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**Patron Executive**

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| **Job level** | **4** | **Reports to** | **Senior Philanthropy Manager** |
| **Directorate** | **Development**  | **Function** | **Individual Giving/Philanthropy** |
| **Contract**  | **Permanent**  | **Location** | **Regent’s Park**  |

**Responsibility for resources**

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| **Direct line reports** | **None** | **Responsibility for other resources** | **Confidentiality**  |
| **Financial resources** | **Income and expenditure targets, budget**  |

**Our vision and mission**

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

**Purpose of the role**

ZSL’s Patron Executive maximises fundraising revenue for ZSL through our Patron programme and will drive forward our wider mid-value activity. The postholder will be responsible for the recruitment, cultivation and engagement of our Patrons, underpinning strategic areas of delivery and generating essential income. The Patron programme is currently being reviewed, and the postholder will support and lead on the review and will launch the new strategy and programme.

**Key responsibilities**

* Lead on the management of the Patron programme and mid-value donor portfolio.
* Develop and deliver the recruitment to the Patronage programme, effectively promoting the programme across a range of audiences. Work with colleagues to identify and recruit prospects to the programme and deliver retention activity to uplift individuals to Patronage
* Develop and deliver the retention programme for Patrons, collaborating with colleagues on stewardship and cultivation plans including a programme of communications and engagements, including events.
* Collaborate with colleagues in the Development team and across ZSL to ensure a cohesive and compelling donor journey, and support colleagues in discussing the Patron programme.
* Manage the day-to-day delivery of the Patron programme including coordinating the renewals process and responding to enquiries.
* To work with the Senior Philanthropy Manger to deliver an upgrade strategy for existing Patrons for additional gifts.
* Responsible for all Patronage administration systems. The postholder will be required to update and maintain databases, deliver analysis of the programme for forecasting and report against targets.
* To lead and deliver mid-value donor retention and recruitment strategy and plans, outside of the Patron programme, collaborating with colleagues.
* Support the Senior Philanthropy Manager and Development Director to increase income and develop other fundraising opportunities.
* Ensure well informed, targeted and successful approaches to prospects are made to support wider fundraising activity.

The duties and responsibilities described are not a comprehensive list and additional tasks

may be assigned from time to time that are in line with the level of the role.

**Person Specification**

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| Experience |
| Essential | * Experience in fundraising and donor development in the charity or cultural sector, or in membership engagement.
* Experience in maintaining a network of contacts through stewardship, cultivation and donor management
* Experience in supporter retention which may include events and communications
* Knowledge of fundraising regulations and best practice including Gift Aid and GDPR
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| Desirable  | * Experience of developing and implementing acquisition plans
* Knowledge and experience of delivering Patron programmes
* Experience of major gift or mid-value donor fundraising
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| Knowledge and skills |
| Essential | * Excellent interpersonal, communication and presentation skills
* Strong organisational and project management skills, with the ability to prioritise and multi-task effectively
* Proficiency in using MS office suite and presentation software.
* Numeracy skills to work with budgets and financial reporting
* Performance and target driven
* A positive and enabling attitude and a pro-active, creative approach to problem-solving
* Ability to think creatively with strong influencing skills
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| Desirable | * A passion for conservation and wildlife
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| Additional requirements |
| Essential | * This post requires some evening and weekend work to support ZSL events and facilitate supporter visits and meetings.
* Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical)
* To comply with and promote Health and Safety policies and procedures
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