

### **Fundraising Development Officer**

**Salary:** £30 - £35K pro rata

**Hours of Work:** 17.5 hours/week (0.5 FTE).

**Location:** Home-based but with travel likely, particularly to London.

**Working relationships:** You will work closely with the Head of Operations and Strategy along with members of the Board of Trustees and the Audience Development Marketing and Communications Committee. Your line manager will be the Head of Operations and Strategy. Day to day work will involve close liaison with the other Gardens Trust colleagues and volunteers.

**Period of contract:** Until December 31<sup>st</sup> 2025

**Annual Leave Entitlement:** 28 days pro rata, plus standard Bank Holidays in addition and not pro rata'd

**Pension:** In keeping with the new government pension legislation, all employees are required to enroll into a work place pension. Legal & General manage the Garden Trust's pension contributions.

### **Purpose of the post**

Following a successful two year NLHF supported project; *Engaging with our Future*, (completing in February 2023), the Gardens Trust is now in the exciting position to be able to appoint its first Fundraising Development Officer.

As part of the *Engaging with Our Future* project GT staff and trustees worked with a fundraising consultant to produce the organisation's first fundraising strategy. Although fundraising has always been an important part of the GT's income mix, to date the approach has been focused on securing significant grant funding from statutory bodies whilst individual giving and corporate support has been more ad hoc and reactive to opportunities as they arise. Fundraising and recruitment of a Fundraising Development Officer is a key element in our approved Business Plan 2023-25.

The Fundraising Development Officer will play a crucial role in helping to drive forward fundraising activity and help the GT diversify its income streams and begin to build other sources of sustainable fundraising income.

The priorities for the next 3 years are to:

Develop a high value benefactors scheme (with launch in 2024).

Implement an annual members appeal.

Strengthen the GT's legacy offer and legacy marketing.

Develop the offer for corporate support including sponsorship.

Explore the potential for additional funding applications to Trusts and Foundations.



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Please reply to:

### **Main Duties and Responsibilities**

Work with the Head of Operations and Strategy and Trustees to develop and launch a higher value benefactors scheme.

From existing members and supporters develop a pipeline of potential benefactors.

Work with the Board to establish a Fundraising Committee which can support the growth of a benefactors scheme.

Work with the Board and the Fundraising Committee to identify and research new prospects for the benefactor's scheme.

Manage the day to day implementation of the benefactors scheme including ensuring timely communications, the organisation and delivery of benefactor events and being the first point of contact for enquiries.

Work with the Head of Operations and Strategy to deliver an annual members appeal.

Lead on strengthening the GT legacy proposition.

Develop legacy marketing materials and ensure Gifts in Wills are promoted through relevant GT communication channels.

Explore and develop opportunities for corporate support, including following up on leads and helping to develop a corporate sponsorship scheme.

As required undertake research into potential trust and foundation support and contribute to funding applications.

Work collaboratively with GT staff and volunteers to gather materials such as images and project information in support of proposals and funder updates.

Work collaboratively with GT staff and volunteers to research and implement fundraising through digital platforms.

Ensure donors receive timely and accurate acknowledgements and reports.

Ensure donor records are accurately maintained within the Beacon CRM system.

Provide fundraising updates and reports to the Board as required.

Respond to ad hoc fundraising opportunities as and when they arise.



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### **Person Specification**

A team player who is happy and confident working alone with hands-off management, but also keen to deliver outcomes as part of a bigger picture. You must be determined to help the GT grow its fundraising capacity and confident in managing change. You will have enjoyed visiting parks and gardens in the past and be interested in learning more about them, but a knowledge of garden history is not necessary!

### **Required Skills and Knowledge**

- 5 years' experience in fundraising, direct solicitations, and prospect research
- Ability to work in a team. The Gardens Trust is a small team, therefore flexibility is key to working successfully for all staff. The post-holder must be able to pitch in and apply transferrable skills as well as having that natural fundraising instinct
- Happy to work from home but with a commitment to regular contact with colleagues, and a willingness to travel if needed.
- Experience of soliciting high value support and managing a patrons or benefactors scheme.
- A track record of building long-term relationships with supporters, fundraising partners, and potential donors.
- Excellent communication and solicitation skills, both oral and written.
- Demonstrable experience of researching and devising strategies to maximise donation opportunities.
- An ability to co-ordinate activities of varying complexity, including fundraising events.
- Highly organised and detail oriented with an ability to manage multiple priorities and projects.
- Results oriented: target and deadline driven.
- Strong budget management skills, as well as organisation and IT skills
- Fundraising qualification and/or knowledge of Fundraising Code/Legislation
- Experience of working with corporate supporters (desirable)
- Experience of compiling and submitting successful applications to trusts and foundations. (desirable)