



Interim Head of Development (Major Gifts & Events)

Salary: Highly Competitive – Depending on Experience

Contract: Fixed Term (ASAP start to May 2024), 37.5 hours

Location: London

Start Date: As soon as possible

The Outward Bound Trust

The Outward Bound Trust is an educational charity that helps young people defy their limitations through learning and adventure in the wild.

The Fundraising team raises £7m a year to provide bursary support for disadvantaged young people to participate in our residential courses, and towards capital requirements across the Trust. The team of 15 is based across three locations at Waterloo, London, Head Office in Hackthorpe, Cumbria and Glasgow, Scotland.

Job description

In a nutshell....

This interim role involves delivering Outward Bound's Major Gift (Individuals) fundraising plan in support of our General appeal and other projects. It also involves developing and delivering our events plan which will be directed by the postholder, uniting the delivery of high value fundraising special events and a programme of cultivation events delivered in support of the Fundraising team and other teams across OBT.

The postholder will oversee the major giving program and a team of front-line fundraising staff in coordination with the development team. Through directly working with donors and through supervising others, this person will manage the stewardship of Outward Bound donors and identify and pursue new donors and funding opportunities.

Overall the aim of the role is to maintain and increase support from our core Major Gifts through innovative campaigns and events.

The candidate will also lead on our Christmas Campaign – which aims to raise approximately £600,000 and on our application process for Charity Christmas Appeal, developing applications to National Newspapers and Media Outlets.

Our plan involves a strong mix between intimate events, media profile and major matched giving. We seek someone able to intertwine these skills and bring them together into one united plan.

We also require clear leadership on our research and approach method – designing the targeting and approach to potential supporters.

We are seeking a real professional with a "Follow Me" style of leadership – someone who rolls up their sleeves and takes on the challenge head on, setting an example to the small team they lead. A strong relationship builder, this person will also have events delivery experience and a strong interest in wider communications strategy.

Reporting to the Director of Fundraising, Marketing and Communications Leading the Major Gifts and Events (Development) Team.

Responsibilities

- Identify and build relationships with major individual supporters with a focus on securing five, six and seven figure donors in line with agreed targets.
- Lead on the development of solicitation and stewardship plans for portfolio of donors and prospects, as well as that of the Development team.
- Execute our Christmas Appeal – including approaches to National Newspapers and Media for support.
- Develop and implement a clear plan for maintaining levels of support and bringing in new donors.
- Lead on the development of a programme of high calibre events programme – including both stewardship and income generation events.
- Work with the Marcomms team to develop our social media, communications and digital plan to increase OBT's reach.
- Expand OBT's research plan with the target of reaching 50 new HNWI donors per annum.

Person Specification

Essential

- Extensive experience of building strong relationships with Major Gift donors and securing large 5 figure + gifts.
- Extensive Experience of building and executing large scale events and managing Event Budgets and Teams.
- A natural relationship builder – confident working with HNWIs.
- A strong understanding of database management and an ability to support in developing others skills in this area.
- Highly proactive and efficient.

Desirable

- Marketing and Communications Experience – with a sound knowledge of Digital and Social Media
- Highly proactive and efficient
- A strong understanding of Social Media Delivery

If we offer you the job

The post holder will also be required to undertake an enhanced disclosure under the Disclosure and Barring Service.

This position will include regular travel to attend face to face meetings and events – sometimes including overseas travel.

Salary and benefits

Highly competitive salary (dependent on experience)

- Annual leave of 24 days pro-rata, plus bank holidays
- Life Assurance: 3 x salary, covered from start date; includes Employee Assistance helpline.
- Personal Accident Insurance while at work or commuting.



How to apply

To apply for this job please send an expression of interest (no longer than two sides of A4) saying why you're the person for this job as well as a copy of your up-to-date CV by 5pm on Friday 13th October. Contact details: a.bolchover@outwardbound.org.uk

If you're shortlisted for the job, initial telephone interviews will take place on w/c Monday 16th October and if successful at this stage, a face-to-face interview in London.