

Development and External Relations Manager (0.6 FTE)

Job Description:

- Reports to:** Principal, City & Guilds of London Art School
- Key relationships:** Principal; Director of Resources and Operations, Trustees; Joint Development Advisory Group; Heads of Departments; Head of Finance; Marketing Officer
- Location:** Kennington, London SE11 4DJ
- Salary:** £24,000 (pro rata for a full-time equivalent rate of £40, 000)

Purpose

The post holder is responsible for leadership and implementation of the Art School's development and external relations strategies and is a member of the Senior Management Team. The post holder's principal task is to drive forward fundraising activity for both capital and revenue projects, in accordance with the Art School's strategy and targets, working closely with the Principal, the Director of Resources and Operations and the Joint Development Advisory Group. The role includes fundraising for bursaries and scholarships, identifying and pursuing sources of funding for projects, including the Art School's ongoing widening participation fundraising programmes.

A key aspect of the role is nurturing existing and developing new relationships within the Art School's expanding base of supporters and collaborators, including through the organisation of events. Working closely with trustees and fellow members of the senior management team, the role includes developing strategies for cultivation and solicitation, overseeing cross-departmental activity for engagement, profile raising and fundraising purposes.

Key responsibilities

To work closely with the Principal, Director of Resources and Operations, Joint Development Advisory Group, Trustees and Heads of Department to:

- develop support for the Art School from individuals and relevant potential funding bodies, at all levels.
- identify new funding opportunities and prospects, and devise cultivation strategies.

- plan and manage fundraising events and Art School scheduled external facing activity.
- advise and facilitate external facing activity managed within departments.

Fundraising

Lead on and manage including individual giving initiatives, cultivation of prospects, drafting and submitting applications and proposals, direct solicitation and donor reporting as required:

- Bursary, scholarship, and prizes fundraising.
- Project fundraising (e.g. for the Art School's Widening Participation programme)
- Capital projects (e.g. for minor building works and equipment)

Work autonomously to:

- undertake research on prospects and identify links to key priority projects with the aim of securing major gifts.
- oversee donor cultivation and stewardship activity – managing correspondence and all other forms of communication.
- keep up to date with developments and practice in the field of fundraising, the arts and heritage, and higher education as appropriate.

Database

Oversee the Art School's database of donors, funders, opinion formers and alumni, ensuring that all relevant information is accurately maintained by users, added in a timely fashion and data held and utilised in a manner compliant with all relevant legislation. (The development database is held in a CiviCRM system.)

Events

- Develop and ensure the delivery of high quality events (including the annual degree shows and participation in London Craft Week and other public events) and maintain the annual cycle of established fundraising and external relations activity such as cultivation, stewardship and reciprocation events.
- Take the initiative in developing fundraising events, whether in the Art School, or off-site and/or in collaboration with off-site hosts and venues.

Board of Trustees and Joint Development Advisory Group liaison

- Act as secretary to the Joint Development Advisory Group, co-ordinating meetings and agendas, producing minutes and action plans and monitoring and reporting on the progress on actions.
- Provide written updates to Trustees and attend Trustee meetings as appropriate.
- Support the Principal, Director, members of the Joint Development Advisory Group and Trustees, as appropriate, in fundraising activity.

External Relations

- Act as main point of contact and manage relationships with key external partners and collaborator institutions.

- Promote and maintain a positive profile for the Art School through, for example: participation in networking opportunities, external events, conferences and briefings.
- Contribute to the social media activity of the Art School with relevant content.
- Support the Principal with the co-ordination of press/PR and work alongside the Art School's Marketing-Officer on communications activity to raise awareness and build the profile of the Art School among key opinion formers in the art, heritage and higher education sectors; philanthropic and other relevant stakeholder communities.
- Develop relevant sections of the Art School website related to development and external projects.

Miscellaneous

Undertake other duties of a reasonable nature, as may be determined by the line manager from time to time, in consultation with the postholder. It is the duty of the postholder not to act in a prejudicial or discriminatory manner towards members of staff, students, visitors or members of the public. The postholder should also counteract such practice or behaviour by challenging and reporting it.

This is a description of the job as it is presently constituted. It is the Art School's practice to review periodically job descriptions to ensure that they accurately reflect the job that is required to be performed, or to incorporate proposed reasonable changes following discussion with the postholder.

Person Specification:

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Substantial experience working in a fundraising role in the cultural or similar sector • Demonstrable experience of preparing successful fundraising proposals • Demonstrable experience of forging and managing excellent relationships with donors and with other external and internal stakeholders 	<ul style="list-style-type: none"> • Working as a key member of a small team • Event management experience • Budgeting and financial reporting

<p>Knowledge</p>	<ul style="list-style-type: none"> • Knowledge of the fundraising landscape within arts and heritage • Strong knowledge of research techniques to identify suitable prospects 	<ul style="list-style-type: none"> • Understanding of the Higher Education environment • Good awareness of the Fine Art and Heritage Crafts sectors • Membership or involvement in professional fundraising associations or networks
<p>Skills and Attributes</p>	<ul style="list-style-type: none"> • Ability to work on own initiative • Excellent interpersonal and influencing skills • Excellent written and verbal communication skills • Good knowledge of Microsoft Office 	<ul style="list-style-type: none"> • Understanding and developing CRM systems to manage funder relationships and fundraising activity