**About my AFK**

my AFK helps disabled children and young people to live independent and fulfilling lives.

There are two main themes to our work: employment and mobility. We help disabled young people aged 18-25 to develop important life and work skills so they can live more independently and move into paid employment. We also offer a range of face to face and on-line activities for young people aged 14-18 during the school holidays. On the mobility side we provide specialist mobility equipment not available on the NHS to disabled children and young people up to their 25th birthday, across the UK.

This is an exciting time to be joining my AFK. Following a period of rationalisation, a new CEO, David Coe, joined the Charity in March and since then we have embarked on a strategic review. There are 14 million disabled people in the UK and we know disabled people suffer unemployment disproportionately and following a year that ended with lockdown and the threat of a Covid-induced recession, our work will be more vital than ever. One positive aspect of the Covid pandemic has been the successful provision of our employment service digitally and this presents a great opportunity for future development. The broad thrust of our new direction is to expand our services. In particular our employment service is currently London-centric and our ambition is to expand this nationally.

We have completed the strategic roadmap and set the milestones and detailed proposals will go to the Board later in the year. The most promising opportunities identified at the time of writing are:

* Expanding our employment service to extend its reach by:
-implementing virtual coaching
-and /or opening up a pilot office in another location
* Not seeing a job in an office as the only end point and expanding our service to include coaching to become self-employed
* Developing a support service for disabled people working from home
* Setting up an ‘incubator hub’ for the self-employed which can be combined with the support service above
* Raising more money to fund more mobility equipment and covering the costs of maintenance which is currently paid for by my AFK

With regard to fundraising we have set targets to increase our fundraised income from £1.7m to £2.4m over the next three years. On the communications front the challenge is to raise profile and awareness to underpin our fundraising efforts and develop the Charity’s voice.

The Charity enjoys a mixed portfolio of fundraising including Trust, Corporates, Events and Community, Individual Giving, Raffle and Legacies.

**Role Summary**

Job Title: **Major Donor Manager (FTC)**

This is a newly created position which will sit in the Fundraising and Communications Department and you will work with the Fundraising and Communications Director, and the wider team to launch a major donor fundraising strategy to raise income high-net-worth individuals.

Full details of the role can be found below.

Closing date for receipt of completed applications: **Monday 24th January 2022 at noon.**

Interview date: **w/b 31st January 2022.**

**Why work with my AFK?**

my AFK has been committed to supporting disabled children and young people for almost 30 years and we need the very best of talents to keep our mission alive. We are a team of passionate individuals who are 100% committed to make a difference to disabled young people’s lives and see the charity grow. We take pride in our inclusive work culture and encourage team members to bring their whole self to work.

Our focus is on a young person’s potential and aspirations, not the apparent barriers they face. This is part of the social model of disability, which says that disability is caused by negative attitudes and exclusion within society, rather than the individual’s impairment. This is different to the medical model of disability, which simply looks at the functions of the body and whether it conforms to what’s seen as ‘normal’.

Here at my AFK we work to address and remove the social barriers that disable people, by providing mobility equipment, education support, skills training and helping young people secure work placements. We believe these services are an essential part of helping young people succeed.

We believe it’s our social and economic structures that stop disabled people from living an engaged and fulfilling life, not the impairment or disability.

This is what we tell our students and trainees: you don’t need to change; society does.

**Our values**

We are **straightforward.** We share our experiences, knowledge and understanding about disability, and welcome honest and frank discussion on how to achieve our mission.

We **respect & value every individual**. We respect you and all our stakeholders. We value every opinion and put disabled people at the centre of what we do.

We are **passionate**. We were formed by someone who was passionate about ensuring a better future for disabled young people. This passion is still behind everything we do.

We are **approachable & supportive**. We are an open and outward looking organisation that makes it easy for disabled people and their families to seek help. We build long-term partnerships with those we help.

We are **committed**. We challenge situations where disabled people do not receive the help, support and understanding they need.

**What we offer:**

*28 days annual leave (in addition to all statutory public holidays), pro rata for part time*

*Flexible working arrangement (currently piloting Hybrid working with 2 core days in the office and 3 days working from home)*

*24/7 Employee assistance programme & counselling service*

*35 hours full time working week (pro rata for part time)*

*Greater work life balance*

*Employee retail discounts powered by Reward Gateway Foundation*

*Flu Vaccine reimbursement*

*Life assurance scheme for those who work over 16 hours per week*

*Generous Maternity leave pay*

*Office Closure during Christmas period*

**For an informal chat about the role, please contact Katie Cavanagh, Fundraising and Communications Director at** **katie.cavanagh@my-afk.org** **or 0208 347 8111.**

**Job Description**

**Job Title:** Major Donor Manager

**Salary:** £35-£40k

**Hours:**  **12 month fixed term contract**

**Location:** Ability House/ Work from Home

**Line Manager:** Director of Fundraising and Communications

**Context of the Job**

my AFK helps disabled children and young people to live independent and fulfilling lives.

There are two main themes to our work: employment and mobility. We help disabled young people aged 18-25 to develop important life and work skills so they can live more independently and move into paid employment. We also offer a range of face to face and on-line activities for young people aged 14-18 during the school holidays. On the mobility side we provide specialist mobility equipment not available on the NHS to disabled children and young people up to their 25th birthday, across the UK.

**Main purpose**

my AFK is 30 years old in 2022 and over the past 30 years we have helped thousands of disabled children and young people who deserve the best possible start in life. We will be celebrating our success in 2022 as well as using the opportunity to raise funds to support the next generation of disabled young people.

This new role will sit in the Fundraising and Communications Department and you will work with the Fundraising and Communications Director, and the wider team to launch a major donor fundraising strategy to raise income from high-net-worth individuals.

With a successful track record in delivering four figure plus gifts through personal approaches to Major Donors and growing new mutually beneficial relationships raising £5,000+, you will have experience of creating, developing and delivering on successful major donor fundraising strategies.

As well as the ability to engage with senior stakeholders and deliver bespoke supporter journeys and experiences you will have excellent written and communication skills that inspire and engage supporters.

**Principle Responsibilities**

* Work with the Fundraising and Comms Director to plan, write and deliver a major donor fundraising strategy
* Secure gifts from high-net-worth individuals to support my-AFK during our 30th Anniversary Year and beyond
* Deliver first class stewardship and relationship management - continually improving the quality of experience for our supporters
* Write persuasive content and create engaging fundraising messaging for a for a variety of high value audiences, across multiple channels
* Create compelling cases for support and outstanding funding proposals for major donors
* Work collaboratively with Service Delivery colleagues to ensure projects are fundable and major donors can see the impact of their gift
* Support key strategic projects across the Fundraising Department
* Able to ask for large gifts and support the Chief Executive, Trustees, and other staff members to solicit large gifts
* Ensure that the fundraising database and financial reporting are kept up to date

**Person Specification**

**Essential**

* Strong organisational skills with the ability to manage multiple priorities and tight deadlines with a proactive approach
* Friendly, positive, flexible and adaptable team player
* Managing complex supporter relationships
* Fundraising experience in Philanthropy, Charitable Trusts or through public or private sector sources
* Experience of building relationships to maximise potential
* Experience of working on multiple projects at any one time, requiring determination and focus to complete according to deadlines
* Local and/or national fundraising experience - however, we will not exclude candidates from other backgrounds especially if this involves working closely with high-net-worth individuals in other careers
* Excellent IT skills including knowledge of MS Office packages
* Experience of using a CRM to record contacts and income and for reporting

**Desirable**

* Educated to degree level or equivalent
* Previous experience managing a major donor function or demonstrable transferable skills
* Experience of managing high profile events

**General**

* Deliver all aspects of this job description in accordance with my AFK’s Equal Opportunities & Diversity Policy
* Able to demonstrate a commitment to the aims and objectives of my AFK
* Willingness to work outside of normal hours if required, including weekends
* Willingness to undertake further training if required
* Staff are encouraged to volunteer to support at least two events outside of normal working hours each year – we have a Time Off In Lieu (TOIL) policy
* Awareness of current issues affecting disabled children and young people in the UK and a commitment to keep abreast of this ever-changing landscape
* Undertake other duties which are in line with the general level of responsibility of the post, or as directed by a member of the Senior Management team

**Code of Conduct**

* Understanding of and commitment to Equality, Diversity and Inclusion
* Ensure compliance with The General Data Protection Regulation 2016 (GDPR) and the Data Protection Act 2018, and Fundraising Regulations