



**BEAMISH**  
THE LIVING MUSEUM OF THE NORTH

# CHIEF PHILANTHROPY OFFICER



# WELCOME FROM CEO & CHAIR

Thank you for your interest in working with us at Beamish, The Living Museum of the North. This is an incredibly exciting time for the museum – we're the North East's most visited attraction, bringing tourists into the region and making a significant contribution to the regional economy. The largest open air museum in the UK, with a world-renowned reputation for a first-class visitor experience, Beamish is a lead in the North East's portfolio of anchor cultural institutions. Our collections are phenomenal and our people are amazing, with a team of c.450 staff and c.400 volunteers, we welcomed over 801k visitors in 2023, which is testament to our continued relevance, growth and development.

The museum is approaching the completion of the biggest development in its history, the £20million Remaking Beamish project (including £10.9million from The National Lottery Heritage Fund).

We place our communities at the heart of everything we do, preserving their heritage for future generations through sustainable, collaborative work and delivering award-winning health and wellbeing work and learning activities.

Beamish is a self-reliant charity, with fantastic stakeholders, partners and supporters, such as our Friends of Beamish and Business Friends of Beamish network, including Business Champions. We are proud to be a leading light in our amazing region and its exceptional tourism offer. Working with our regional partners to drive footfall into the North East, we're committed to continuing to deliver an exceptional experience across the region and at the museum.

Beamish's profile continues to grow, forging new networks nationally and internationally. We are at the forefront of open air museum practice and are keen to forge new ways of diversifying the museum's reach. In 2023, the museum appointed a new board of trustees and exec team and, as the museum continues its development and growth, we are seeking to appoint a Chief Philanthropy Officer to lead on increased and diverse funding streams to help deliver this ambitious vision.

We are looking for someone who shares our passion and purpose, who can generate philanthropic, income generating relationships and strategies, leading new and existing partnerships to grow the scale and impact of business innovation, someone who can build our capacity to engage and inspire high net worth and corporate donors. We are keen to hear from candidates who are inspired to be part of our team, who are motivated and excited about helping Beamish to deliver its goals and supporting our continued growth. If you would like to hear more and are interested in discussing this opportunity further, please do get in touch.

**Rhiannon Hiles, Chief Executive Officer & Chris Loughran, Chair of Trustees**

# ABOUT BEAMISH MUSEUM

Beamish is a world-famous open air museum, where our people and collections bring to life the everyday history of the North East in the 1820s, early 1900s, 1940s and 1950s.

The museum was founded in 1970 by Frank Atkinson, who realised that the region was changing dramatically, with industries and communities being lost. He wanted to preserve these everyday ways of life for future generations, including customs and dialects.

Today, Beamish is an award-winning charity that remains true to Frank's vision. We're proud to be an iconic North East attraction, with around 450 staff and 400 volunteers, and a turnover of £13.5million. The museum is the region's most-visited attraction and welcomed 801k visitors in 2023.

Beamish attracts investment into the region – around half of our visitors are tourists, with many going on to visit other attractions and accommodation, and we attract visitors from a wide range of backgrounds. We're privileged to have strong connections with communities across the region, and partners, including the Friends of Beamish and Business Friends of Beamish. Our innovative work includes award-winning health and wellbeing programmes and learning activities.

Beamish's profile reaches regionally, nationally and internationally. The museum was recently described as "one of the finest and most innovative in Europe" by The Guardian, which also named us among 12 of the Best Things to Do and See in the UK this year. Beamish recently featured in The Times, BBC Breakfast TV, ITV News, Radio 4 and Radio 5 Live, and CEO Rhiannon Hiles was named among 100 Great North East Women by Chronicle Live to mark International Women's Day.



# GUIDING PRINCIPLES

- Putting our visitors first in everything we do.
- Genuine community engagement – enabling participation in the making of the museum, the activities and stories that we tell, creating enduring, meaningful and diverse connections.
- Self-reliance and entrepreneurial spirit – always looking for new opportunities to innovate and grow to reach more people.



# THE FUTURE

Beamish has an exciting future ahead – we are currently completing the biggest development in our history, the £20million Remaking Beamish project, which includes a 1950s Town, 1950s Spain's Field Farm and expansion of the Georgian Landscape, including examples of early industry and self-catering accommodation. The Remaking Beamish project, which is supported by The National Lottery Heritage Fund, is due to be completed this year, with the opening of a 1950s cinema, toy shop, electrical shop, STEM learning space, along with Georgian tavern, pottery and cottages.

The museum is developing its ambitious long-term vision, reflecting its development on a local, national and international scale. Find out more about the museum at [www.beamish.org.uk](http://www.beamish.org.uk).





## THE ROLE

### JOB PURPOSE

- Maximise the impact of existing relationships with key funders to ensure the delivery of the museum's strategic objectives and long term sustainability.
- Lead a targeted programme of engagement with a diverse range of corporate, charitable and high net worth partners to secure significant philanthropic giving to Beamish Museum.
- To build our capacity to engage and inspire high net worth and corporate donors.

### TERMS & CONDITIONS

- **Contract type:** Permanent
- **Salary and hours:** c£60k for 22.5 hours per week, depending on the candidate and agreed working patterns.
- **Annual leave:** 25 days' holiday, plus Bank Holidays, rising to 30 days' holiday after five years' continuous service (this is pro rata).
- **Probation:** This role is subject to a six month probation period.



You will report directly to the Chief Executive Officer and work as a member of the Executive and Senior Leadership Team, to deliver transformative, sustained growth.

Working closely with the Board of Beamish Museum, you will develop a strong pipeline of supporters who can give at the six and seven figure level.

**Key working relationships (internal):** Chair of Trustees, Chief Executive Officer, Chief Operating Officer, Chief Finance Officer and Trustees of Beamish Museum, including Vice-Chair (Philanthropy and Ambition lead), Beamish Museum Senior Leadership Team, and an internal philanthropy support team.

**Key working relationships (external):** Key contacts with major grant givers, trusts, foundations, businesses and high net worth donors.

**Responsible to:** Chief Executive Officer

**Responsible for:** This is a new post and, as such, the postholder will oversee the development of a team to support all aspects of philanthropic giving. The team will include the current Partnerships Officer.

**Location:** Flexible according to business need with a requirement for regular attendance at Beamish Museum.

# BACKGROUND

This is a newly-created role to lead the growth of global private giving at Beamish Museum from trusts, foundations and other high net worth donors.

Building on the museum's strong reputation and high levels of public and business support, you will inspire and develop a group of influential and committed supporters who are passionate about Beamish Museum, the heritage of the North East of England and our regional, national and international global reach.

You will secure privately-sourced funds at the six and seven figure level that will allow Beamish Museum to expand its offer to visitors, diversify its programming and sustain our sector-leading brand to support our plans to accelerate our mission and unlock new public donor sources.







# KEY IMPACT AREAS

## MAXIMISE GIVING

You will implement a philanthropic giving strategy that significantly shifts the museum's approach towards the generation of substantial philanthropic income and that supports the museum's vision and mission. You will work collaboratively with the Executive, Board of Trustees and Senior Leadership Team to establish a long-term plan and supporting fundraising strategies that align and help the museum move forward with its objectives.

## CULTIVATE AND STEWARD DONORS

You will actively cultivate and steward relationships with potential and existing donors, for major new, repeat and legacy gifts, significantly raising the profile of Beamish, generating excitement and a desire to support Beamish now and into the future across a range of projects. These will be supported by stewardship plans that foster mutual trust to secure ongoing support.



## **REPUTATION AND ENGAGEMENT**

You will build the profile of the museum through donor engagement. You will personally manage a portfolio of prospective donors, guiding them through the cultivation process, and ultimately securing new funding. You will work closely with the CEO, building new networks, opening new doors and linking with communities in support of the museum's philanthropic goals and furthering its reputation and that of the sector.

## **SUCCESSFUL PHILANTHROPY TEAM**

You will ensure a high-performing team is in place that supports Beamish's philanthropic strategy, imbuing a culture of innovation and enterprise across the museum. The team will ensure day-to-day delivery of the function, including trusts and grants, provide excellent customer service, and produce timely data to support and measure the impact of all giving. The team will champion equality, diversity and sustainability and create a strong culture of philanthropy throughout Beamish.



## **ESSENTIAL QUALITIES, EXPERIENCE AND KNOWLEDGE**

If you've got a strong network, can influence, inspire and nurture others, to strengthen investor relationships, we really want to hear from you. As a guide, we're looking for someone with:

- Significant experience working at a senior level, building strong relationships with supporters who can give at a six/seven figure level.
- Demonstrable extensive networks, including trusts and foundations, corporate partners and high net worth individuals.
- Personal track record of securing six figure donations from trusts and foundations.
- An excellent communicator who can inspire staff, volunteers and colleagues in taking our philanthropic strategy forwards.
- Outstanding interpersonal skills including tact, sophistication and gravitas.
- Able to work collaboratively, engaging with colleagues to design robust project proposals and reporting, monitoring and evaluation systems.
- Skilled in utilising financial information including project budgets.
- A commitment to Beamish's mission, objectives and guiding principles.
- Strong intellectual curiosity and the ability to articulate the museum's range of programmes and strategies in a compelling way.
- Tenacious, self-starter, who thrives in a fluid, entrepreneurial context.
- Have, or be able to build, local knowledge quickly.
- Knowledge and understanding of the legal, regulatory and ethical environment of fundraising.

## **DESIRABLE QUALITIES, EXPERIENCE AND KNOWLEDGE**

- Experience of managing successful partnerships with significant grant givers including The National Lottery Heritage Fund and Arts Council.
- Experience of high-value fundraising in the following areas: community action, arts and culture, health and wellbeing, education programmes, museums and collections, the environment/ conservation.
- Outstanding research and written skills.
- Experience of working with a fundraising database to maximise relationship development.





## **BENEFITS**

- Company pension scheme
- Generous staff discount
- Annual pass for you and up to three guests
- Free parking

## **HOW TO APPLY**

Closing date: 17th May 2024

Preliminary meeting date: TBC – likely to be early to mid-June

Formal panel interview date: TBC – likely to be early to mid-July

To arrange an initial conversation with Rhiannon Hiles, CEO, please email: [lanawade@beamish.org.uk](mailto:lanawade@beamish.org.uk).

For general enquiries, please contact: Deborah Heron, Director People & Culture email: [deborahheron@beamish.org.uk](mailto:deborahheron@beamish.org.uk) or

Michelle Suddes, HR Manager email: [michellesuddes@beamish.org.uk](mailto:michellesuddes@beamish.org.uk)

# MEET THE SENIOR LEADERSHIP TEAM

Rhiannon Hiles  
**Chief Executive  
Officer (CEO)**



Samantha Shotton  
**Chief Operating Officer**



Mark Pemberton  
**Chief Finance  
Officer**



Helen Barker  
**Director, Collections &  
Programmes**



Celyn Gurden-Williams  
**Director, Visitor Experience**



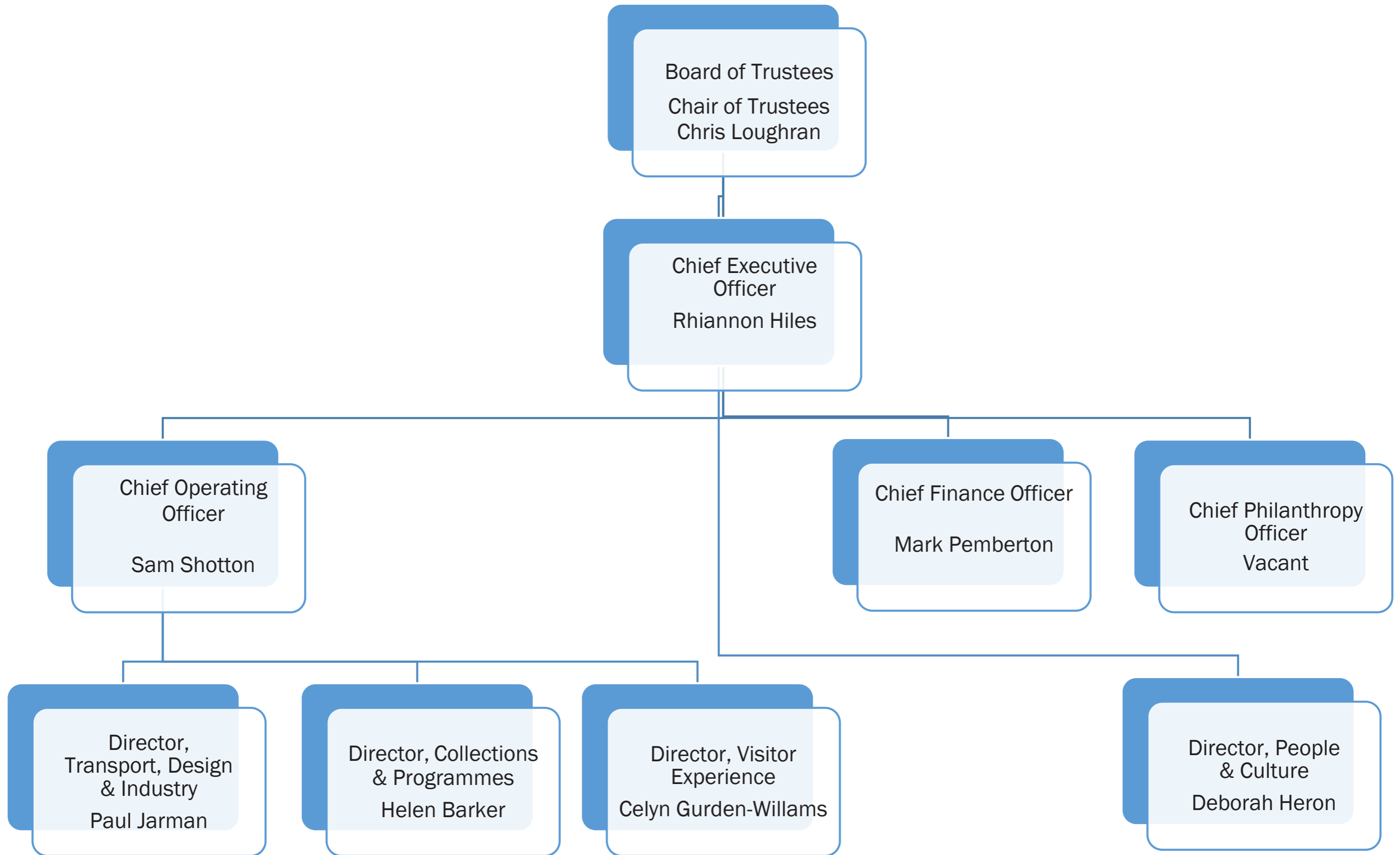
Deborah Heron  
**Director, People &  
Culture**



Paul Jarman  
**Director, Transport, Design  
& Industry**



# STRUCTURE





**“WE MUST HAVE SUCH A MUSEUM IN ENGLAND:  
OTHERWISE SO MUCH WOULD BE LOST ALONG  
WITH THE EQUALLY IMPORTANT CHANCE TO  
TELL EVERYONE ABOUT THEIR OWN PAST.”**

**FRANK ATKINSON  
BEAMISH MUSEUM, FOUNDING DIRECTOR**