



## Head of Major Gifts

**Background:** Mission Aviation Fellowship is a unique Christian relief and development charity operating 125 light aircraft in over 30 countries. We transport patients, relief workers, produce, medical supplies and Christian workers in the world's remotest regions and places of deepest human need – places where flying is not a luxury but a lifeline. We have been operating for over 60 years and have developed into a substantial airline that is relied upon by the network of development agencies, Christian workers and the communities they serve - every three minutes one of our aircraft takes off and we fly to more destinations than any other airline in the world.

We make a tangible difference to the communities we reach and we have significant capital needs and for these reasons our work is proving attractive to a diverse range of major donor individuals and institutions. Last year the Major Gifts Team, with support from the MAF UK leadership and staff, raised just over £2m of our £10m income.

The Senior Leadership Team has recently been formed and is in the final stages of developing a five year plan. The objectives include ambitious plans to increase our income with an increased proportion of this sum to come from Major Gift sources. To support this strategy, we have allocated budget to include funds to increase the size of the lean Major Gifts team up to four staff.

### Role Description – Management Level

**Job title:** Head of Major Gifts

**Accountable to:** Chief Executive Officer, MAF UK

**Purpose of the job:** To lead the Major Gifts Team to develop relationships with existing donors and to significantly expand MAF UK's ability to win funds from the wide range of major donor individuals, government funding and trusts which MAF's work appeals.

### **Key Responsibilities:**

1. Develop and implement the strategy for maximising major gift income from high value donors, trusts and governments against agreed targets.
2. Lead, support and motivate the Major Gifts Team to maximise income and develop good relationships with new and existing major donors, trusts and governments in order to support long-term funding relationships.
3. Galvanise and train the home team (operational staff, trustees, CEO and donor advocates) in any work relating to major gift fundraising.
4. Identify discrete MAF projects, programmes or capital needs that lend themselves to major giving and develop in each instance the case for funding support.
5. Manage a small portfolio of significant donor relationships.
6. Build strategic alliances and collaborative networks with other organisations in order to increase MAF UK's income.
7. Maintain an up to date and thorough understanding of MAF's overseas operations, programmes, projects and capital needs for fund raising requirements by the Major Gifts Team.
8. Ensure regular reports and feedback is provided to donors and UK leadership on projects and activities to monitor trends.
9. Ensure the effective use of resources, including external research.
10. Participate in activities which contribute to the overall development of MAF UK, working with other key members of the Senior Leadership Team to ensure integration of all activities.
11. Implement and embed agreed procedures and processes.

### **Key deliverables/outcomes and how these will be measured:**

MAF UK income is raised in the funding communities and major gift income is delivered to budget.

### **Dimensions and Limits of authority:**

- Responsible for annual planning in accordance with the MAF UK strategic plan.
- Expenditure up to agreed budget.
- Decision making within agreed parameters.
- Expected to operate with high level of autonomy but within the Senior Leadership Team.
- Responsible for the management of the Major Gifts Team (4/5 staff).



**Tasks common to managers:**

1. Role modelling of organisation values and beliefs - to contribute to the shared spiritual life of the MAF UK team. This will include ensuring that team members also lead or participate in the regular organisational prayer meetings.
2. To produce annual departmental plans and annual department income and expenditure budget.
3. To keep line manager informed of all relevant and timely information.
4. Help develop and comply with internal standards for recording information and at all times comply with statutory requirements for handling personal and sensitive data in a confidential manner.
5. To lead and manage the team to ensure it meets its objectives through support, performance management and development.

**Christian values, beliefs and ethos of MAF UK:**

As a Christian mission, MAF UK is seeking those who share in the evangelical Christian values and beliefs of the organisation, as described in the mission, purpose, values and beliefs statements. All staff will be required to support and actively demonstrate the Christian values of the organisation and to take part in organisation activities such as staff meetings, prayer meetings, away days, where the values and beliefs of the organisation will be obvious. This is due to the impact and influence of the role.

Head of Major Donors, Trusts and Government Funding, Person Description – Management Level		
	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable success and significant experience of major gift fundraising with individuals or trusts</li> </ul> <p>OR:</p> <ul style="list-style-type: none"> <li>• Significant experience in a business development, sales or relationship management role</li> <li>• Significant management experience leading a successful team to meet agreed targets and working at strategic, corporate level</li> <li>• Experience of working with other senior managers and various stakeholders translating vision into strategic priorities followed by successful implementation</li> <li>• Responsible for yearly, multi-year budgets and producing monthly/quarterly financial income reports</li> </ul>	<ul style="list-style-type: none"> <li>• Government fundraising experience</li> <li>• Working for a development charity</li> <li>• Worked in a medium sized organisation that can demonstrate a growth in income in this area</li> </ul>
<b>Skills /Abilities</b>	<ul style="list-style-type: none"> <li>• Able to build effective, collaborative and long-term relationships internally and externally – bridge building ability</li> <li>• Highly effective influencer and communicator at all staff and external donor levels</li> <li>• Able to connect and work with diverse individuals and groups to strengthen teamwork and implement projects to deliver results</li> <li>• Able to demonstrate a participative leadership style, able to be decisive as well as being inclusive and empowering</li> <li>• Good at personal time management, procedures and the production of reports to deadlines</li> <li>• Strategic thinker</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledgeable and up to date with major gift philanthropy in the UK and trends in the sector</li> <li>• Understands the necessity for and how to use quality research</li> <li>• Knowledge of Institute of Fundraising codes of practice, UK tax law, and data protection legislation</li> <li>• Conversant with major gift databases</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Solutions focussed and results orientated</li> <li>• Self starting, initiator/pioneer qualities, able to develop team and opportunities with minimal input</li> <li>• Emotional resourcefulness, flexibility towards others &amp; circumstances, service orientation</li> <li>• Able to establish a professional and friendly relationship from the first meeting with a potential donor</li> <li>• Ability to come across as warm, and engaging with a capability to inspire contacts with the vision and purpose of MAF UK</li> <li>• At ease with working with senior people, trustees, business people, philanthropists, and the generous but humble</li> <li>• Strong motivator - Effective and persuasive communication at all levels from staff, board to major donors</li> <li>• Ability to make hard work for their team - feel like fun!</li> <li>• Stamina and endurance to work in a stressful environment</li> <li>• Ability to learn</li> <li>• Thoroughness</li> <li>• Team management and development orientation</li> </ul>	

<b>Head of Major Donors, Trusts and Government Funding, Person Description – Management Level</b>		
	<b>Essential</b>	<b>Desirable</b>
<b>Education / Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree or equivalent standard</li> </ul>	<ul style="list-style-type: none"> <li>• Management or fundraising qualification</li> <li>• Post graduate qualifications in fundraising, or marketing</li> </ul>

### **How to Apply**

Applications should be sent by email to Sam Stephens at [mafmg@macaulaysearch.com](mailto:mafmg@macaulaysearch.com)

The closing date for applications is noon on Friday 5<sup>th</sup> March 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 role and person descriptions.
- Daytime, evening and/or mobile telephone numbers (to be used with discretion).

Please also note in your covering letter where you heard about the opportunity.

### **Process**

Macaulay Search has been engaged as the employment agency advisor on this appointment. A selection of candidates will be invited to interview at MAF's offices in Folkestone with Ruth Whitaker, the Chief Executive, Gary Colvin, the Head of HR and Kay Holmes-Siedle, a Major Gift Consultant on Monday 22<sup>nd</sup> March or Thursday 25<sup>th</sup> March.

A smaller shortlist of candidates will then be invited to a second round of interviews at MAF's offices scheduled to take place on 15<sup>th</sup> April. Candidates will be expected to complete the short MAF UK Application Form at this stage.

During the process short listed candidates will also be asked to complete an online verbal and numerical test and an online psychometric test.

You may expect to be contacted by Macaulay Search not later than Monday 15<sup>th</sup> March 2010.

### **Appendix**

MAF UK Structure and roles



## MAF UK Structure – February 2010

As a result of the Strategic Plan, a new structure for the Senior Leadership Team within the organisation was put in place in September 2009 and is headed-up by the following roles:

### **Ruth Whitaker - CEO**

Ruth is responsible for achieving the vision of the organisation by leading the Senior Leadership Team, establishing the new 5 year Strategic Framework and developing the organisation to a high level of professional competence and spiritual life.

### **Paul Martin - Head of Strategy and Communications**

Paul ensures an integrated approach to all MAF UK communications, PR and fundraising activities. This team includes all the direct response fundraising activities. Volunteer management is also included for its critical role in fundraising and communications.

### **Head of Major Gifts**

The aim of this role is to lead the Major Gifts Team to develop relationships with existing donors and to significantly expand MAF UK's ability to win funds from the wide range of major donor individuals, government funding and trusts which MAF's work appeals. Kay Holmes-Siedle (consultant) will continue to assist with the development of the Major Gifts Programme.

### **Alex Finlow – Head of Finance and Support**

Alex oversees the management and distribution of financial data and ensures the provision of appropriate information to MAF UK, Trustees and MAF International. Alex also has a major role in the communication of project funding needs with MAFI. His team includes Company Secretary responsibilities and also performs many administrative duties in support of the office.

### **Gary Colvin - Head of HR and management of IT function**

Gary Colvin provides strategic level HR leadership, implementing projects and activities to support the development of MAF UK. This also includes involvement in the MAF International track on the integration of HR. Mark Goodspeed (Head of IT) reports to Gary.

### **Head of MAF Scotland (vacancy)**

This redefined role aims to provide strategic representation of MAF in Scotland. This will include developing a national strategy to raise the awareness and profile of MAF UK in order to increase donated income and prayer support. This role will report to Ruth but will not sit on the Senior Leadership Team.

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Note for applicants of Head of Major Gifts:

### **Major Gifts Team:**

#### **Ross McLeod - Trust and Foundation Executive**

Ross's primary responsibility is to develop and maintain effective ongoing partnerships with our existing supporting trusts, and to research and secure new funding opportunities. He also seeks to secure year-on-year funding from all these trusts.

#### **Carolyn Flanagan – Relationship Executive**

Carolyn's aims to establish and maintain successful and effective relationships with high value donors and governments in order to secure both major donations and their personal commitment to use their networks for the benefit of MAF UK.

**Relationship Manager (vacancy)** More senior responsibilities than above role.

#### **Major Gifts Team and Trusts Administrator (vacancy)**

To provide comprehensive administration and coordination support to the Major Gifts Team and to assist in particular with administration of funding requests.