

INDIVIDUAL GIVING MANAGER

Job Description



The
Postal
Museum

Closing date for applications: Sunday 17 March 2019



LETTER FROM LAURA WRIGHT, CEO

Hello,

I'm Laura Wright, recently arrived CEO of The Postal Museum. The Postal Museum opened nearly 18 months ago, on 4th September, and since then has had enormous success with nearly 250,000 people through the doors. They've experienced our Museum, telling the story of the postal service across 400 years; Mail Rail, our underground railway which at one point carried more than 4 million letters a day; the Discovery Room, where they can track down the story of their postal ancestors; learning programmes; tours; community programmes and more. In the time we've been open we've been nominated for numerous awards, had brilliant feedback on Trip Advisor, and attracted a much more diverse group of visitors than many other museums.

Because we're so new we're still finding out about the potential of our museum. There's a lot to learn and some of that is with regards to our development opportunities. We have people who are passionate supporters of ours and have been across a long period and we need to know how much we can grow that, and who we can attract from individuals and corporates who will care about our stories and audiences.

The role of Individual Giving Manager is therefore one which will be essential in helping us to develop and become more sustainable in the future.

I've loved getting to know the museum in the short time I've been here. I'm looking for someone who will love it too, see its potential and bring a high level of energy to the task in hand. If you think that's you I'll look forward to meeting you!

Laura Wright, **CEO**

FUNDRAISING AT THE POSTAL MUSEUM

Following a successful capital campaign to open the Museum, we currently have a small but loyal network of supporters. We need to grow and develop these networks, building on our success and implementing a new revenue fundraising programme that will support our new vision.

We are looking for an ambitious, capable and creative fundraiser who wants to develop their skills and grow in a role that will provide freedom and responsibility, while offering support and mentoring. The Individual Giving Manager will work alongside the Trusts & Foundations Manager, reporting directly into Laura Wright, the CEO. They will be responsible for all face-to-face fundraising with individual prospects and donors, and for developing and delivering opportunities to engage new supporters. They will also contribute to setting fundraising targets and strategy, working closely with the executive team and Trustees to identify new opportunities for fundraising.

This role will suit someone with some fundraising experience wishing to step into a more responsible role. A warm, sociable, collaborative approach and a genuine passion for social history and story-telling is essential.

THE ROLE

Job title	Individual Giving Manager
Department	Development
Reporting to	Chief Executive
Key relationships	Trusts & Foundations Manager, Events Manager, Public Programme Manager, Executive Team and Trustees
Main purpose	<p>Responsible for implementing and expanding The Postal Museum's individual giving programme including:</p> <ul style="list-style-type: none">▪ managing a personal portfolio of supporters and prospects;▪ collaborating with colleagues and senior volunteers to identify and approach new prospects;▪ delivering new Patron, membership and legacy schemes;▪ developing stewardship and event programmes; implementing professional systems, processes and good practice;▪ work closely with the CEO and senior colleagues to set and delivering a fundraising target and identifying opportunities for support.
Salary	£35-£38k, dependent on experience

KEY RESPONSIBILITIES

1. FUNDRAISING

- Cultivate a personal portfolio of prospects and donors, building warm relationships with existing donors and working with Trustees, senior volunteers and senior executives to identify new prospects;
- Implement and manage an individual giving programme, including a new Patron and legacy programme and a membership scheme;
- Collaborate with colleagues across the Museum to identify new opportunities for individual support, developing new packages and creative ideas to attract major gifts or one-off donations;
- Support high-level volunteers, including Trustees, donors, and executive, encouraging them to identify High-Net-Worth Individuals and helping to plan approaches and tailored cultivation strategies. This includes prospect research; preparing briefings, letters and proposals; planning and minuting meetings; and tracking progress on the department database, Salesforce;
- Work with the Marketing, Visitor Experience and Learning teams to segment and analyse audience data and identify ways of encouraging a donor journey;
- Prepare high quality, targeted and compelling fundraising materials, including letters, proposals, presentations and updates, adapting the Case for Support for each communication and drawing out stories relevant to individual prospects;

2. EVENTS & PLANNING

- Develop and manage fundraising cultivation and stewardship events, based on prospect motivation, working closely with the Events Manager on delivery, budget, guest lists and follow up;
- Manage guest lists for Private Views, events and other cultivation opportunities;
- Maintain excellent and accurate records on the Company-wide database, Salesforce, using it to track relationships and keep accurate records of communications;
- Produce reports and financial forecasts on individual giving, as required;
- Implement fundraising good practice and professional systems and processes, in line with statutory regulation and policies set out by the Fundraising Regulator, Institute of Fundraising and Charities Commission

3. GENERAL

- Identify opportunities for volunteer support and oversee and manage any volunteers or administrative support - for example, temps - for the department;
- Adhere to the highest standards of fundraising best practice; attend networking events and build relationships with other fundraisers ensuring that Museum is well connected and respected amongst the fundraising and museum world;
- Ensure all fundraising activity and data management is compliant with recent data protection policy;
- Participate in the provision of the safe working environment, adhering to the Museum's Health and Safety policies at all times;
- Be prepared to work evenings or weekends as required and to act as an ambassador for The Postal Museum;
- Carry out any other duties as may be reasonably required by the CEO or Trustees.

PERSON SPECIFICATION

EXPERIENCE

Essential	<ul style="list-style-type: none"> • Proven experience of individual giving fundraising, cultivating gifts and making the ask, specifically personally securing gifts of £1,000 or above; • Experience of engaging in face to face to fundraising and excellent donor cultivation skills; • Evidence of successful delivery of donor stewardship and cultivation programmes; • Experience of preparing funding proposals and pitches and presenting in a clear, inspiring and confident way; • Good knowledge of reporting and databases; • Knowledge of Gift Aid, Data Protection and PCI Compliance regulations • Experience of working for not-for-profit organisations.
Desirable	<ul style="list-style-type: none"> • Humanities graduate • Educated to degree level • Understanding of fundraising techniques and good practice

SKILLS / ABILITIES

- Confident and proactive with excellent communication skills, written and verbal, able to communicate effectively at a senior level with internal and external stakeholders;
- Empathy and emotional intelligence with a 'customer service' attitude and an ability to anticipate individual needs;
- Target-driven, strategic and creative
- Natural organisational skills and attention to detail, demonstrable from previous experience;
- Flexible and independent, while being able to work as part of a team and learn from others;
- Good writing skills with the ability to convey relevant information in a way that is succinct and compelling;
- Good at working independently, prioritising, managing reactive work, balancing multiple requirements, and adapting to new situations.
- IT literate with a knowledge of Salesforce or similar CRM database.

Closing date for applications: Sunday 17 March 2019

Interview dates: Thursday 21 and/or Friday 22 March

Please forward completed application forms to applications@postalmuseum.org