

## YOUR NEW ROLE AT THE TRUST

<b>JOB TITLE:</b>	Head of Principal Giving	<b>PAY BAND:</b>
<b>FUNCTION:</b>	Fundraising, Brand & Marketing	Support Delivering Specialist/Managerial
<b>THE TEAM:</b>	The Principal Giving team sits within the Philanthropy team and has a specialist focus on principal giving fundraising made up of existing accounts and new business, fundraising upwards of £8m annually.	<b>Technical Lead/Function Head</b> Senior Leadership Team






## WHERE YOU WILL FIT

CEO	Director of Fundraising, Brand & Marketing	Director of Philanthropy	Senior Head of Principal Giving	<b>Head of Principal Giving</b>
-----	---	-----------------------------	------------------------------------	---------------------------------

## HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

We are running a major £150m philanthropy campaign, a significant portion of which will scale-up The King's Trust's Endowment Fund and help young people in the most deprived areas of the UK. This role will influence and fundraise transformational gifts to support these two priorities and also lead, alongside the Senior Head of Principal Giving and Director of Philanthropy, our global strategy to increase the number of donations from overseas supporters.

## WHAT WILL YOU DO?

-  You will develop exceptional long-term strategic relationships with high value donors including individuals, trusts and foundations, raising 7 and 8-figure multi-year donations with a personal income target of £2m+ each year.
-  With support from the Senior Head of Principal Giving, you will lead on and further develop the global fundraising strategy. This is an ambitious and exciting opportunity to help shape a new but growing, income stream to The Trust and work alongside colleagues to maximise this.
-  As a leader within the philanthropy team, you will play a key role in achieving ambitious funding commitments for our 50<sup>th</sup> Anniversary Campaign – to raise £150m by April 2027 in aid of young people.
-  You will build relationships with new and existing senior volunteers including members of our Campaign Board to advance prospect and donor relationships.
-  You will be a leader within the philanthropy team, undertaking tasks expected of a fundraiser at this level including:
  - a. Writing compelling proposals, reports, and other stewardship materials to convey impact to donors, with the help of our stewardship team.
  - b. Pitching partnership opportunities through impactful presentations, visits, and personal conversations with potential donors.
  - c. Managing a dynamic flow of prospects showing clear, timely progression in a pipelined portfolio – actively seeking out new prospects with the help of our prospect research team.
  - d. Collaborating effectively across the Philanthropy Team and wider charity, seeking to catalyse other funding opportunities where appropriate.
  - e. Leading events targeted to the principal giving audience such as intimate dinners hosted by senior volunteers and, on occasion, larger scale events in collaboration with our events team.

# THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

## WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Demonstrable flair for new business and perseverance in the face of setbacks and challenges.	Your role involves a substantial volume of new business – frequently requiring the perseverance to grow 'test gifts' to a 7 to 8-figure investment.
Long-term strategic thinking and confident collaborative internal negotiation skills to approach the biggest opportunities tactically.	Your role requires substantial internal negotiation to sign off bold new projects, and independence to 'cut through' complexity to realise major opportunities.
Exceptional verbal and written communication skills and comfort presenting in high level internal and external board meetings.	You will be involved in regular communication with high level external partners and influencers, which needs to be compelling and clear with attention to detail.
Strong interpersonal skills, with an ability to build warm and authentic relationships with a wide range of people at all levels.	You will be building trust and credibility with internal and external stakeholders - from young people and staff, to donors, board members, and Trustees.
Experience	Why do we need this?
Experience of building compelling asks in response to donor interests and working with a complex organization to deliver on these.	You will build proposals tailored to donor interests, often involving significant internal collaboration to develop new strategic projects undertaken by the charity.
Experience of working with senior level volunteers/boards, preferably campaign boards, to secure philanthropic gifts.	Your role sits within a team which specialises in 7-8 figure fundraising which frequently involves effective collaboration with influencers and board members
Experience of delivering on time within a target driven environment.	Your role has significant income targets and a frequent need to complete projects to tight deadlines.
A team-minded approach; taking others on the journey with you and sharing knowledge for the benefit of others and wider fundraising team.	You will set an example to the team and share knowledge and expertise to inspire and support others.
A strong understanding of global philanthropy trends, and what motivates both donors and foundations in the UK and overseas.	You will share expertise with the team, making informed approaches to prospects and managing relationships with tact and an appreciation of motivation to give.
A strong understanding of, and empathy for, the challenges young people within The Trust's target groups face.	This will enable you to fulfil your role as an advocate of the charity with sufficient passion and persuasive ability as a fundraiser
Track record of securing and managing 6 (or preferably 7 or 8) figure gifts.	Your role is a manager-level position with significant income targets, so experience securing income within a charity or, for example, commercial capacity is essential.

## WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience of using a charity CRM system such as Raiser's Edge.	You will use a database, tracking and managing a pipeline, regularly recording actions and solicitation progress with prospects and donors.
Experience of fundraising for an Endowment Fund (or similar project) and knowledge of what motivates donors to support these types of projects	Your role will lead on fundraising for our new Endowment Fund –you will lead strategy and fundraising efforts for this initiative
Skills & Knowledge	Why do we need this?
An awareness and appreciation of the ethical decision making associated with fundraising and preserving the reputation of an organisation.	All members of our fundraising team need to ensure that The King's Trust abides by its values and adhere to ethical fundraising processes determined by the charity.

# WHAT DO WE EXPECT FROM YOU?

## OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

## OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a technical lead or head of level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through passion for what we do.</p> <p>You keep young people and our end goal in mind.</p> <p>You instil trust in others through consistency, professionalism and being accountable for team success.</p> <p>Resilient and determined in the face of challenges.</p> <p>You're authentic, bringing unique talents to work and encouraging others to do the same.</p> <p>Role models integrity and acts according to our Values</p>	<p>You understand the internal &amp; external factors that demand change and innovation from The Trust</p> <p>You lead change processes with skill &amp; positivity and help others see the benefits and opportunities.</p> <p>You take an entrepreneurial approach to improve how we do things.</p> <p>You take steps to further own development, coaching others to do the same.</p> <p>You encourage a culture of constant improvement.</p> <p>You role model a positive &amp; constructive approach to giving and receiving feedback</p>	<p>You're approachable, clear, and inspiring.</p> <p>You effectively communicate information throughout The Trust</p> <p>You challenge the thinking of others and raise issues in a diplomatic, non-judgemental way.</p> <p>You seek to understand multiple perspectives, listening to others' concerns or barriers before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You bring the team together in pursuit of shared purpose.</p> <p>You manage relationships with multiple stakeholders, gaining buy-in and balancing their different priorities.</p> <p>You share knowledge and information.</p> <p>You build a broad range of trusting relationships both across The Trust and externally.</p> <p>You have a broad organisation knowledge and awareness of how actions in one team will affect others</p>	<p>You translate The Trust's vision into a vision for your own team, making long-term plans and setting goals accordingly.</p> <p>You make decisions through establishing facts, considering consequences, and making sound judgements.</p> <p>You address obstacles, finding workable solutions.</p> <p>You set quality standards &amp; challenge others to maintain them.</p> <p>You empower the team and place trust in them to take ownership and deliver results.</p> <p>You manage resources to maximise their impact and deliver results</p>

## THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.