



Great North Air Ambulance Service

Job Description

Overview

Job title:	Relationship Manager (Major Gifts & Legacies)
Department:	Income & Engagement - Philanthropy
Main base:	Progress House, with travel across the region
Pay band / allowances:	Band 3
Hours:	37.5 hours
Period of tenure:	Permanent

Organisational relationships

Reports to:	Fundraising Manager
Direct reports:	n/a
Key relationships:	Donors, general public, and charity employees/volunteers.

Our what, why and how

We provide outstanding pre-hospital care to people of the North when they need it most, keeping families and communities together by saving lives.

We **care** about: inclusion of all voices, each other, our supporters, our patients and their families.

We have the **courage** to: try new things, take measured risks, speak up and innovate in our field.

We are **committed** to: our purpose, the people we serve, the quality of our work, doing a good job.

Together, we save lives.

Job role summary

To manage and grow a portfolio of existing individual major donors, while identifying, engaging and cultivating new and lapsed supporters. Working closely with the Fundraising Manager, the Relationship Manager will help develop and deliver an effective major donor programme, providing exceptional stewardship and personalised engagement to build strong, lasting relationships that increase supporter loyalty and maximise income growth.

Team organisational chart

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What you'll do

Core responsibilities

- Support the Fundraising Manager in the development and delivery of the major donor fundraising strategy.
- Manage and develop a portfolio of high-net-worth individuals, cultivating long-term relationships that increase engagement and philanthropic income.
- Work collaboratively with the wider Income and Engagement team to plan and deliver tailored cultivation, stewardship and networking events for major donors and prospects. Deliver exceptional stewardship and personalised supporter care to major donors, prospective supporters and legacy pledgers
- Identify, research and develop new major donor prospects, creating tailored cultivation and solicitation plans to secure significant gifts.

Communication and relationship responsibilities

- Keep the line manager, Senior Leadership Team and CEO informed of progress, developments, opportunities and any significant issues relating to major donor and legacy relationships, ensuring timely updates and appropriate escalation where required.
- Collaborate with the Marketing team to develop compelling fundraising and stewardship materials, ensuring consistent messaging across all supporter touchpoints.

Planning and organisational responsibilities

- Undertake general administrative duties required to fulfil the responsibilities of the role, including correspondence, meeting coordination and telephone communication.

Analytical and judgement responsibilities

- Monitor, evaluate and report on major donor activity, relationships, pipeline progression and income outcomes.

Financial and physical resource responsibilities

- Personal duty to observe and follow internal financial policies and procedures.

Information resources

- Maintain accurate and up-to-date records on the charity's CRM system, ensuring compliance, a clear audit trail, and effective donor insight and analysis.

Policy and service development responsibilities

- Maintain up-to-date knowledge of major donor fundraising best practice, attending relevant training, sector events and networking opportunities as appropriate.
- Adhere to organisational policies, procedures and legislative requirements, ensuring compliance with fundraising regulations and data protection standards.

General

- We work where we're needed most, so this role includes regular travel between bases, partner organisations, and other stakeholder venues. Flexibility is important, as occasional overnight stays and some work outside normal business hours may be required to support the people and communities we work with.
- This job description provides an overview of the role. As part of a flexible and growing organisation, you may be asked to take on other responsibilities appropriate to the position as our needs evolve.
- All employees are expected to complete and maintain mandatory training relevant to their role, ensuring compliance with organisational policies, legal requirements, and professional standards.

Safeguarding and DBS

We believe creating safe, supportive environments is everyone's responsibility. You'll be expected to recognise and act on any concerns relating to the safety, wellbeing, or welfare of children, young people, and vulnerable adults, following our safeguarding procedures and reporting concerns appropriately. You'll keep your safeguarding knowledge up to date through required training, embed safeguarding into your day-to-day practice, and comply with all relevant checks and requirements, including DBS checks where applicable.

Person Specification

	Essential	Desirable
Qualifications and training	• Educated to HNC/HND/Foundation Degree level, or able to demonstrate equivalent knowledge and experience gained through relevant training and experience. • Full driving licence and ability to travel for role-related meetings and visits.	• Bachelor's degree • Fundraising Qualification.
Skills and knowledge	• Excellent interpersonal and communication skills, with the ability to engage and influence a wide range of people. • Strong written communication skills, including the ability to produce compelling correspondence and donor communications. • Ability to develop rapport quickly and maintain professional relationships with supporters. • Good organisational and time-management skills. • Ability to work independently and collaboratively as part of a team. • Competent IT skills, including Microsoft Office and CRM/database systems.	• Understanding of major donor fundraising principles and donor journeys. • Knowledge of fundraising regulations and Gift Aid. • Ability to analyse supporter data and identify opportunities for growth. • Experience writing funding proposals, impact reports or personalised donor updates.

	• Understanding of confidentiality and data protection requirements. • Ability to produce written reports and analyse supporter data.	
Experience	• Experience in fundraising, relationship management, sales, account management or a similar donor/customer-facing role. • Proven ability to build and maintain strong relationships with a range of stakeholders. • Experience of working towards and achieving financial or performance targets. • Experience of managing multiple priorities and maintaining accurate records. • Experience of delivering high standards of customer care or supporter stewardship.	• Experience working within the charity or not-for-profit sector. • Experience of major donor fundraising or high-value relationship management. • Experience of donor stewardship, cultivation events or fundraising campaigns. • Experience using fundraising CRMs such as Raiser's Edge, Donorflex or Salesforce.
Other	• Able to build positive relationships and engage effectively with supporters • Motivated and target-driven, with a proactive approach to identifying opportunities.	

	• Communicates clearly, sensitively and appropriately, adapting their approach to different individuals and situations • Professional, reliable and trustworthy. • Commitment to the organisation's values and mission. • Full UK driving licence (the role involves business travel).	
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Job Risk Profile Relationship Manager (Major Gifts & Legacies)						
This Role Involves	Details of Risk Level					Examples
	Yes	No	Rare	Occasional	Frequent	
Lifting heavy objects between 6 to 15 Kg	X		X			Laptops, meeting materials, light equipment, training aids and occasional operational kit Movement of operational equipment or supplies between sites
Lifting heavy objects above 15 Kg		X				Movement of training equipment or operational resources with support as required
Using equipment to lift, push or pull patients/objects		X				Handling of equipment, training resources or operational materials
Running in an emergency		X				Where immediate movement is required during site-based operational oversight or incident attendance
Driving alone/with passengers/with goods	X			X		Cross-site travel, meetings, visits to operational bases and occasional transport of work materials
Invasive surgical procedures		X				When treating patients
Working at height		X				Exposure during operational oversight, site visits or significant incidents
Concentration to assess patients/analyse information		X				Analysis of operational data, service performance, staffing, incidents and governance information

Job Risk Profile Relationship Manager (Major Gifts & Legacies)						
	Details of Risk Level					
This Role Involves	Yes	No	Rare	Occasional	Frequent	Examples
Response to emergency situations		X				On-call response, operational coordination or leadership attendance at significant incidents

	Details of Risk Level					
This Role Involves	Yes	No	Rare	Occasional	Frequent	Examples
Clinical Interventions		X				Where operational exposure is undertaken to maintain service understanding or credibility
Informing or dealing with patients / family / carers / employees / stakeholders of unwelcome news		X				In relation to staff matters, incidents, complaints or significant service issues When providing leadership support around incidents, complaints or service concerns
Exposure to verbal aggression		X				Exposure during operational visits, significant incidents or difficult stakeholder interactions
Exposure to physical aggression		X				Exposure during operational visits, significant incidents or challenging service environments
Clinical hands-on patient/client care		X				

	Details of Risk Level					
This Role Involves	Yes	No	Rare	Occasional	Frequent	Examples
Contacts with blood/bodily fluids		X				Operational exposure or attendance at significant incidents
Exposure to unpleasant working conditions dust/dirt/fleas		X				Exposure during site visits, service reviews, exercises or significant incidents
Concentration required when using checking documents, writing reports and analysing statistics	X			X		
Computer Use	X				X	Where postholders are required to use a computer for their role; to assess the frequency and intensity of use