

Senior Major Gifts Manager

CANDIDATE PACK

September 2025

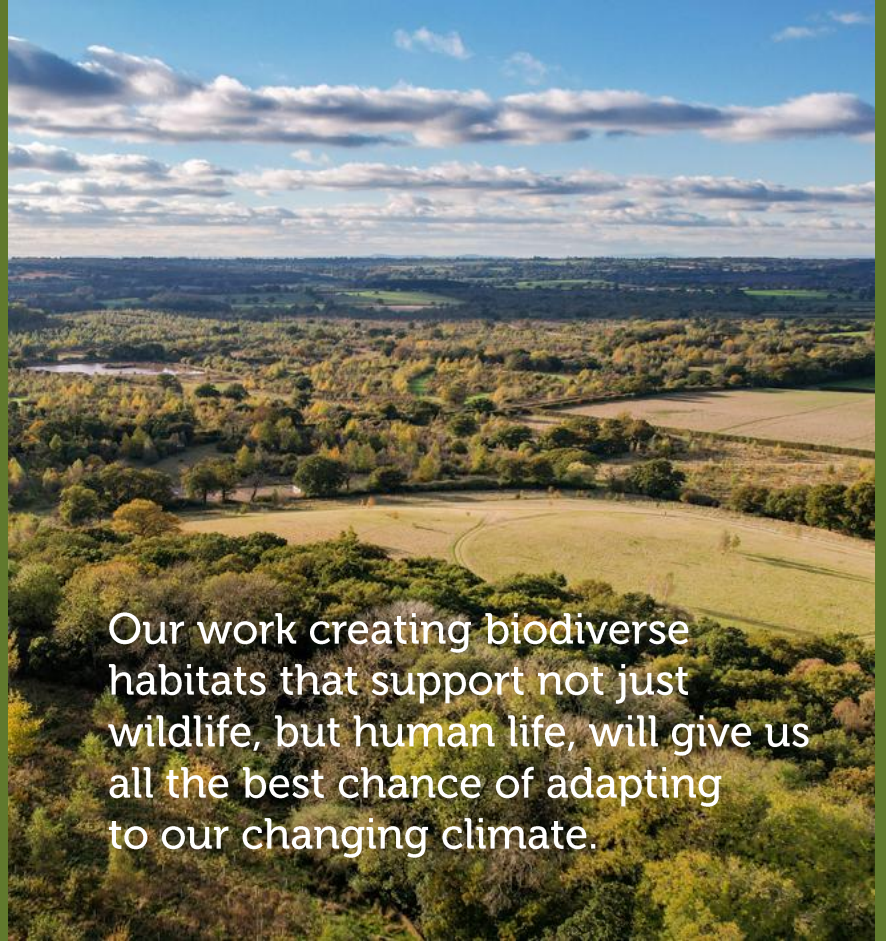
CEO WELCOME

The Heart of England Forest is helping to reverse centuries of woodland decline by creating and conserving a huge broadleaf forest in the heart of the country, a place of enduring natural beauty, protected and secured for generations to come.

We take our mission very seriously; it has never been more important to invest in our natural environment. Our work creating biodiverse habitats that support not just wildlife, but human life, will give us all the best chance of adapting to our changing climate. The Forest is home to an incredible array of habitats, including new tree planting, mature and ancient woodland, grassland, heathland, farmland, and wetland, that enable animals, plants, and people to thrive. As the Forest grows, eventually covering 30,000 acres, so too will the benefits to both our health and that of the natural world.

We have made some positive changes to how we will operate going forwards, and the *Senior Major Gifts Manager* plays an important part in this. Thank you for your interest in the Heart of England Forest. Please take a read of this candidate pack and I very much hope that you will be inspired to apply and help shape the future of this fantastic charity.

Andy Parsons



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JOIN US

Maintaining and managing the Forest in perpetuity for the benefit of people, wildlife and the environment is our biggest challenge.

This is an exciting time of growth and development for the Heart of England Forest. With a new Chief Executive Officer, we are reinvigorating our ambitious vision and updating our strategy to deliver one of the most significant resources for climate change mitigation and nature recovery in the country.

You can also find out more about our impact here charity here: [Our impact | Heart of England Forest](#) and in our most recent annual report: [Download our Annual Report | Heart of England Forest](#)

If you are inspired by our vision and our energy and would like to join us in creating an incredible breath of fresh air for the nation, we would love to hear from you.



OUR PEOPLE

We take great pride in investing in our people. We were one of the first organisations to deliver the [forestry apprenticeship](#), to address the skills gap and improve diversity within the sector.

[Read more here: Celebrating National Apprenticeship Week 2024 | Heart of England Forest](#)

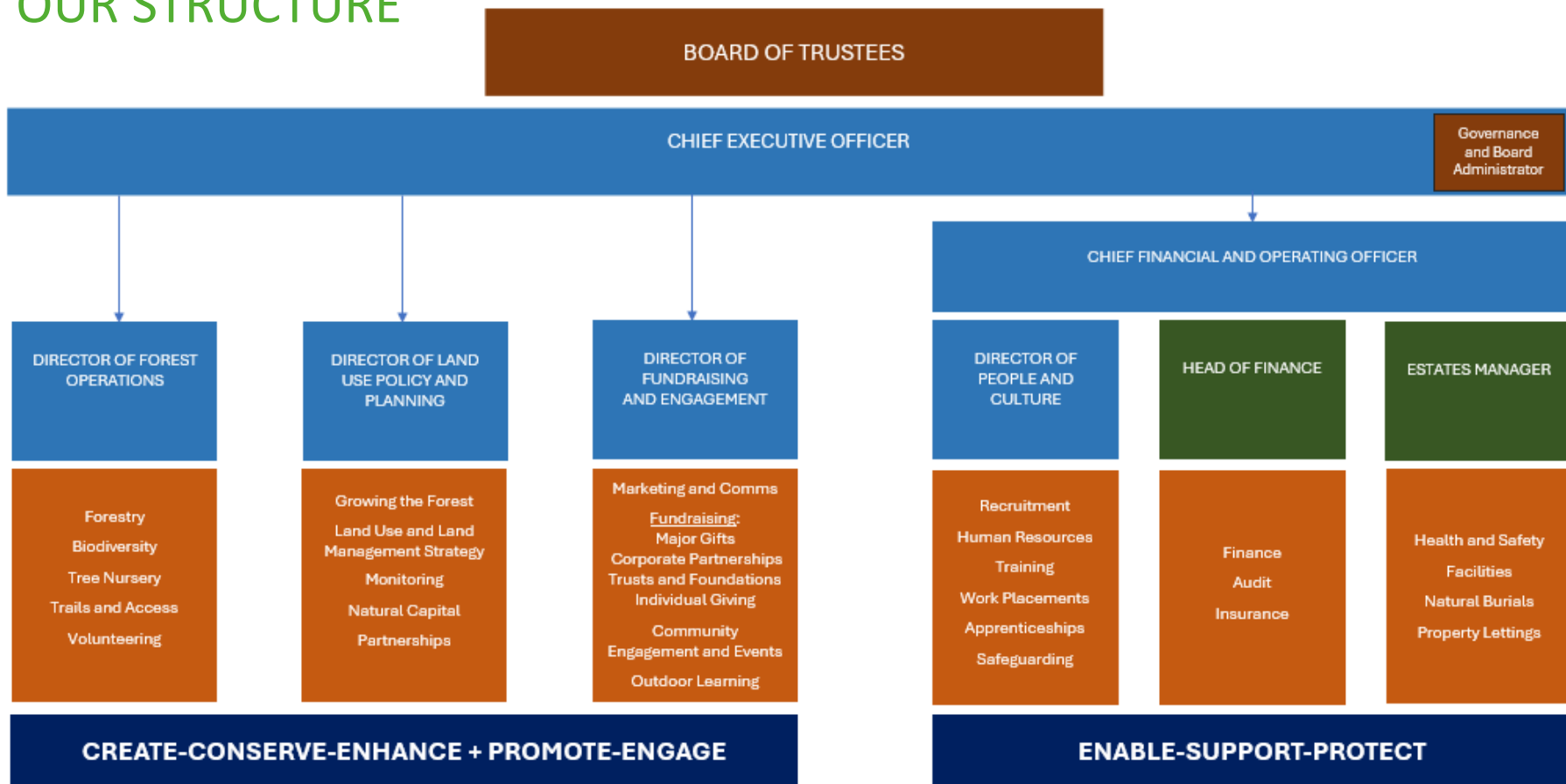
We value our people; we are proud to be a [Real Living Wage Employer](#) and a [Disability Confident Employer](#).

Our amazing community of volunteers helps us with all aspects of creating and managing the Forest all year round, including tree planting, wildlife and habitat surveying, managing footpaths and assisting with our education programmes. We are proud to have been awarded the [Queen's Award for Voluntary Service](#), recognising the incredible support our volunteers give to the charity.

[Read more here: Heart of England Forest volunteers recognised with Queen's Award | Heart of England Forest](#)



OUR STRUCTURE



THE ROLE

The Senior Major Gifts Manager will be key to developing our prospective major donor portfolio.

JOB SUMMARY

In this role you will focus on cultivating long-term relationships and securing significant income to support the Charity's mission. The Senior Major Gifts Manager will lead on relationships, and work with senior colleagues – such as the Director of Fundraising and Engagement and CEO – and others to build a strong pipeline of donors.

The role-holder will be responsible for creating and coordinating stewardship, and will work alongside colleagues to plan events that will meet the Charity's Major Gift objectives.



KEY RESPONSIBILITIES

DONOR IDENTIFICATION

- Develop a prospective major donor list to build connections and roll-out relevant and proactive stewardship activity
- Manage and coordinate the major donor programme at the Heart of England Forest, ensuring all major donors have appropriate engagement through HOEF's face to face programme of stewardship and solicitation
- Account manage a portfolio of major donors, building strong relationships, procuring donations and uplifting donation levels
- Use the CRM system to keep all records up to date, and drive major donor fundraising performance; regularly reviewing and updating the donor pipeline

MARKETING AND COMMUNICATIONS

- Work with marketing colleagues to design and deliver a regular communications plan for major donors
- Design compelling propositions for major donors, including proposals for capital projects

ENGAGEMENT

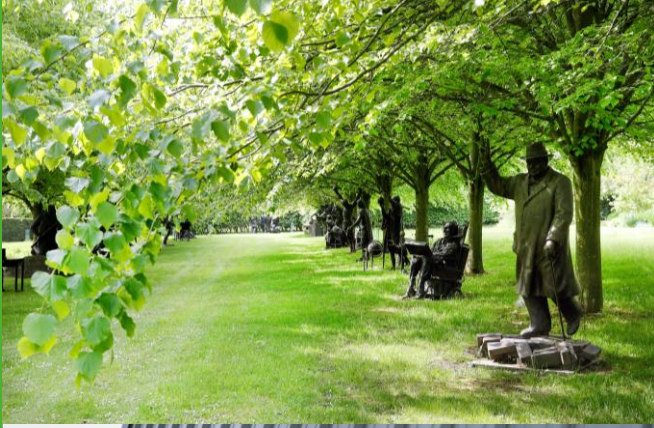
- Ensure the heritage of the Charity, the historical significance of its location, and the Founder's vision, remain an integral and increasingly influential part of our story-telling and events programme
- Champion the value of being a great neighbour to the many communities, families and landowners who live in and around the Forest, ensuring regular dialogue with a willingness to listen and respond with respect and transparency.
- You will have opportunities to work with our Development Committee and the wider Board.

KEY RESPONSIBILITIES (continued)

OTHER RESPONSIBILITIES

- Demonstrate and promote the values of the Heart of England Forest.
- Maintain a commitment to high standards of health and safety at all times. Ensure all work is undertaken within the Heart of England Forest health and safety policy and processes.
- Play an active part within the wider Heart of England Forest team.
- Make active use of information and resources gained via personal networks to inform the development of this role.
- Perform any other duties consistent with the role and / or reasonably required by your line manager and/or the Senior Leadership Team.





YOUR SKILLS AND EXPERIENCE

ESSENTIAL EXPERIENCE

- Building and managing fundraising relationships with mid- and high-level prospective donors.
- Demonstrable track record of securing significant gifts from individuals.
- Experience of seeking and identifying new prospective donors.
- Experience of managing a prospect portfolio over long periods.
- Experience of creating compelling pitch decks and proposals to uplift current supporters.
- Strong data management skills, preferably with knowledge of a CRM database.



YOUR SKILLS AND EXPERIENCE (continued)

SKILLS AND ABILITIES

- Excellent communication, diplomacy and advocacy skills to represent the Heart of England Forest externally with stakeholders, partners, and supporters.
- Confident relationship building skills and a strong sense of customer service.
- Vision, energy and the ability to motivate and persuade others.
- Keen attention to detail, accurate record-keeping and meeting deadlines.
- The ability to think strategically and tactically, particularly in relation to fundraising.
- Able to use sound judgment and decisiveness when making decisions.
- Ability to translate strategy into effective on-the-ground delivery
- The ability to work independently or collaboratively as required.
- A positive attitude and genuine enthusiasm for the cause.
- A strong work ethic and a genuine desire to succeed.
- Willingness to roll up one's sleeves to support others in peak times.
- Prepared to travel as necessary and to work outside regular hours as required

TERMS OF APPOINTMENT

Annual salary: £40,000 - £45,000 p/a

Reporting to: Director of Fundraising and Engagement

Annual leave: 28 days, plus bank holidays

Additional benefits:

Contributory pension scheme
(matched at 4.5%)

Group income protection scheme

Group life assurance scheme
(x4 death benefit)

Employee assistance programme

Medical health cash plan

HOURS

Normal working hours will be 37.5 a week, usually between 08.00 and 17.00, Monday to Friday. However, some out of office hours work will be required, which may include evenings, weekends, and bank holidays, for which time off in lieu will be given.

LOCATION

The role is based at our head office in Dorsington near Stratford upon Avon 2-3 days per week, with hybrid working available for the rest. The post holder must have the willingness and ability to travel to meet the demands of the role.



Help grow and shape
England's largest new
native broadleaf
woodland

HOW TO APPLY

If you believe that you are the right person to help take our work and ambition to the next level, we really want to hear from you.

Polly Symondson Recruitment is our appointed recruitment agency for this post, please visit <https://www.pollysymondsonrecruitment.co.uk/vacancies/> to apply quoting PSR Ref: 2538 .

The deadline for applications is: Monday 6th October 2025.

The Heart of England Forest is committed to safeguarding and promoting the welfare of children and vulnerable adults. Applicants must be willing to undergo protection screening appropriate to the post, including checks with past employers and DBS disclosure.

Planting tomorrow's great native woodland

 heartofenglandforest.org  [@heartofenglandforest](https://www.facebook.com/heartofenglandforest)  [YouTube @heartofenglandforest](https://www.youtube.com/heartofenglandforest)

 [@theheartofenglandforest](https://www.instagram.com/theheartofenglandforest)  [Heart of England Forest](https://www.linkedin.com/company/heartofenglandforest)



DIVERSITY STATEMENT

We are building a culture where diversity is valued, and we can all be ourselves. We still have work to do but are strongly committed to inclusive practices which demonstrate fairness, equality, and anti-racism in everything we do. We will not tolerate less favourable treatment of anyone, especially those with legally protected characteristics, and welcome applications from all sections of all communities.

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Registered Charity Number 1097110
(in England and Wales)

Company Registration Number 4309564
(in England and Wales)