



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Major Donor Officer

REPORTS TO: Head of Philanthropy

REPORTING TO POSTHOLDER: None

LOCATION: Hybrid – 2 days per week in office, London

DURATION & HOURS: Permanent, full-time

PURPOSE OF THE ROLE

Farm Africa's Philanthropy department is one of the organisation's most exciting growth areas – and this role sits right at the heart of it. Since its establishment in January 2024, the department has grown by over 200% through an active pipeline of 90 donors, with 150 further prospects in development.

The Major Donor Officer is a pivotal new role created to support the department's continued growth. You will work closely with the Head of Philanthropy and the Major Donor and Trusts & Foundations Manager, providing essential support and playing a hands-on role in managing and stewarding relationships with donors.

This is a genuine opportunity to build a career in high-value fundraising: you will work alongside experienced major donor fundraisers, get up close to transformational philanthropic relationships, and develop your skills across the full spectrum of major donor practice – from compelling written communications and donor stewardship to events and database management. As the department grows, so too will this role.

KEY TASKS & RESPONSIBILITIES

The following outlines current priorities. As the Philanthropy department evolves, responsibilities will develop accordingly and the postholder will be expected to adapt flexibly to meet the team's needs.

Donor Relationship Management & Stewardship

- ▼ Manage and steward a portfolio of major donors, developing tailored engagement plans to deepen relationships and increase retention.
- ▼ Provide warm, responsive communication with donors at every stage of the donor journey, ensuring an excellent stewardship experience.
- ▼ Support the Head of Philanthropy and Major Donor & T&F Manager in the cultivation and solicitation of higher-value prospects and donors.
- ▼ Assist in the preparation and follow-up for donor meetings, visits and cultivation events, including logistics, briefing materials and post-event communications.
- ▼ To work closely with the rest of the External Relations department to develop and implement integrated annual plans, developing performance measures and monitoring results throughout the year.

Communications & Content

- ▼ Manage and steward a portfolio of major donors, developing tailored engagement plans



- Support the production of compelling donor communications including appeals, impact reports, newsletters, acknowledgement letters and bespoke updates.
- Support in the delivery of tailored proposals and cases for support that connect donor interests to Farm Africa's mission and programme impact.
- Collaborate with programme teams to gather content, case studies and impact data for donor-facing materials.
- Support the production and mailing of regular communications to the philanthropy donor and prospect base.

Administration & Database Management

- Maintain accurate and up-to-date donor records on Raiser's Edge NXT, ensuring timely data entry for all interactions, gifts and communications.
- Undertake periodic database housekeeping
- Manage invoicing, receipting and financial administration relating to donor income, ensuring gifts are processed and acknowledged promptly.
- Provide general administrative support to the Head of Philanthropy and Major Donor & T&F Manager to enable efficient day-to-day team operations.

Team & Organisational Contribution

- Work collaboratively with the wider External Relations team to deliver shared objectives and support cross-team activity as required.
- Contribute positively to a growing, ambitious department, bringing proactivity, adaptability and a commitment to continuous improvement.
- Undertake any other duties as reasonably required in line with the evolving needs of the Philanthropy department.

PERSON SPECIFICATION	
Essential	Desirable
Education & Qualifications	
	Educated to degree level or equivalent, or with demonstrable relevant experience.
Experience	
Experience of managing warm relationships with donors, supporters or clients, providing excellent stewardship or account management.	Experience of supporting or organising events in a fundraising or development context.
Experience of writing compelling communications for a non-profit, fundraising or equivalent context.	Experience working in a major donor, individual giving or high-value fundraising team.
Experience of database management or CRM administration, ensuring accurate record-keeping.	
Experience of administrative and financial processes, such as invoicing, receipting or income processing.	
Excellent knowledge of digital marketing and demonstrable experience of using it to drive income and supporter acquisition	
Skills and abilities	



Excellent written communication skills, with the ability to write clearly, warmly and persuasively for a range of audiences.	Familiarity with Raiser's Edge NXT or a comparable CRM/database system.
Strong interpersonal skills, with confidence communicating at all levels – by telephone, email and in person.	
Strong organisational skills with the ability to manage multiple tasks, prioritise effectively and meet deadlines.	
Competent IT skills, including use of Microsoft Office (Word, Excel, Outlook).	
Other attributes	
A demonstrable commitment to Farm Africa's mission and values, and a genuine interest in international development and/or agriculture.	
A proactive and adaptable approach, with enthusiasm for working in a small, fast-paced and growing team.	
Ability and willingness to work occasional evenings and weekends and to undertake some travel to visit supporters.	

Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

- **EXPERT:** Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.
- **GROUNDLED:** Our teams and partners work closely with local communities, engaging them in every level of decision-making.
- **IMPACTFUL:** We deliver long lasting change for farmers, their families, and the environments they live in.
- **BOLD:** We model innovative approaches and are not afraid to challenge strategies that are failing.

About Farm Africa

Farm Africa is a leading charity that works in partnership with smallholder farmers and small businesses in eastern Africa to improve the quality, quantity and value of their produce, so that they can support their families with more resilient livelihoods. We build the positive case for farming in harmony with nature, so that increasing yields goes hand in hand with restoring ecosystems and biodiversity.

www.farmafrica.org

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