

Job Description

Job title	Major Donor Lead
Job purpose	Build and drive a high-impact major giving programme, shape fundraising strategy, unlock transformational funding, and connect visionary philanthropists with pioneering climate solutions. Lead a major donor strategy that significantly grows both unrestricted and programmatic income, powering the scale-up of climate innovations that change lives and protect our planet.
Reports to	Director of Business Development
Responsible for	N/A

Duties and key responsibilities

Strategic Leadership of Major Giving

- Develop and lead Ashden's major giving strategy, with clear income growth targets and pipeline development.
- Build and manage a portfolio of high-net-worth individuals capable of five-, six-, and seven-figure gifts.
- Partner closely with the Director of Business Development to secure transformational donations.
- Grow Ashden's Changemakers mid-level donor programme to £200,000 by the end of 2026.

Impact: Establish a robust and scalable major donor programme that becomes a cornerstone of Ashden's financial sustainability.

High-Value Relationship Cultivation & Stewardship

- Develop tailored cultivation strategies for major donor prospects.
- Deliver exceptional stewardship to deepen long-term partnerships and maximise lifetime value.
- Create personalised, compelling funding proposals and funding asks.
- Ensure donors experience meaningful engagement with Ashden's mission and impact.
- Maintain a strong, forward-looking donor pipeline using CRM systems (Microsoft Dynamics).

Impact: Convert strong relationships into enduring philanthropic partnerships.

Income Growth Through Network Activation

- Recruit, manage, and activate a network of 'Gatekeepers' who open doors to new major donor prospects.
- Work with the Ashden Events Committee to create high-level access and introductions.
- Design and deliver donor cultivation events that inspire, inform, and convert.
- Deploy the allocated events and cultivation budget strategically to maximise return.

Impact: Expand Ashden's reach into influential philanthropic networks and accelerate income growth.

Cross-Organisational Collaboration & Storytelling

- Partner with the Communications Team to create compelling campaigns and donor-facing materials.
- Collaborate with Programme teams to translate technical impact into inspiring investment cases.
- Ensure proposals are aligned with Ashden's mission, strategy, and measurable impact.
- Support accurate financial monitoring and reporting against donor expectations.

Impact: Bring Ashden's climate innovation stories to life in ways that unlock major investment.

Governance, Compliance & Professional Excellence

- Ensure compliance with funding terms and statutory regulations (data protection, safeguarding, fundraising regulations).
- Maintain robust CRM and financial record-keeping practices.
- Act as an ambassador for Ashden in all external engagements.
- Contribute to a culture of diversity, equity, and inclusion.
- Commit to continuous professional development.

General Responsibilities

- Represent and be an ambassador for Ashden and SFCT
- Be proactive in keeping up to date with developments affecting own work and maintain and improve personal competence through continuous professional development

- Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position
- Support and promote diversity and equality of opportunity in the workplace
- Work collaboratively with others in all aspects of SFCT's work

Scope & Resources

- Dedicated £10,000 events and donor cultivation budget.
- Access to CRM and financial systems.
- Training and development support.
- Strategic collaboration with Director of Business Development and senior leadership.

Person Specification

Experience

- Proven track record securing five-, six-, and seven-figure gifts from high-net-worth individuals.
- Experience running sophisticated donor stewardship programmes.
- Strong financial monitoring and reporting capability.
- Experience collaborating across programme and communications teams to develop compelling cases for support.
- Experience ensuring donor compliance and impact reporting.

Skills & Capabilities

- Exceptional relationship builder and natural networker.
- Strong strategic thinking and pipeline management skills.
- Excellent verbal and written communication.
- Financially literate and highly numerate.
- CRM proficiency (ideally Microsoft Dynamics).
- Highly organised with strong attention to detail.
- Comfortable managing multiple priorities in a fast-moving environment.

Personal Attributes and other requirements

- Entrepreneurial and self-directed.
- Comfortable representing the organisation at high-level events.
- Flexible and willing to work occasional evenings or weekends.
- Committed to equity, diversity, and anti-discriminatory practice.