advisor on this appointment. A selection of candidates will be invited to have an interview with Roger Mitty, Interim Director of Fundraising in the week commencing 6 September.

A smaller shortlist of candidates will then be invited to a Panel Interview with Kim Hamilton, Roger Mitty and two trustees planned for the week commencing 13 September.