



Moorfields
Eye Charity



Job information pack

Senior philanthropy manager

Moorfields Eye Charity, 27 Provost Street, London,

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moorfieldseyecharity.org.uk

Registered Charity No 1140679



[moorfieldseyecharitylondon](https://www.facebook.com/moorfieldseyecharitylondon)



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[moorfields-eye-charity](https://www.linkedin.com/company/moorfields-eye-charity)

Welcome

Thank you for your interest in the work of Moorfields Eye Charity. We believe that people's sight matters and wish to strengthen our committed and passionate staff by appointing a newly created senior philanthropy manager role within our fundraising team.

We are the main fundraising and grant-making charity for Moorfields Eye Hospital NHS Foundation Trust (Moorfields) and its academic partner UCL (in particular the UCL Institute of Ophthalmology), two world-leading institutions. We invest in life-changing eye health by funding innovative research, equipment, patient care and training – benefitting patients in the UK and around the world.

We have ambitious plans. We have put into action a five-year business plan that is supporting our growth from raising and funding around £6 million annually to becoming a £10 million a year charity.

We are also a partner in the once-in-a-century opportunity to create a new home for eye care, research and education, bringing together Moorfields and the UCL Institute of Ophthalmology (an initiative known as Oriel). Construction is underway and the new centre is expected to open in 2027 and will be located near St Pancras in London. Philanthropy is playing a critical role in the delivery of this new centre and we are leading a fundraising campaign, in partnership with UCL, to raise £100 million to support this. Alongside this, our five-year fundraising strategy will support the growth of our wider fundraising activity in support of Moorfields and the UCL Institute of Ophthalmology.

We both joined Moorfields Eye Charity because we are passionate about eye health and wanted to support the pioneering work of the world-leading partnership between Moorfields and UCL. It is an exciting time of transformation as we play a pivotal role in creating our new centre for eye health, embed a culture of philanthropy across the Moorfields family, increase our fundraising and grant-making, deliver our ambitious strategy and make a real difference to people with sight loss.

We hope you are as excited as we are by the opportunity to play a key role in our journey and thank you for your interest in joining the team.

We look forward to hearing from you.



Robert Dufton
Chief executive

A handwritten signature in white ink that reads "Robert Dufton".



Rachel Jones
Director of development and communications

A handwritten signature in white ink that reads "Jones".

Key information

Hours:

Full time 37.5 hours per week

Contract type:

Permanent

Salary:

£61,011 - £71,180

Annual leave entitlement:

27 days plus bank holidays,
increasing after 5 years and 10
years service

Reports to:

Head of philanthropy

Probation period:

Six months

Notice period:

Three months

Place of work:

City Road EC1, with flexibility to work part of the
week from home (agreed from each post
individually, depending on the nature of the role)



About the role

Impact report, 2025

This is an exciting opportunity for an experienced senior fundraiser to join our team and play a key role in supporting the delivery of the charity's ambitious fundraising programme.

Building on the success of the capital campaign and in line with its five-year fundraising strategy, we have ambitious plans to embed and create a step change in the role of philanthropy across the Moorfields partnership. The philanthropy team is currently transitioning from a fundraising campaign with a core focus of raising £100m in capital support for a new centre for advancing eye health (due to open in 2027) to a programme supporting a broader, and more diverse, portfolio of research, education and innovation.

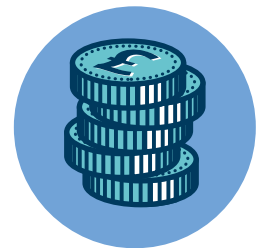
This is a varied, highly collaborative and strategically focused role that work closely with the head of philanthropy to deliver the team strategy and growth plans. This newly created role will line manage up to four philanthropy managers and lead key projects and income streams for the team, as well as developing senior relationships with key stakeholders across the charity, hospital and UCL. The senior philanthropy manager will manage a mixed portfolio of individual, trust and foundation and corporate prospects capable of making significant gifts at the six-figure and seven-figure level to secure philanthropic support towards priority projects. This role will be critical in supporting the head of philanthropy implement the strategy and the team achieving its exciting growth ambitions, and will play a key role in the charity's wider plans to embed a culture of philanthropy across the partnership.



**£22.5 million
income raised**



**1,052 Eye to Eye
participants**



**£58.9 million
committed in awards**



Role description

Prospect management and donor cultivation

- Alongside the head of philanthropy, work closely with key stakeholders and teams including the chief executive and director of development and communications, grants and research team, finance and resource team, Moorfields Eye Hospital and UCL clinicians, academics and other staff to identify fundraising opportunities aligned with major donor prospect motivations, and facilitate their involvement in the identification, cultivation and stewardship of potential significant major donors.
- Manage a pipeline of high-potential prospects capable of making significant major gifts (£250k+) in line with personal financial and activity targets.
- Work closely with the prospect research manager to regularly review the pipeline and progress opportunities.
- Create and implement bespoke solicitation plans that utilise clinical staff, researchers, volunteers and senior leadership of the charity, Moorfields Eye Hospital and UCL effectively to demonstrate impact of philanthropy.
- Develop and prepare written materials and proposals for individual prospects and contribute towards the development of materials to support priority fundraising areas.

Donor stewardship

- Manage a pool of existing significant major donors (£250k+), creating and implementing stewardship plans to ensure they are stewarded effectively, involving senior leadership where relevant, and develop long-term, meaningful relationships with the charity.
- Ensure that gift agreements are in place and donor pledges are fulfilled on schedule.
- Prepare high-quality and engaging donor reports in line with reporting requirements, working closely with the Grants and research team where required.

Line management, fundraising team and strategy

- Line-manage up to four philanthropy managers, supporting their development as well as overseeing their fundraising activity in line with team targets and KPIs.
- Work closely with the head of philanthropy to support the implementation of the major gift team's overall strategy.
- Lead on key strategic projects within the philanthropy team to maximise philanthropic giving to the charity. This could include leading the long-term growth of the HNWI giving club (the Foresight Circle); leading plans and activity for new fundraising priorities; developing a stakeholder and donor stewardship programme, among other priority areas.
- Cultivate and manage key senior volunteer relationships, engaging them with the charity's mission with a view to engage their networks and to generate donor referrals.
- Play an active role in the team's plans to embed a culture of philanthropy across the partnership, specifically to support philanthropic activity and to generate donor referrals.
- Ensure full and timely records of all activity are kept on the database in adherence to set policies and procedures.
- Use data and insights from charity CRM and donor activity to inform and adapt fundraising activities and donor engagement.
- Work in accordance with data protection policies, adhering to best General Data Protection Regulation (GDPR) practice in all activities.
- Ensure that all activities are compliant with law, best practice and the charity's policies and procedures.

Other duties

- Any other duties as may be requested from time to time by the head of philanthropy.
- Attendance at events or meetings outside of normal working hours as required.
- Ensure that you treat everyone with dignity and respect and adhere to, and champion, the charity policy and values.
- As a member of the charity team to conduct your work and self to a high standard of professionalism and timeliness, being responsible and polite with all stakeholders. To be collaborative with, and considerate and supportive of colleagues as we work together to meet the common goal of delivering the charity's strategy to maximum impact.

A role description is a reflection of the current position and may change emphasis or detail in light of subsequent developments as the charity is a fast-paced environment. Duties may change from time to time, in consultation with the post holder.

The person

Every role at Moorfields Eye Charity helps ensure our success and there are certain skills necessary to support this.

We're looking for someone who has the following experience or demonstrable transferable skills:

Experience and knowledge

- Significant experience in major gift fundraising, including demonstrable practice of securing gifts at the six-figure level (£250k+).
- Experience delivering excellent levels of donor stewardship to significant donors.
- Experience managing senior stakeholder relationships.
- Experience in line management, with demonstrable experience of coaching and developing line reports.
- Experience leading strategic projects in major gifts teams.
- A thorough understanding and current knowledge of the charity sector and regulation.

Skills

- An ability to devise effective cultivation and solicitation strategies, and to track a portfolio of major gift prospects.
- An ability to work with a varied group of prospects including individuals, trusts and foundations and corporates.
- An ability to demonstrate the highest level of commitment to donor stewardship.
- An ability to develop good working relationships with senior stakeholders both internally and externally.
- Excellent line-management skills, including the ability to motivate and inspire line reports to reach targets and achieve both professional and personal ambitions.
- Excellent oral and written communication skills, including the ability to understand and effectively communicate complex medical projects to a non-academic audience.
- Think creatively, plan, problem solve and implement decisions sometimes in a challenging and fast paced environment.
- Strong organisational and management skills and ability to manage time and prioritise work.
- Collaborative approach to working with colleagues and as part of a team.
- Excellent attention to detail and accuracy.
- Excellent IT skills including use of a CRM/Database.

Personal qualities

- Strong interest in Moorfields Eye Charity and our partners.
- Positive and proactive approach to work.
- Target driven and ability to work to tight deadlines.
- Ability to build confident working relationships at all levels.
- Self-motivated, pro-active and solutions focused, with ability to work on own initiative.
- Trustworthy, reliable and demonstrable discretion.
- Willing to be part of a busy, friendly team often working to overlapping deadlines.

The following criteria would be desirable

- Experience of working in and raising significant funds within the healthcare/medical research arena.
- Experience in securing gifts at the seven-figure level.

Professional development

We're committed to your continued learning and development. All our team have personal learning and development plans in place that are reviewed, discussed and developed on a regular basis throughout the year. As a charity, we ensure that the time, resources and assistance are set aside to support you and maximise your potential and growth.

How to apply

Find out more and details of how to apply [here](#).

Your application should include your CV and your response (up to 500 words each) to the following questions:

- What attracts you to this role and Moorfields Eye Charity?
- How does your experience and skills apply to this role?
- Please provide a specific example of securing a six figure+ gift from a donor that you are most proud of, and the impact it had on your organisation.

If you think you could do the role, but don't have all the desirable experience, we would still welcome an application from you.

If you would like to discuss this opportunity further or have any questions about the role please contact Femke Vorstman at Femke.Vorstman@prospect-us.co.uk or Ryan Burdock at ryan.burdock@prospect-us.co.uk or 020 7405 4999. The closing date for applications is **midnight on Sunday 8 March**.

We are aware that you may use AI to support your application, but we ask you to use your own words as much as possible.

