



STRAWBERRY HILL
House & Garden

Strawberry Hill, 268 Waldegrave Road, Twickenham, TW1 4ST
Tel: 00 44 (0) 20 8744 1241
strawberryhillhouse.org.uk

THE STRAWBERRY HILL TRUST

Development Manager



Strawberry Hill House

Background

Strawberry Hill House & Garden is a Grade 1 listed building set within a Grade II* listed landscape, created by Horace Walpole in the 18th century. The House is world-renowned for its unique architectural style and is one of the first (and few surviving) examples of domestic Gothic architecture. Having been extensively restored in 2010, the House is generally open to the public four days a week and historically, on average, welcomes circa 25,000 visitors per year.

Strawberry Hill House was built with extraordinary creative and artistic imagination. We aim to recapture that vibrant atmosphere and enthusiastic energy as we reinvigorate the House's creative spirit.

Strawberry Hill Trust is responsible for the stewardship of the House (an Arts Council Accredited Museum) and garden. The House contains a collection of paintings, miniatures, prints, books, works of decorative art and furniture. The Trust also runs an extensive community outreach and learning programme, alongside which the income-generating activities of visitors, catering, retail, hires, exhibitions and events take place.

Following the challenges encountered due to the Covid-19 pandemic, the priority for the organisation is to focus on the delivery of its business plan of which fundraising is an essential component part. The fundraising target for 2022 is to secure in excess of £300,000.



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The Fundraising Manager will have proven experience in developing sustainable income streams and building relationships. Key areas of focus will be grant-making Trusts and Foundations, relationships with Arts Council England and the National Heritage Memorial Fund/National Lottery Heritage Fund, Individual Donors, Patrons and Members and Corporate partnerships.

JOB DESCRIPTION

Job Title: Development Manager

Reports to: Director of Strawberry Hill House & Garden

Contractual terms: Flexible full-time, permanent contract (6 month probationary period)
circa £35,000 based on experience.

Job Summary

Responsible for working with the Director and Trustees to devise and deliver a robust and sustainable stream of income to further the aims and objectives of the Trust by forging successful and long-term relationships with a diverse range of supporters.

Key Responsibilities

Strategy

- Review and implement Fundraising Strategy.
- Keep the Director and Trustees apprised of progress against the strategy, by providing a brief monthly update.
- Articulate the organisation's commitment to ethical funding and ensure any potential reputational risks are identified and thoroughly assessed.

Finance

- Work with the Director and Finance Manager in the setting of fundraising targets.
- Manage the fundraising budget in liaison with the Finance Manager.
- Keep accurate records of all fundraising transactions and ensuring timely invoicing and reporting.

Trusts and Foundations

- Research appropriate Trusts and Foundations relevant to the work and activities of the Strawberry Hill Trust.
- Write and develop persuasive funding proposals and applications that articulate the value, impact and relevance of SHT's work.
- Build and manage relationships, through cultivation, stewardship and with accurate, timely and engaging report writing.



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Arts Council /NLHF

- Work closely with and support the Director on applications and report writing related to Arts Council, Heritage Lottery Funds or similar.
- Liaise with and support the Director and relevant colleagues in the event of SHT deciding to apply for National Portfolio Funding.

Individual supporters

- Steward existing relationships with individuals ranging from high-net-worth to Members.
- Devise fundraising events/opportunities/communications to attract new individual supporters.
- Oversee the day-to-day administration/management of the Membership scheme.
- Review and manage the Patrons scheme.

Corporate sponsors

- Identify and seek out prospects matched against specific projects.
- Prepare proposals (in liaison with relevant colleagues) and actively cultivate/solicit corporate sponsors for support.
- Build and maintain relationships with the aim of achieving multi-year sponsorship agreements.

Legacies

- Develop and implement a legacy programme.
- Manage/administer any legacies received.

Projects

- Devise, implement and manage specific campaigns/appeals/applications linked to acquisitions to the Collection.
- Work closely and support the Director on fundraising, bid writing and/or applications for Capital funds for the maintenance and/or development of Strawberry Hill House & Gardens.

Other

- In collaboration with the Director and Communications Manager develop effective ways to communicate to major supporters the positive impact to SHT of budget-relieving grants and donations.
- Enable SHT Trustees, staff, volunteers and ambassadors to be aware of key fundraising priorities and activities and where appropriate act as effective fundraisers.
- Identify and engage with future philanthropic trends to maintain a strong overview of the fundraising landscape, so that SHT is able to leverage new opportunities.
- Consider/review international opportunities (with a focus on the US) for fundraising and devise and implement appropriate strategies.

- Ensure compliance with GDPR in relation to all data processed in connection to fundraising activities.
- Assist in the delivery of public events when required.
- Any other duty as reasonably required by the Strawberry Hill Trust.

The Individual:

The individual will come with ideas, excitement and energy and be happy to roll up their sleeves as they join the Strawberry Hill team. An understanding of the arts, heritage and culture sector is a necessity as is a passion for the work of the Strawberry Hill Trust.

Person Specification :

Education & Experience	<ul style="list-style-type: none"> • Degree or equivalent • At least five years' experience working within a fundraising environment. • Demonstrable experience of devising and implementing fundraising strategies. • Experience of writing cases for support. • Strong financial acumen with budget management experience. • Experience of stewarding existing supporters, managing prospects and proactively recruiting new supporters.
Skills & Knowledge	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Excellent IT and administration skills. • Highly numerate with good analytical skills. • Strong prioritisation and resource allocation skills. • Negotiation and influencing skills • Ability to build strong relationship both internally and externally • Good knowledge of the UK Arts/Heritage sector • Knowledge of GDPR and Gift Aid legislation in relation to fundraising practices would be an advantage. • Commitment to Equality, Diversity and Inclusion
Personal Qualities	<ul style="list-style-type: none"> • Highly organized and self-motivated • Personal enthusiasm, energy, integrity, and professionalism. • A methodical approach and eye for detail • High levels of resilience and adaptability • Ability to work under pressure, meet deadlines and multitask • Outstanding interpersonal skills with an ability to interact with people from all backgrounds and ages with confidence, using tact and diplomacy.



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HOW TO APPLY AND TIMETABLE

CV and Personal Statement

All applications should be sent electronically and consist of a CV and a supporting statement, outlining the suitability of the role as described in the person specification.

The CV should include

- Your contact details (address, work, home and mobile phone numbers as appropriate) Please indicate which number to contact you on if you are shortlisted for interview.
- Career history
- Your experience
- Your qualifications
- Your availability
- The names and contact details of two referees, at least one of whom should be your current or most recent employer. Please let us know whether we can take up references prior to interview

The personal statement should set out how you meet the person specification. Please be clear and comprehensive in your supporting statement as this will be a key shortlisting document.

Sending us Your Application

Please send your CV, personal statement and Recruitment Monitoring Form by email to derek.purnell@strawberryhillhouse.org.uk

Closing date for applications: 15th December 2021