

Job description: Membership & fundraising manager, Fulham Palace Trust

Responsible to: Chief executive (CEO), Fulham Palace

Employees directly supervised: Volunteers

Salary: £36,000-£40,000

Background

Fulham Palace is a truly remarkable place. For centuries, this Grade I Listed building situated in extensive grounds by the River Thames was the country residence of the Bishops of London. The Palace is now managed by Fulham Palace Trust, which is inspired by a vision to restore our nationally significant historic buildings and grounds to their original beauty and to provide outstanding facilities for the local community and visitors from farther afield. We have a shop, café, museum and an active learning and public events programme.

You will be a talented and energetic individual with highly developed communication and organisational skills and demonstrable fundraising experience. You will be responsive to our board of trustees, and keen to continue to develop your fundraising knowledge and experience. Part-time and flexible working options are available for this role.

Job summary

The membership & fundraising manager will support Fulham Palace by raising funds and maximising income generation potential:

- managing and developing our membership programmes;
- advocating the case for support for the Palace by stewarding existing and developing new relationships with a wide range of individuals and organisations;
- securing revenue income from trusts and foundations and providing support to applications for large scale capital grants.

Core duties

1. Further develop our trusts and foundations funding programme by:

Working closely with internal teams to further develop the fundraising portfolio of revenue fundable opportunities which forms the basis for all funding applications to trusts and foundations

Supporting the CEO with the whole application process from research through cultivation to application, engaging colleagues, trustees and campaign board 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) memberships, including:

Driving the membership numbers for our Friends, patrons and corporate patrons schemes (the day to day renewals and joiners process for Friends memberships currently sits with the business development officer in the commercial team)

Planning and managing a series of fundraising and stewardship events such as garden parties, dinners and trips

Providing regular communications and updates to existing supporters including newsletters

Engaging colleagues, trustees and campaign board members in appropriate relationship building activities with donor prospects

3. Maintain all fundraising progress on our fundraising database including recording donations promptly; ensuring all donors are promptly thanked; keeping colleagues and board members informed when donations are received in their area; maximising Gift Aid by ensuring all donors have a valid form on file and records are up to date; 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 such as 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 membership & fundraising manager and the chief executive.
6. Provide advice and support to the chief executive and board of trustees including, but not restricted to: trusts and foundations; individual and corporate fundraising; memberships; 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 keep abreast of new developments in general, recommending improvements as appropriate.
8. Work collaboratively with external consultancy 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 FPT's policies including Equality and Diversity and Safeguarding.
14. Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by Fulham Palace Trust.
15. The postholder will work occasional weekends and evenings for events, and in order to cover duty management on a rota basis.

PERSON SPECIFICATION

POST: Membership & fundraising manager, Fulham Palace

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

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge:

Essential

- Emotional intelligence and literacy, with an understanding of what motivates donors to give
- 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 processing, Excel, and PowerPoint
- An effective team worker
- Commitment to FPT's policy of equal opportunities and the ability to work harmoniously with colleagues, suppliers and customers of all cultures and backgrounds
- Commitment to FPT's safeguarding policy

Desirable

- Keen interest in the history and heritage of Fulham Palace
- Fully conversant with social media

Experience:

Essential

- Direct fundraising experience
- Experience of data entry and management 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