

Hello

Thank you for your interest in the Major Donor & Philanthropy Fundraiser position at BRACE.

BRACE is a dynamic charity dedicated to funding vital research into Alzheimer's disease and other forms of dementia. With dementia affecting millions of people and their families worldwide, our mission to defeat it through scientific research has never been more important. The research we fund brings hope to those affected by dementia and contributes to the global effort to find effective treatments and, ultimately, a cure.

BRACE has embarked on an ambitious journey to significantly increase our fundraised income to meet the growing demand for dementia research. As part of this strategy, we have identified Major Donor fundraising as a key area for development - one that has been under-explored until now but holds tremendous potential for growth.

We're looking for an experienced fundraising professional to join our team and really put their stamp on the role. As our Major Donor & Philanthropy Fundraiser, you will be responsible for establishing and growing our major giving program from the ground up. The role will require determination, resilience, and creativity. You will need to build relationships from scratch, establish processes, and create a culture of major giving within the charity.

Most importantly, we're looking for someone who brings energy and enthusiasm to this new role, with the ability to build strong connections with supporters who share our passion for advancing dementia research.

As a team, we pride ourselves on making our supporters feel valued and part of something special. We offer a supportive, collaborative environment where your ideas will be welcomed and your contribution truly valued. You'll have the unique opportunity to learn about cutting-edge dementia research projects and share these inspiring stories with potential donors and supporters. Our strong relationships with our donors and researchers makes the role particularly rewarding, as you'll see firsthand the impact of the funds you help to raise.

If you're excited by the prospect of building something meaningful from the ground up, have the experience and skills we're looking for, and are passionate about making a difference in dementia research, we would love to hear from you. To apply for this position, please submit your CV and a covering letter explaining why you're interested in the role and how your experience meets our requirements to jobs@alzheimers-brace.org by Friday 11th April.

If you have any questions about the role or would like an informal chat before applying, please contact Liberty Harrison at liberty@alzheimers-brace.org

Looking forward to hearing from you.

Liberty Harrison

Major Donor & Philanthropy Fundraiser

Job description and person specification

Job Title: Major Donor & Philanthropy Fundraiser
Reporting to: Head of Fundraising
Hours: 37.5hrs
Contract: 18 Months Fixed Term
Salary: £28,000 - £30,000 (dependent on experience)
Location: BRACE Charity Office - Brain Centre, Southmead Hospital, Bristol BS10 5NB

OBJECTIVE: To increase fundraised income for BRACE and dementia research through major donors and high-value supporters, both cultivating existing supporters to increase their support and networking to develop new major donors.

ROLE: As our Major Donor & Philanthropy Fundraiser, you will be responsible for developing and implementing a comprehensive major giving programme to increase revenue from high-value supporters. This is a new and exciting opportunity to establish and grow this income stream for BRACE, requiring proven experience in securing major gifts.

KEY TASKS:

| Responsibility | Includes |
|-------------------------|---|
| Major Donor Fundraising | <ul style="list-style-type: none"> • Develop and implement a strategic plan to identify, cultivate, solicit, and steward high net worth individuals • Build and maintain a strong portfolio of potential funding sources through thorough prospect research • Manage a diverse portfolio of existing and new major donors, delivering excellent relationship management to meet ambitious individual fundraising targets • Build, manage, and maintain a full and consistent pipeline of prospects, ensuring timely progression through each stage from identification to stewardship • Conduct frequent and regular contact with donors and prospects by phone, video, and in-person meetings utilising the Head of Fundraising and CEO for potential new and existing high net stakeholders • Develop compelling, tailored proposals and funding applications to secure significant donations • Create and implement bespoke stewardship plans to ensure long-term support • Represent BRACE at networking events to build relationships with potential high-value supporters • Maintain accurate and up-to-date records of all major donor activity in our database |
| Strategy & Planning | <ul style="list-style-type: none"> • Work closely with the Head of Fundraising to develop and implement a major donor fundraising strategy |

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| | <ul style="list-style-type: none"> • Monitor performance against budget targets and analyse data to support future budgeting • Contribute to the overall fundraising strategy of the charity • Stay informed about the latest trends and best practices in major donor fundraising |
| General Responsibilities | <ul style="list-style-type: none"> • Be an active and supportive member of the BRACE team, supporting colleagues across the organisation to support the charity's wider organisational goals and objectives • Gain and maintain in-depth knowledge and understanding of the charity's work, priorities, and future plans • Assist the CEO, Head of Fundraising and other colleagues with charity-wide development initiatives • Attend meetings and events as required both during and outside normal office hours, including the annual Let's Talk Dementia • Carry out any other duties compatible with this post as directed by the Head of Fundraising |

This list is not exhaustive and will be reviewed from time to time in discussion with the post holder.

Person Specification

Essential

- Demonstrable experience in major donor fundraising or equivalent high-value relationship management
- Proven track record of securing large and repeat donations from individuals
- Excellent written and verbal communication skills with good copywriting and proofreading ability
- Experience in creative proposal writing and the ability to demonstrate clear outcomes and impact
- Confident and persuasive presentation skills
- Ability to build and maintain relationships with high-net-worth individuals
- Experience in developing and implementing stewardship plans for major donors
- Strong research skills with experience in identifying quality new business leads
- Proven ability to form good working relations, both internally and externally with people at all levels
- Innovative and keen to find solutions to problems
- Strong interpersonal skill set with the ability to be persuasive
- Excellent IT literacy
- Excellent planning, time management, and organisational skills
- Willingness to work flexibly in order to adapt to the needs of supporters and the charity
- Able to work unsupervised and independently from home and on the road

Desirable

- Excellent ability to motivate, inspire, and influence people
- A self-starter with entrepreneurial spirit
- Experience in launching or growing a major donor program

- Understanding of the medical research funding landscape
- Experience using Raiser's Edge to manage donor relationships
- Empathy with the cause that BRACE represents (knowledge of dementia and research is not essential, as information and informal training will be provided)