

Head of Fundraising

Due to open in 2016, The Postal Museum is a major project being delivered by the British Postal Museum & Archive (BPMA) to open a new, national museum in Farringdon, central London. Alongside the story of British social and communications history, we will offer a subterranean ride on the old Post Office Underground Railway – Mail Rail. We will showcase the extraordinary stories from almost 400 years of one of the country's most iconic services and fundamentally change the way our organisation engages with its audiences. The Postal Museum is expected to welcome 180,000 visitors a year along with a further 400,000 through our events programme, digital and outreach offers. With planning permission and the majority of the required funding in place, The Postal Museum and Mail Rail represent a significant addition to London's cultural landscape and a sustainable heritage centre.

Based: Central London

Salary: Contact for details

Reports to: Deputy Director

Responsible for: Senior Trust & Foundations Fundraiser, Campaign Assistant, Assistant (Events)

Contract: Full-Time

PURPOSE OF THE JOB

The Fundraising Manager will help lead us through the final stages of our Capital Campaign and ensure the organisation has the culture, people, plans and systems in place to ensure we can fundraise effectively - post opening and beyond. The successful applicant will lead our Fundraising team and work with a broad range of internal and external stakeholders to further develop our strategic and practical approach to fundraising from a range of sources. The work will focus initially on the elimination of our capital shortfall (currently circa. £500k) before migrating to a focus on revenue requirements. They will act as a key member of the Senior Management Team (SMT) and enable the organisation to meet our revenue fundraising targets and deliver on our strategic objectives.

PERSON SPECIFICATION

QUALIFICATIONS

(Essential criteria)

- Educated to degree level or equivalent experience

(Desirable criteria)

- Fundraising qualification / membership of the Institute of Fundraising

EXPERIENCE

(Essential criteria)

- Experience using Donor Strategy or similar Customer Relationship Management software
- 4 + years' experience of fundraising in a non-profit or social enterprise environment (or combined with relevant commercial sector experience)
- Experience of individual giving and major donor fundraising / high value relationship development
- Experience of corporate fundraising
- Experience of developing effective case for support documents
- Experience of devising and implementing a successful events strategy
- Experience of delivering successful Trust & Foundation applications
- Demonstrable track record in delivering on fundraising targets
- Experience of working within a capital project context
- Line management experience

(Desirable criteria)

- Experience of devising and implementing a Legacy scheme

SKILLS/KNOWLEDGE

(Essential criteria)

- Excellent written, verbal and numerical communication skills
- Good IT skills (including MS Office)
- Excellent interpersonal & team working skills. Proven ability to work with a wide range of people up to board level; ability to build & manage effective partnerships and relationships
- Financially aware, able to produce, analyse and report on numerical data
- Ability to lead funding negotiations to a successful conclusion & implementation
- Ability to implement new ideas, taking projects from planning to completion

(Desirable criteria)

- Knowledge of Data protection, taxation

PERSON

- Ability to work under pressure, prioritising to meet deadlines
- Proactive and hands-on approach, ability to be creative, generate new ideas and pursue opportunities, overcoming obstacles where necessary
- Flexible, positive attitude and ability to work on own initiative

JOB DESCRIPTION

Key Responsibilities and Duties

TRUSTS & FOUNDATIONS

Working with and overseeing the Senior Trusts & Foundations Fundraiser to:

- Ensure effective and ongoing collaboration with the BPMA's internal teams to complete a program of applications to charitable Trusts & Foundations
- Support and assist in the development of high quality relationships with funding bodies.
- Guide and assist with pre application contact and oversee a successful application and stewardship process
- Oversee the identification, research and development of new potential T&F supporters (Led by the Senior Trusts & Foundations Fundraiser). These should include statutory, domestic and international funders

MAJOR GIFTS

To lead the completion of the current campaign and develop a programme for major giving.

- Conclude our program of asks to High net worth individuals to support the delivery of the remaining capital shortfall
- Develop a regular giving programme to generate unrestricted funds and provide a pipeline for major gifts
- Lead, oversee aspects and actively participate in a high quality identification, nurturing, ask and stewardship process
- Identify further major gift prospects

CORPORATE

Working with the Deputy Director and our external partners, support and assist the implementation of a corporate Sponsorship program to deliver a combination of cash and in kind support

- Ensure the successful integration / interaction between high level corporate sponsorship and corporate membership scheme
- Building on our work to date, devise and deliver a corporate members scheme to deliver income

LEAD THE FUNDRAISING TEAM

To lead all aspects of BPMA's Fundraising activity as well as lead, develop and manage the in house team

- Lead the Fundraising team to ensure work objectives are met across all aspects of the team's overall work and, working with the Deputy Director, ensure the Fundraising team is correctly structured to deliver on all aspects of Capital and Fundraising work
- Ensure the team are targeted, coached and developed
- Work with the Fundraising Officer (Events) to devise and deliver an events strategy to underpin fundraising activity
- Oversee the ongoing development of our Campaign Assistant to provide support to the T&F's application process and to increase our capability in this area.

STRATEGIC

- Assist in the planning and setting of annual, post opening Fundraising targets. Ensure these targets are achieved
- Develop and evolve an overarching Case for Support across all activity to underpin leadership's vision and Fundraising efforts
- Participate in the development of projects and programmes proposals to maximise and ensure suitability for external (Philanthropic) funding support
- Establish a membership scheme to generate unrestricted funds and provide a pipeline for major givers
- Building our work to date, develop and implement a Legacy programme to provide unrestricted income

GENERAL ACTIVITIES

- Champion the continued adoption of a Fundraising culture within the BPMA
- Ensure best practice for the use of our systems (primarily Donor Strategy) and processes to support effective fundraising
- Produce financial forecasts and plans
- Report to the Board and other internal / external stakeholder groups as required
- Any other ad hoc duties as required

The postholder will be expected to monitor and report on their work as directed by their line manager.

WORKING HOURS

The working hours shall be 41 per week, inclusive of meal breaks. These are usually flexible across the week and will be agreed in advance with the line manager, in line with BPMA's policies. Some out of hours working may be required, and this will be notified in advance. Time off in lieu will be awarded in line with BPMA policy. The postholder will be expected to participate in the locking up or unlocking of BPMA premises on a rota basis, and to be on a rota for callout in the unlikely event of an emergency. Variations of the hours can be made at the discretion of the line manager.

ANNUAL LEAVE

25 days per year, plus statutory holidays. The leave year runs from 1 April to 31 March, and leave will be awarded on a pro-rata basis for any incomplete years.

(Please note ALL applications and queries are being dealt with by Execucare Recruitment and will be directed to them. Please use the contact email address specified on our jobs web page. <http://www.postalheritage.org.uk/page/jobs>

CLOSING DATE: 21st September 2014