

# Head of Fundraising

## Pimlico Musical Foundation

Reports to: Chief Executive

Direct reports: n/a (with scope to grow the function over time)

Contract type: Permanent, full time (negotiable to four days a week for very experienced candidates)

Hours: 37 hours a week plus one hour lunch break, 28 days' holiday plus Bank Holidays

Location: Hybrid - on site (Pimlico) a two-three days a week

Pay: £44,000 p.a.

Do you believe in the power of the arts to build community and transform lives? At Pimlico Musical Foundation, we work with a diverse community, providing a broad range of opportunities for both children and adults, and free musical education to local children, many of whom face considerable challenges. We bring people together, provide opportunities for young talent, and support the local community's engagement with the arts. We achieve this through various programmes, in partnership with local schools and organisations such as Westminster School, Oxford University, Opera Holland Park, the Rodolfus Foundation, and Future Academies. We are seeking an experienced and driven fundraiser to take strategic ownership of our income generation and lead the next phase of our growth.

Our Individual Giving & Grants Manager will be leaving later this year. During her tenure, she diversified PMF's income streams and established new processes. We are currently supported by individual donors and grants from various trusts and foundations and have a few existing corporate supporters and potential contacts for additional support. As Head of Fundraising, you will build on these foundations, owning and developing the fundraising strategy across all income streams — individual giving, trusts and foundations, and corporate — while continuing to deliver hands-on where needed. You will be the organisation's lead on fundraising, working closely with and reporting directly to the Chief Executive, and supported by an engaged board.

This is a senior, strategic role suited to an experienced fundraiser ready to take full ownership of an organisation's income generation. PMF works with a consultant who provides ad hoc strategic support, acting as a sounding board on strategy and processes and offering additional expertise. This resource will continue to be available, facilitating CPD and complementing day-to-day line management from PMF's experienced and supportive Chief Executive.

We have planned a thorough handover with the current fundraiser who has built strong relationships with supporters across all income streams, working with both new and existing donors. As Head of Fundraising, you will steward and grow these relationships, balancing stewardship with the need to build the prospect pipeline and set ambitious but achievable targets for 2026/27 and beyond.

PMF provides a warm and supportive working environment. Working as part of a small and hard-working team, we are seeking a fundraising leader with experience in relationship management, donor stewardship and cultivation, who has the flexibility to move between strategic and hands-on tasks, and is comfortable working independently and as part of a team. Most of all, we are seeking someone who wants to make a difference, contributing to a community and improving access to the arts for everyone, regardless of their background.

## Job Description

- Own, develop and deliver PMF's fundraising strategy across all income streams — trusts and foundations, individual giving, and corporate — in line with the charity's mission and strategic plan.
- Set, monitor and be accountable for income targets, providing reliable forecasting models and clear, structured reporting for the board and senior management.
- Conduct thorough research to identify potential trusts, foundations, and grant opportunities that align with PMF's mission and objectives.
- Lead and grow individual giving, building on what has been achieved so far and diversifying into new income streams such as legacy and corporate fundraising.
- Develop strong engagement plans for both new and current funders, and represent PMF externally with major funders, partners and stakeholders.
- Work with colleagues to develop the 'case for support' and compelling grant proposals and applications for funders, in line with their interests and requirements.
- Maintain and update the fundraising database, tracking applications, engagement/stewardship and cultivation points, application deadlines, and outcomes.
- Prepare reports for funders, detailing the use and impact of grant funds.
- Attend and support PMF events and performances, engaging with stakeholders and understanding the community impact of PMF's work.
- Ensure the organisation operates within both the law and best practice (e.g. GDPR and VAT for corporate offers).
- Manage donor recognition and communications, including copy for website, social media, and the quarterly Friends Newsletter.
- Plan and execute events and donor visits to see our work in action.
- Establish and maintain relationships with donors, volunteers, and community members in writing, in person, and remotely.
- Keep up to date with funding news and trends, learning from others and seeking out opportunities for CPD.
- Develop and deliver fundraising campaigns such as the Big Give Campaign, ensuring they align with PMF's mission.
- Maintain communication with supporters and manage relationships to maximise income generation and engagement with the charity.
- Contribute to PMF's wider organisational strategy as part of the senior team.

## Person Specification

### Required experience of:

- A proven track record of securing significant income from trusts and foundations.
- Owning or leading fundraising activity, with accountability for income targets.
- Developing and implementing fundraising strategy across more than one income stream.
- Identifying and developing new funding prospects and building a prospect pipeline.
- Working with at least one other type of funder, particularly individuals (HNWIs), and/or friends programmes.
- Working in charities.
- Working with CRM or other databases.

**Desirable experience of:**

- Working in a cultural, arts, or education organisation.
- Working with senior staff, trustees and/or volunteers on fundraising.
- Delivering bespoke approaches to relationship-building.
- Reporting to a charity board.
- Building corporate and/or legacy income streams.

**Required skills:**

- Strategic thinker, able to set direction and translate it into deliverable plans.
- Personable, with strong communication, networking, and relationship-building skills.
- Organised and able to manage multiple tasks and relationships effectively.
- Comfortable setting KPIs and forecasting income.
- Keen to learn and to develop fundraising expertise across new income streams (e.g. legacy and corporate fundraising).
- Able to work independently and as part of a team.
- MS Office, particularly Outlook, Excel and Word.

**Desirable skills:**

- Quantitative/qualitative analytical skills for developing monitoring and evaluation reports.
- Confidence presenting and public speaking.

*The Person Specification outlines the key areas that we are looking for. If you have transferable skills or meet most of but not all of the above requirements, we still encourage you to apply.*

**Terms**

Contract type: Permanent, full time (negotiable to four days a week for very experienced candidates).

Hours: 37 hours a week plus one hour lunch break, 28 days' holiday plus Bank Holidays.

Location: Hybrid — on site (Pimlico) two to three days a week.

Pay: £44,000 p.a.

**How to apply**

Please send your CV (font size 10.5+) and Supporting Statement (no more than two sides of A4, font size 10.5+) explaining why you want to work for PMF and how you meet the Person Specification to [james@pimlicomusicalfoundation.org.uk](mailto:james@pimlicomusicalfoundation.org.uk) by 12noon on the 6 July.

First interviews will take place online on the 13th July.

For any questions or further information, please contact [james@pimlicomusicalfoundation.org.uk](mailto:james@pimlicomusicalfoundation.org.uk).