

## Development Manager – Job Description

The Postal Museum is one of the newest and most exciting museums in London. We opened in 2017 and have already established the museum as a must-visit destination with award-winning experiences. Alongside hands-on exhibitions exploring over 500 years of British social and communications history, visitors can experience a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail. The museum welcomes over 160,000 visitors and our online content reaches almost a million users a year. We deliver award-winning learning, access and outreach programmes and provide unique experiences including popular Tunnel Walks under the streets of London. The museum also operates a children’s play space – Sorted – popular with young families and schools. Alongside all this we offer one of the most unique venues in London for corporate hire and filming locations.

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**Based:** Central London

**Salary:** £42,000 p.a pro rata (£16,800 p.a based on 14 hours per week)

**Reports to:** Head of Marketing and Communications

**Hours:** Part-time, 14 hours a week, flexible working available

**Contract:** Permanent

**Probation Period:** 6-months

**Start date:** asap, negotiable

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### Who We Are

The Postal Museum tells the story of postal communication and its impact on a global society

### What We Do

We use our collection to explore stories around communication, and to inspire everyone to make richer and more meaningful connections in their lives

### Our Values Are

- Openness
- Generosity
- Innovation
- Curiosity
- Playfulness

### We Will

- Be open and generous in spirit and action
- Deliver innovation
- Communicate our stories with clarity and playfulness
- Be curious about people’s stories and experiences

## **PURPOSE OF THE JOB**

The successful candidate will be an experienced fundraiser who can support the museum primarily to identify and grow individual giving opportunities and nurture existing relationships, including with our Patrons, Sponsor a Sleeper supporters and key HNWI. This will include prospect research and the development of a new phase of the successful Sponsor a Sleeper campaign.

Responsibility for Trusts and Foundations is devolved across teams and the post will support colleagues, particularly in the Learning and Access teams, with research and best practice to secure grants of various sizes from trusts and foundations for our education, community and public programmes and report on their success to funders.

The post reports to the Head of Marketing and Communications and, as the sole fundraising specialist at the museum, will act as an adviser to the Executive Team on strategic decisions.

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## **PERSON SPECIFICATION**

### **EXPERIENCE**

#### **(Essential criteria)**

- Considerable demonstrable experience of individual giving, personally securing gifts of over £1,000.
- Experience of engaging in face-to-face fundraising and excellent donor cultivation skills.
- Evidence of successful delivery of donor stewardship and cultivation programmes.
- Experience of preparing funding proposals and reports.
- Good knowledge of databases and database management.
- Knowledge of Gift Aid, GDPR and Data Protection and PCI Compliance regulations.
- Proven track record of delivering results against targets, preferably in a not-for-profit, culture, heritage or entertainment environment.
- Experience of reporting, including analysing data and using findings to influence change and improvements.
- Previous budget management responsibility and experience working with restricted funds.

#### **(Desirable criteria)**

- Experience using Salesforce or equivalent donor database.

### **SKILLS/KNOWLEDGE**

#### **(Essential criteria)**

- Experience in fundraising.
- Excellent communication skills, including spelling and grammar.
- Proven track record in developing relationships with donors.
- Ability to produce, report on and analyse data.
- Strong attention to detail.
- Strong networking and presentation skills.
- Able to work across teams to maximise opportunities.

### **PERSON**

#### **(Essential criteria)**

- Results driven and motivated.
- Ability to think strategically.
- Confident meeting new people and building relationships.

- Willing to explore new opportunities and ideas.
  - Strong organisational skills and ability to identify and solve problems.
  - Punctual and comfortable with working to deadlines.
  - Flexible, positive attitude and ability to work on own initiative.
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## **JOB DESCRIPTION**

### **Key Responsibilities and Duties**

#### **Individual Giving and Major Stakeholders**

- Build warm relationships with existing supporters, particularly Royal Mail Group and Post Office Ltd.
- Manage the delivery of benefits to Sponsor a Sleeper supporters, including correspondence and events management.
- With the Head of Marketing and Communications and CEO, develop a new individual giving scheme to supersede Sponsor a Sleeper.
- Support the Marketing Team and Visitor Experience Team to incorporate individual giving opportunities in the visitor journey, from in-basket donations to contactless donation points on site.
- 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, Trustees, donors, and Executive Team, 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 Salesforce;
- With the Marketing Manager and Designer/ Web Editor, prepare high quality, targeted and compelling fundraising materials, including letters, proposals, presentations and updates, drawing out stories relevant to individual prospects.

#### **Trusts and Foundations**

- Work with team members across the organisation to support their applications for small to medium size Trust and Foundations, including sharing best practice for Salesforce records.
- Work with team members across the organisation to report in a timely and accurate way to funders.

#### **Database Management**

- Improve use of Salesforce and act as a primary user and champion, keeping records up to date and supporting teams across the museum to do the same.
- Ensure communications with Trust and Foundations, donors and grant givers are relevant and up to date.
- Ensure relevant stakeholders are invited to museum/events appropriately.

## **WORKING CONDITIONS**

This position may require an enhanced DBS check which will reveal any unspent convictions. A criminal record may not necessarily be a bar to placement, as any decision will be treated on its merits and individual circumstances subject to the museum's overriding obligations to protect the children and vulnerable adults in its charge, members of the public, the safety of the museum's staff and the Collection.

The postholder will be expected to monitor and report on their work as directed by their line manager. The postholder will be expected to pick up ad hoc duties as required.

Flexible working options are available including remote working. Occasional weekend and out of office hours working may be required. The postholder will be expected to work to office guidelines on handling, health and safety, lone working, etc. as advised, taking responsibility as appropriate.

All staff have access to a range of employee benefits including a cycle to work scheme, employee assistance programme and a range of discounts from retail and entertainment to health and wellbeing.

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TO APPLY: Please send your completed application form and the equal opportunities form to [applications@postalmuseum.org](mailto:applications@postalmuseum.org)

**CLOSING DATE:** 18/7/2022

**INTERVIEWS:** Week commencing 25/7/2022