

Job Description: Fundraising Manager, The Strawberry Hill Trust

Reports to: The Director, The Strawberry Hill Trust

Employees directly supervised: Development Assistant

Salary: £25,000-£35,000 depending on experience

Background

The Strawberry Hill Trust was formed in 2002 to restore Strawberry Hill House & Garden and open it to a wider public. Originally created between 1747 and 1790 by Horace Walpole as 'his little gothic castle', this building is internationally famous as one of the first and most influential examples of the gothic revival in domestic architecture.

With generous support from the National Lottery Heritage Fund, The World Monuments Fund, English Heritage, the local community, a number of Trusts and Foundations and the Friends of Strawberry Hill, Strawberry Hill House & Garden was restored at a cost of £10 million. It was opened to the public in October 2010 and in 2011 won the Georgian Group Award for the Best Restoration of an 18th century Country House and The Europa Nostra Grand Prix award for Conservation in 2013.

Over 200,000 visitors have been welcomed by more than 250 staff and volunteers since reopening after the restoration.

Strawberry Hill House & Garden is a hub of activity. We run an extensive and popular community and education programme and welcome students each term from Primary to University level. As part of their course, student teachers at neighboring St Mary's University work with our Education Team to explore the House's potential for learning across the curriculum. We also work across the community, including the less advantaged and those living with disabilities, providing valuable experience to enhance their day-to-day lives.

Strawberry Hill House & Garden is currently seeking a Fundraising Manager to manage our relationships with Trusts, Foundations, individual and corporate donors and grant-making bodies, both in the UK and abroad. The aim is to generate a steady stream of charitable income to augment our operational revenues and ensure a long-term sustainable future for Strawberry Hill House and Garden.

You will be a talented and energetic individual of graduate calibre, with a broad network of contacts and demonstrable fundraising experience, including with NHLF. You will have highly developed communication and organisational skills and a natural ability to develop and sustain relationships with colleagues and stakeholders from all walks of life. You will work with the in-house team of staff and volunteers, as well as the Board of Trustees.

This is an important senior role and an attractive opportunity for the right individual to develop further their high-level fundraising knowledge and experience.

Job Summary

The Fundraising Manager will support Strawberry Hill House & Garden for The Strawberry Hill Trust by raising funds and maximising income generation potential. You will:

- advocate the case for support for Strawberry Hill by stewarding existing relationships and developing potential new supporters from a wide range of individuals and organisations;
- secure revenue income from trusts and foundations and provide support to applications for large scale capital grants;
- manage and develop our Membership and Patrons' programmes;

Core Duties

1. Develop our trusts and foundations funding programme by:

- working closely with internal teams to broaden the fundraising portfolio by advising how the identified programme of activities are best funded.
- driving the application process from research through cultivation to application, engaging colleagues, trustees, volunteers and committee members as necessary
- taking responsibility for stewardship of existing trust supporters including provision of reports and evaluations

2. Maintain and develop the solicitation, engagement and stewardship programme for (i) individual donors and (ii) Membership, including:

- building the Membership numbers for our Patrons, corporate patrons and corporate sponsor schemes
- providing marketing, events and administrative support to our Membership group.
- planning and managing a series of fundraising and stewardship events such as garden parties, dinners and auctions
- providing regular communications and updates to existing supporters including newsletters
- engaging colleagues, trustees, volunteers and committee members in appropriate relationship building activities with donor prospects

3. Maintain our fundraising database including recording donations ; keeping colleagues and Board members informed when donations are received in their area; maximising Gift Aid; maintaining up to date files on donors in accordance with data protection legislation; segmenting the contacts database as appropriate to deliver tailored communications to different groupings by donor interest or location; analysing giving trends and helping to set specific annual donor goals; monitoring progress through key performance indicators.

4. Create and manage a social media and communications programme for fundraising in liaison with marketing colleagues, including for example:

- executing campaigns such as crowdfunding to recruit and retain supporters
- promoting fundraising events across all social media platforms
- communicating with our visitors about the Trust's fundraising needs
- undertaking research to create targeted communications
- collecting supporter data in accordance with data protection legislation

5. recruit, manage and develop a small team of fundraising volunteers as required to support the fundraising work of The Strawberry Hill Trust.
6. provide advice and support to the Director and Board of Trustees including, but not restricted to: trusts and foundations; individual and corporate fundraising; Membership; development of strategies and associated work programmes to fulfil campaign targets.
7. maintain a high level and strategic awareness of the fundraising sector and other cultural organisations' fundraising programmes, as well as keeping abreast of new developments in general, recommending improvements as appropriate.
8. work collaboratively with external consultancies as necessary and be responsive to expert advice and support.
9. handle fundraising enquiries and respond flexibly to requests and work requirements.
10. financial administration and end of year reconciliation of fundraising income;
11. take reasonable care for the health and safety of themselves and of others who may be affected by their acts or omissions at work.
12. be accountable for their own development through the appraisal process, seeking out opportunities to learn new skills.
13. actively follow The Strawberry Hill Trust's policies including Equality and Diversity and Safeguarding.

Dimensions of the role

Strawberry Hill House & Garden has a small staff team of 15, all but 3 being part time. The Fundraising Manager will report to the Director. Specifically, the post holder will:

- take direct responsibility for the revenue fundraising programme
- provide administrative and practical support to the campaign fundraising programme
- contribute positively to the ongoing development of the Strawberry Hill staff team

The post-holder will be required to work some weekends and evenings as the Fundraising programme dictates. Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by The Strawberry Hill Trust.

PERSON SPECIFICATION

POST: Fundraising Manager, The Strawberry Hill Trust

We are looking for a talented and energetic individual of graduate calibre with highly developed communication and organisational skills, fundraising experience, and a commitment to team work.

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge:

Essential

- Educated to degree level or equivalent
- Understanding of the technical side of fundraising including Gift Aid and data protection legislation
- Working knowledge of fundraising software systems
- Good commercial/financial awareness

Skills:

Essential

- Outstanding communications skills, both written and verbal
- Outstanding administrative and organisational skills
- Disciplined and determined to succeed
- Ability to work to deadlines, handle changing priorities and keep calm under pressure
- Systematic, consistent and methodical approach
- Excellent research skills with ability to judge the accuracy of source information and to present that information to different audiences
- Good computer skills including Word, Excel, and PowerPoint
- An effective team worker and relationship builder
- Commitment to Strawberry Hill Trust's policy of equal opportunities and the ability to work harmoniously with colleagues, suppliers and customers of all cultures and backgrounds
- Commitment to Strawberry Hill Trust's safeguarding policy

Desirable

- Keen interest in the history and heritage of Strawberry Hill House & Garden
- Fully conversant with social media

Experience:

Essential

- Direct fundraising experience at all levels
- Experience of data entry, management and analysis of a fundraising software database

Desirable

- Fundraising experience within the heritage sector
- Marketing and/or PR experience
- Experience of events management
- Experience of working with senior figures and volunteer fundraisers in charitable organisations