
**Job Description**

**Job title:** RFC Philanthropy Manager (Patrons Programme)

## **Reports to:** RFC Senior Philanthropy Manager

**Location:**  Hybrid working, with regular attendance, including Thursdays, at our central office at the Royal Free Hospital, NW3. Other office days may be worked from our other sites at Barnet Hospital, EN5 and Chase Farm Hospital, EN2

**Full time:**  37.5 hours per week (we welcome flexible working requests)

**Key internal and external contacts**

**Internal:** Director of Fundraising & Campaigns, RFC Chief Executive, RFC Chair, RFC

Trustees, RFL Trust Senior Leadership Team, RFC fundraising team.

**External:**  Key stakeholders, existing patrons, donors and senior volunteers, corporate partners and key decision makers associated with charitable trusts and foundations.

**Main Purpose**

Working alongside members of the wider philanthropy team, you will help to secure new Royal Free Charity Patrons (annual donations between £1k - £25k), deliver the best possible experience to some of the charity’s most committed donors through a mixture of bespoke events, personalised communications, and recognition opportunities across our hospital sites.

Specifically, this role will lead the team’s efforts in working with our mid-level donors, developing our first ever patrons’ programme and providing them with an experience that ensures continued support of the Royal Free Charity.

You will play an important role within our philanthropy & campaigns team, helping to build relationships, and increase income, in a pivotal year for the charity. The role will offer significant scope for development, giving you the opportunity to grow your relationship-building, communication, and project management skills in a supportive, ambitious, and high-performing team.

**Key tasks and responsibilities**

**Leading the Royal Free Charity’s patrons’ programme**

* Lead all aspects of the Royal Free Charity’s patrons programme, from recruitment through to stewardship and renewal efforts.
* Work with senior stakeholders to develop and launch a new strategy for the programme, illustrating the potential overlap between patronage and other areas of support for the charity, as well as opportunities to uplift levels of support or additional gifts.
* Manage the day-to-day delivery of the patrons programme including coordinating the renewals process and responding to enquiries.
* Effectively promote the programme across a range of audiences, working with colleagues to identify and recruit prospects and deliver retention activity to uplift supporters to patronage and beyond.
* Develop and deliver the engagement programme for patrons, collaborating with colleagues on stewardship and cultivation plans including a programme of communications and touchpoints, including events.
* Draft engaging materials, such as letters, invitations, and thank you communications, to ensure patrons feel valued and have a positive donor experience.
* Support colleagues who manage relationships with patrons by ensuring key materials are shared, and monitoring when annual renewals are due.
* Manage updates to patron recognition across our hospital sites, ensuring names are listed in accordance with donor wishes, and are added or removed at the appropriate time.

**Leading relationships with mid-level supporters**

* Alongside the patrons programme, you will lead and deliver a mid-level giving retention and recruitment strategy, for donors giving between £1,000 and £25,000 to the charity each year, working with colleagues to understand potential opportunities for uplift in giving.
* Support the development and delivery of engaging events, and bespoke communications for mid-level donors.
* Ensure that mid-level donors have the best possible experience of giving to the charity, by engaging with colleagues on the development of appeals to this audience, stewarding those giving at this level, and attracting new supporters to grow the programme.
* Contribute to analysis and commentary on the performance of the programme.
* Work with the public fundraising team to thank mid-level donors to fundraising appeals, creating updates and reports, and providing an excellent supporter experience to maximise the opportunity for a longer-term relationship beyond specific appeals.
* Work closely with charity colleagues and external suppliers to ensure fundraising activities are delivered to agreed plans, budgets, and timelines.
* Support the fundraising activities of the wider philanthropy & campaigns team through identifying donors who may consider making a major gift or be interested in legacy giving.

**Cross-team working and individual development**

* Build relationships across the charity and with Royal Free London staff to enhance own work, raise the visibility of fundraising, and identify opportunities for collaboration.
* Represent the philanthropy & campaigns team, where appropriate, on cross-charity projects.
* Take time for personal development, contributing learning and ideas to the wider team.
* Keep up to date with fundraising sector trends and how they can be applied to our work.

This job description is not exhaustive; the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.

##### **Person Specification**

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##### **Essential knowledge**

**EK1** Solid understanding of philanthropy/major donor fundraising together with a good understanding of other fundraising opportunities such as corporate, events and legacies.

**EK2** Intellectual capacity to acquire an understanding of the Royal Free’s range of provision together with our values and ethos, to interact credibly with both high-level donors.

**EK3** An awareness of wealth sources in the UK, particularly North London, together with an awareness of the motivations of philanthropic wealthy individuals.

**Desirable knowledge**

**DK1** Knowledge of fundraising regulations and best practice including Gift Aid and GDPR.

**DK2** Knowledge of the healthcare sector

##### **Essential skills**

**ES1** Exceptional interpersonal skills and the ability to build and maintain strong relationships with diverse audiences, including donors, colleagues, and senior stakeholders.

**ES2** Ability to fundraise; securing donations four and five-figure donations from supporters who wish to join the patrons programme.

**ES3**  Outstanding organisation skills, with the ability to juggle workload whilst maintaining an excellent service level to donors and charity colleagues.

**ES4** A collaborative approach to working with other members of the team and senior stakeholders.

**ES5** Excellent written and verbal communication skills, including the ability to draft compelling materials and present information clearly and persuasively.

**ES6** Ability to deal with sensitive information in a confidential and professional manner.

**ES7**  Excellent IT skills, including a thorough knowledge of MS applications (Word, Excel, PowerPoint and Teams), and a willingness to learn new skills, such as how to use the relationship management database, Raisers Edge NXT.

##### **Essential experience**

**EE1** Experience in fundraising and donor development in the charity or cultural sector, or a similar setting.

**EE2** Experience of working with supporters, customers, clients, or the general public, delivering an excellent service on the phone, in person, and in written communications.

**EE3** Experience of creating high quality written documents, such as tailored letters, proposals, slide decks, or other professional materials.

**EE4** Experience of planning, delivering, and evaluating a project from start to finish.

##### **Desirable experience**

**DE1** Experience of developing longer term relationships with supporters, clients, or equivalent audiences.

**DE2** Experience of leading on the creation and implementation of innovative events that are tailored towards a specific audience’s interests.