

JOB DESCRIPTION & PERSON SPECIFICATION

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| Job Title: | Head of Individual Giving |
| Department: | Development & Fundraising Department |
| Reporting to: | Chief Executive |
| Salary range: | £35-40,000 p.a. depending on experience |

Position Summary

This post offers an exciting opportunity to help shape the future of the iconic Buxton Opera House and build affiliation and income to support the upward trajectory of a highly successful NPO Arts Organisation. The Head of Individual Giving will play a key role in managing and growing the theatre's individual giving income, membership schemes, and events and will support corporate income. This position is responsible for managing and expanding our individual giving tiered membership scheme, creating and managing corresponding membership and cultivation events that encourage giving, growing and stewarding a major donor income stream. The position is also responsible for planning and implementation of campaigns designed to increase one off donations.

Whilst the emphasis on the role will be on Individual Giving, the post holder will be responsible for line managing the Development Officer, and in addition will oversee the work of a freelance bid-writers on an ad hoc basis.

The role provides an opportunity for progression to a Head of Development position in the future to meet the evolving needs of the organisation in line with the aims of the business plan up to and beyond 2027.

JOB DESCRIPTION KEY ROLE RESPONSIBILITIES

Individual Giving

- Develop, manage, and grow the Opera House's membership programmes, ensuring they meet financial goals and donor engagement objectives.
- Create and deliver a major donor cultivation programme leading targeted campaigns to increase individual donations and giving across social media and through our digital channels, identifying relevant opportunities across the year to boost our profile and asking people to give.
- Have oversight of individual giving schemes such as 'Name a Seat' and 'Big Cash Bonanza', led by the Development Officer.
- Initiate and monitor onsite giving opportunities and develop a targeted and effective legacy giving scheme.
- Lead on the implementation of the development module of our current CRM system overseeing all aspects of the fundraising database, ensuring member records are accurate, up-to-date, and segmented appropriately for communications and cultivation.
- In collaboration with the marketing department, ensure all relevant areas of the website are kept refreshed and up to date, and that development is championed across all communications.

- Implement key messaging across the organisation empowering volunteers, staff and trustees to be ambassadors for the organisation.

Stewardship:

- Build and maintain relationships with individual donors, ensuring that they feel valued and are engaged with Buxton Opera House's vision.
- Develop and implement a stewardship plan that includes personalised communications, donor recognition, and engagement opportunities.
- Coordinate thank-you communications and ensure that donors and members are regularly updated on the impact of their contributions.
- Develop and implement a donor recognition programme, including opportunities for public acknowledgment, exclusive events, and behind-the-scenes access.
- Create opportunities for donors to interact with Buxton Opera House's work, enhancing their connection and investment in the organisation.

Corporate

- Responsible for any approach to Major business partners
- Lead on higher-level corporate partnerships.

Leadership

- Contribute to ongoing review and implementation of the Development strategy.
- Report to and work closely with the CEO, maintaining effective management and functioning of the department.
- Be accountable for setting, overseeing and actively managing the departmental budget to ensure income targets are met and costs are controlled.
- Provide regular reports, including the gathering of statistics, to the Board, funders and other stakeholders as required.
- Keep informed of current best practice and legislation in fundraising.
- Contribute to senior executive meetings when required.
- Embed a culture of giving across the organisation.
- Line manage the Development Officer.

General

- Be an ambassador and advocate for Buxton Opera House and promote the company values and behaviours both internally and externally.
- Maintain confidentiality at all times and ensure proper observance of and adherence to Buxton Opera House policies and procedures.
- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulations and ensure that all data is dealt with in accordance with current legislation.
- Comply with and uphold the principles of relevant legislation and company policies and procedures.
- Undertake any additional duties as may be required at the discretion of the Head of Department.

The postholder will be required to work across the business including, but not limited to: Buxton Opera House, Pavilion Arts Centre and the Trust's offices at No5 The Square, Buxton. It is a requirement of Buxton Opera House that all staff work in a flexible manner compatible with their jobs and in line with the objectives of the company. The Head of Individual Giving may be required to work weekends and evenings from time to time for which time off can be taken in lieu. Please note the job description for this position may be reviewed and amended to incorporate future business needs.

PERSON SPECIFICATION

Essential:

Experience

- 3-5 years' experience in fundraising, donor relations, or membership management, preferably in a cultural or non-profit environment.
- Proven experience planning and executing events that drive engagement and giving.
- Experience of building meaningful relationships with stakeholders and funders.
- Experience of meeting fundraising and relevant business-related targets.
- Experience of working with a CRM system.

Skills and Knowledge

- Ability to build and maintain relationships.
- Exceptional communication skills, both written and oral.
- An entrepreneurial attitude with the ability to generate revenue schemes that maximise income and impact.
- Ability to create and communicate a compelling case for support and a compelling ask.
- Ability to use own initiative and be a 'self-starter'.
- Strong planning and organisational skills.
- Computer literacy (specifically MS office and CMS systems).
- Ability to analyse trends and interpret data.
- Ability to work independently and as part of a team.
- Knowledge and understanding of donation management, administration and Gift Aid, including working knowledge of the Data Protection Act 2018 requirements around Fundraising.

Personal Attributes

- Proven ability to work to a high standard with attention to detail and under own initiative.
- Creative, energetic, problem solver.
- A collaborative approach and the ability to develop good working relationships.
- Ability to work on multiple projects with conflicting deadlines.
- Excellent communication and interpersonal skills.
- Enthusiasm for theatre and the arts.
- Flexible approach to working, including availability to work some unsociable hours including evenings and weekends.
- Good team player.

Desirable:

Experience

- A working knowledge of Trusts and Foundations.
- Experience of working in the arts, heritage or cultural/creative industries.

SUMMARY OF TERMS

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| Contract | Full-time, permanent (40 hours per week) |
| Salary | £35-40K p.a. depending on experience |
| Probation period | 6 months |
| Pension | Auto enrolment |
| Holidays | 25 days plus 8 days bank holiday per annum |
