

Principal Gifts Lead

Duration:	Permanent
Salary:	£65,000 per annum
Job Level:	Level 2
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic
Team:	This role involves indirect work with children Philanthropy
Reports to:	Director of Philanthropy
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Philanthropic Partnerships Department works specifically with philanthropists at all levels as well as with our faith and membership organisations. The team drives partnerships through excellent relationship-based engagement with currently eight specialised relationship managers.

The Philanthropic Partnerships Department as a whole raised c. £10m in 2024 and is a priority area of development for UNICEF UK with ambitious aspirations for transformational and sustained growth.

ABOUT THE ROLE

The Principal Gifts lead plays a key role in the delivery of strategy led by the Director of Philanthropic Partnerships, focusing on 7-figure gifts and beyond to increase income through innovation, partnership growth/retention, better collaboration and integrated relationship management.

What we will expect you to achieve

- Lead the principal gift work to continue to develop a robust pipeline of UHNWI prospects whilst focusing on maintaining and growing strong, existing principal partnerships with multi-year commitments to ensure sustainable income over the long-term.
- Develop strategies for multi-year transformational funding, working collaboratively with Senior Philanthropy Managers to achieve successful financial growth through

increased UHNW networks. This includes building a plan to engage family offices, donor advised funds, wealth advisors and grow family foundation engagement working at the principal level.

- Develop strong external relationships with some of the UK's most significant philanthropists with the capacity to give at principal gift level ensuring they are asked for multi-year commitments directly or through senior stakeholders.
- Develop strong internal relationships with senior stakeholders in Unicef UK and across the wider Unicef family and engage directly with relevant country office staff to ensure philanthropic outcomes and impact are achieved for children.
- Provide leadership to the wider Philanthropy team, acting as an example and coach in bringing in new business to develop mutually beneficial, transformational relationships.
- Contribute to the Philanthropy Senior Leadership Team and Partnerships and Philanthropy Senior Leadership Team through active engagement in discussion, policy decisions, team and function direction, budget agreements and providing collegiate support across the team and directorate.
- Collaborate with the Research function and Foundations team to identify, research and develop suitable prospects (individuals and family office) with capacity to give £500K+ annually and multi-year £1m+ gifts developing a stable principal gifts portfolio of prospects and donors at each stage of the solicitation and stewardship processes.
- Support the development of a peer-led fundraising culture as the Philanthropy team build a network of senior volunteer relationships to increase new business for income delivery across the high value fundraising directorate.
- Collaborate with International Council members to enable peer-to-peer approaches to major philanthropists with a base in the UK.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

Effective behaviours

Supporter driven and mission aligned. [This behaviour MUST be included]

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.
- Develops effective relationships with target supporter groups enhancing their knowledge and involvement of UNICEF's work.
- Uses in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact upon supporters and their support.
- Considers partners' needs and pressures, balancing their expectations with doing what's right for children.

Results focussed

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims by reviewing results and extracting learning, to optimise future performance.
- Anticipates internal/external challenges that could impact UNICEF UK's work and adapts approach accordingly.

Communication and influence

- Conveys complex ideas and messages clearly, using a variety of methods to engage any audience, be impactful and win understanding and support.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.

Leadership

- Translates strategic direction into medium- and long-term plans and objectives for the wider team. Promotes a result focused growth culture, engaging and guiding others to achieve ambitious goals.
- Creates and encourages cross-organisational teamwork and collaboration, acting as a visible role model.
- Prioritises knowledge and skills over status to make the best use of talent and promote involvement at all levels.

Resilience

- Remains positive and quickly recovers from setbacks, keeping problems in perspective.
- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

Relevant experience

- Demonstrable personal experience of securing, developing and delivering 7-figure Philanthropy partnerships resulting in growth opportunities.
- Confident in developing and executing innovative fundraising strategies for effectively growing high-value Philanthropy income.
- Working with experienced Philanthropy managers, building a positive atmosphere and a committed and collaborative approach to best deliver tangible results.
- Confident in planning and budgeting in a non-profit fundraising environment, managing income and expenditure budgets and delivering against personal and organisational objectives.
- Experience building peer fundraising alliances; awareness of emerging fundraising giving platforms; exposure to innovative / social finance mechanisms; and existing knowledge of key issues within international development