

**THE ART FUND
JOB DESCRIPTION**

Job Title	Senior Development Manager
Department	Development Department
Reports to	Head of Individual Giving
Purpose of Role	
<p>To raise restricted and unrestricted income from high net worth individuals by developing and implementing effective strategies for regular giving, including Art Partners, and appeal fundraising.</p> <p>Salary: c. £38,000 Permanent</p>	
Key Accountabilities	
<p>Regular givers: strategic development</p> <ul style="list-style-type: none"> • Define and brief strategies to identify prospective high net worth donors such as through ambassadors, trustees, research, screening etc to generate a sustainable and robust prospect pipeline • Develop compelling communications (from letters to advertisements, films and digital campaigns) which raise awareness of how HNW donors can make a difference and how they can enjoy engaging more closely with Art Fund • Identify opportunities to cultivate donors individually and collectively making recommendations about the right individuals to lead the cultivation and the most effective format for engagement • Working across the organisation identify strands of Art Fund activity which will have wide appeal among HNW donors as one-off initiative or long-term fundraising initiatives. • Maintain knowledge of best practice in the sector, especially across patrons schemes, to ensure that the membership continues to evolve. <p>Leading Art Partners Growth and Retention</p> <ul style="list-style-type: none"> • Implement, refine and review the Art Partners recruitment strategy to achieve unprecedented increases in both the numbers of members (target of 200 memberships by 2022) and their philanthropic engagement in line with organisational objectives to double impact by 2020; analyse the most effective methods of recruitment to inform planning and budgeting and to make the case for further investment if required • Realise high retention rates through devising a distinctive, appealing and evolving programme with Senior Manager: Events, as well as through maintaining excellent one-to-one stewardship with the support of Development Coordinator • To identify, create and deliver opportunities to enhance the 'product' through experiences, 'souvenir' communications etc. • Manage and determine income and expenditure budgets for Art Partners; maintain high standards of accuracy and efficiency in the processing, recording and thanking of all donations encouraging a close relationship with finance and database colleagues. • Engage ambassadors for the scheme among supporters, influencers and artists; work closely with current Art Partners, Trustees and Art Fund contacts to identify new prospects and ways to reach them; develop partnerships with third party organisations which serve high net worth clients to reach new prospective Art Partners <p>Major Giving</p> <ul style="list-style-type: none"> • Working with the Head of Individual Giving and Legacy Development Manager, grow and sustain a pipeline of individual donors and projects in order to generate income for Art Fund programmes, appeals and to contribute towards an unrestricted income target; plan and lead approaches to individuals appropriate to their interests, level of giving and Art Fund priorities • Develop Art Partners as an entry point for major giving by effectively articulating our charitable programme and purpose, identifying those best able to give additionally and getting to understand their interests and motivations • With the wider Development team, create new opportunities to cultivate and steward individual donors beyond Art Partners utilising forthcoming opportunities, events and the project pipeline. 	

Supporter care and administration

- Working closely with the Development Co-Ordinator ensure communications with HNW donors are clear and efficient (from thank you letters to Art Partner fulfilment).
- Take a pro-active approach to improving existing administrative processes and ensuring that the Art Partners scheme remains consistent with Gift Aid and donor management regulations
- Participate in wider Art Fund digital/data/business process activities to ensure Art Fund systems are developed to support this function efficiently.

Other Activities, Duties and Responsibilities

- Other duties as requested by the Head of Individual Giving or Development Director
- Work within the guidelines and policies as set out in the Art Fund staff handbook
- Actively participate in the wider life of the Art Fund
- Will be required to work on events outside normal working hours on occasion

Reporting Lines

Reports to Head of Individual Giving, line manages Development Coordinator

Close working relationship with the Development Director, Senior Manager: Events, Development Manager and Development Co-Ordinator

Works directly with Art Fund Director, senior management team and Trustees as necessary

PERSON DESCRIPTION

	Essential	Desirable
Qualifications	Educated to degree level or equivalent	Art history qualification Fundraising qualification or training
Knowledge	An excellent understanding of the motivations of donors (individuals) to the arts and how to align these with fundraising needs A thorough knowledge of prospect research techniques and resources Proven understanding of data protection regulation and how it applies to use and retention of donor data Knowledge of the Art Fund and its activities; understanding of the needs and challenges of the museums and galleries sector Knowledge / experience of relationship management databases IT literacy (Word, Excel and Powerpoint)	Up-to-date knowledge of HMRC Revenue & Customs rules on tax efficient giving Knowledge of digital marketing strategies including approaches to SEO, the customer journey and effective digital promotions Understanding of Google Analytics and ability to use statistics to inform strategies Knowledge / experience of Dynamics 365
Skills/Abilities/Competencies	Excellent interpersonal and communication skills, both verbal and written. The ability to present complex ideas clearly; proven ability to take a diplomatic and persuasive approach Ability to pro-actively develop connections between people and organisations (to broaden the Art Fund's network and supporter base) Strong project management skills and ability to develop and maintain effective business processes The ability to work to deadlines and to juggle immediate and long-term priorities Well organised and good administrator; accuracy and attention to detail	Change management skills
Experience	Demonstrable experience in a high-level fundraising role Demonstrable experience of securing restricted and unrestricted income from individual supporters, with knowledge of managing a Patrons Group	Experience of developing a Patrons Membership scheme Experience of working within a development team in an arts organisation

	<p>Demonstrable experience of securing high value gifts</p> <p>Proven ability to implement and lead new cultivation strategies for individual donors</p> <p>Proven experience of delivering growth and meeting targets</p> <p>Experience of planning and delivering events, or of working collaboratively with an Events team</p>	<p>Experience of communicating fundraising messages through diverse channels (i.e. in person, in writing and through film)</p> <p>Experience of working with agencies to develop promotional campaigns</p> <p>Experience of developing third party partnerships to reach new audiences</p> <p>Line management experience</p>
Personal Attributes	<p>Personable, open and professional</p> <p>Confidence in developing personal relationships with senior colleagues and influential Art Fund contacts</p> <p>Initiative, flexibility and an efficient, self-motivated approach to new challenges</p> <p>An interest in the varied motivations of supporters and a desire to meet donor expectations</p>	<p>A demonstrable enthusiasm for visual art and / or the museum sector in the UK</p>