

## The Labour Party Job Description

<b>Job title:</b>	Major Donor Officer
<b>Responsible to:</b>	Head of Fundraising
<b>Location:</b>	Labour Party Head Office –London
<b>Responsible for:</b>	Major gifts and stewardship
<b>Key purpose:</b>	To develop the Labour Party's major donor programme

### Specific Responsibilities:

- Implement Fundraising strategy to maximise income from major donors
- To be responsible for a portfolio of prospective and existing major donor relationships to result in gifts of £5,000 and above
- To manage the prospect development programme, identifying prospects using our database and extended networks as well as proactively identifying those with a likely interest in our cause but who are not yet connected with us, and ways to approach them
- To agree and work towards annual income targets with support from the Head of Fundraising
- To ensure donor stewardship is of the highest quality, ensuring supporter journeys are bespoke and meaningful
- Establish appropriate means of monitoring and evaluating activity, and ensure that all reports to donors are delivered to the highest quality and to deadlines.
- Take responsibility for ensuring that full records of all contacts are maintained on the database, in accordance with GDPR.
- Ensure that all donations are quickly and correctly processed and acknowledged, working within the framework of the PPERA and observing its implications.
- To carry out any other task as asked by the Head of Fundraising
- Ensure Party values, and organisational need, guides and informs all aspects of the major donor and stewardship programme

The person will be expected to work flexibly as part of the team. This may include working in the evenings and at weekends.

## The Labour Party Person Specification

### Knowledge

- Knowledge of the Labour Party and its structures
- Knowledge of principles of major donor fundraising
- Good working knowledge of MS Office applications and Raisers Edge database

### Experience

- Experience of fundraising from individuals
- Experience in mid-level and / or major donor fundraising
- Proven experience in managing complex supporter relationships and developing supporter journeys
- Ability to write compelling cases for support and donor reports
- Experience in developing fundraising appeals and materials

### Skills

- Effective communication skills, both verbal and written
- The ability to work proactively with a variety of stakeholders, including donors and supporters at all levels
- Ability to work within a target driven environment
- Ability to work effectively as part of a team and on own initiative
- Ability to adapt in complex situations
- Excellent time management skills
- Excellent attention to detail
- Ability to generate innovative new ideas for fundraising in the Labour Party