

<b>Job Title:</b>	<b>Head of Philanthropy</b>
<b>Location:</b>	<b>Cheltenham</b> (some homeworking possible outside of Festival times)
<b>Responsible to:</b>	<b>Director Fundraising and Marketing.</b>
<b>Salary range:</b>	<b>Salary range £35 -£44,000 per annum</b>
<b>Responsible for:</b>	Patrons Management and Trusts and Grants Management (four staff)
<b>Hours:</b>	<b>37 hours</b> average per week – on a permanent, annual hours contract. Longer working weeks - including some evenings and weekend - required around Festivals.
<b>Holiday:</b>	<b>33 days per annum including bank holidays.</b>

### Purpose of the Role

Cheltenham Festivals is a leading cultural organisation and charity with a national reputation working with partners such as The Times & The Sunday Times and the BBC. Cheltenham Festivals is also an Arts Council NPO and a PRS for Music Foundation Talent Development Partner. Fundraising is essential to the health and longevity of the organisation.

Funds are raised for the four annual Festivals of Literature, Jazz, Music and Science, as well as our year-round education, community and talent development programmes, embedded in everything we do.

The Head of Philanthropy will lead the development and management of our individual giving programmes and activities, including general donations, online donations, payroll giving, regular giving, mid-level gifts, legacies, the Patrons programme and the membership scheme. They will explore and test new income streams from individuals and seek to increase supporter engagement. This is currently supported by the equivalent of a full-time Patrons Manager (two people, job share).

The Head of Philanthropy will also have overall responsibility for fundraising from trusts & foundations, statutory and Lottery sources, supported by a small team.

This is an excellent opportunity for a senior fundraiser experienced in securing major gifts, with highly developed bid writing and stewardship skills. Candidates should have the ability to influence and to present a compelling case for support, working closely with colleagues across the organisation, and with donors and supporters, to build a secure future for a dynamic and growing cultural organisation with a growing national footprint.

### Main duties and responsibilities

#### **Strategy/budgets:**

- Work with the Director Fundraising and Marketing to develop the fundraising strategy to increase income across all giving streams and be responsible for implementing the strategy
- Assist the Director Fundraising and Marketing in preparing the annual budget.
- Work with the Director Fundraising and Marketing to implement the fundraising processes for Cheltenham Festivals and co-ordinate all non-corporate fundraising activity across the organisation ensuring clear and transparent pipeline management.
- Develop processes for pipeline management, measuring conversion, and reporting back to grant givers.
- Prepare detailed income and expenditure reports for each area of activity and interpret data in order to measure effectiveness and return on investment.
  - Prepare quarterly forecasts for all income areas
  - Report monthly on performance against targets
- Assist the Director Fundraising and Marketing to provide support to the Board for fundraising initiatives.

#### **Income generation and stewardship:**

- Review/refresh Cheltenham Festivals' existing individual giving fundraising programmes to maximise returns from the existing donor base.
- Develop and implement an individual giving strategy that will grow annual revenue from individuals, to include managing and monitoring all appeal campaigns and online giving initiatives, working collaboratively with other departments to advance fundraising goals.
  - Oversee gift processing, development and fulfilment of donor benefits, gift recognition, donor correspondence, and mailings
  - Increase levels of supporter engagement and stewardship
  - Explore and test new methods for donor recruitment and increasing donations
  - Work collaboratively across teams to help generate leads for corporate, institution and new partners

- Research, develop and implement a Legacy strategy for the organisation (timing to be agreed with the Director Fundraising and Marketing)
- Oversee all trusts & foundations, statutory and Lottery applications, supporting the Director Fundraising and Marketing to meet agreed income and application targets and to implement an effective reporting and stewardship programme.
- Develop and maintain with the Director Fundraising and Marketing a list of trust, statutory and Lottery prospects to underpin new approaches
- Achieve agreed annual targets for all areas
- Work closely with the finance team to ensure Gift Aid declarations are accurately made and stored and Gift Aid is maximised
- Work with colleagues across Cheltenham Festivals to develop strong, costed applications to trusts, statutory and Lottery funders that fit well with the stated giving criteria for prospective new, existing and lapsed funders, and to produce strong and compelling fundraising materials for a wide range of media, including digital
- Work with the team to develop and implement a stewardship programme including regular newsletters, mailings and on-line activity and a programme of cultivation and stewardship events
- Ensure that appropriate reporting schedules to funders are devised and implemented.
- Coordinate events logistics to ensure an exceptional donor experience, with a focus on cultivation and stewardship; conceptualise and implement membership programmes and small donor cultivation events.

#### **Line management:**

- Support and manage the patrons team (2x people, 1 full time role) to deliver the Patrons scheme, meeting income and growth targets and delivering a first-class donor experience
- Support and manage the trusts & Grants team (2x people) to undertake fundraising to trusts & foundations, statutory and Lottery sources, maintaining a first-class donor experience

#### **General responsibilities**

All Cheltenham Festivals staff will be expected to:

- \* Health and Safety : be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy;
- \* Diversity and Inclusion: ensure that the Festivals' Equality, Diversity and Inclusion (EDI) policies are followed and embrace the benefits of diversity so that everyone – irrespective of individual differences in their identities, background or any personal characteristics – receives fair and equal treatment in a safe, welcoming and enjoyable environment;

- \* Performance Improvement: be responsible for your own performance, participate in our performance appraisal procedures and propose better, faster or less expensive ways to do things which help our overall mission;
- \* Develop yourself and others - ensure you are up to date in your area of specialism and share knowledge with your colleagues;
- \* Be compliant with the law and the Festivals' policies especially with regard to data protection and IT security and ensure other policies as advised from time to time are followed.

This job description is not intended to be exhaustive and the nature of our work and the size of our team at Cheltenham Festivals requires everyone here to be flexible. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

## Person Specification

Criteria	Description
Qualifications	<ul style="list-style-type: none"><li>• Degree or equivalent of at least 3 years experience in a senior position</li></ul>
Skills, Experience & Attributes	<p>Essential:</p> <ul style="list-style-type: none"><li>• Extensive proven experience of working in a senior fundraising role with a track record of success in building, developing and maintaining strong relationships and raising significant funds</li><li>• Proven track record of delivering income against specified targets</li><li>• Ability to inspire and motivate a high-performing fundraising team</li><li>• In depth and up to date knowledge of relevant fundraising streams</li><li>• Outstanding interpersonal skills, project coordination experience, and the ability to work well with all levels of internal management and staff, as well as external partners, donors and supporters</li><li>• Experience with budgeting, planning and project administration;</li><li>• Excellent time management and organisation skills with the ability to manage multiple tasks simultaneously, producing high quality work to strict deadlines</li><li>• Excellent written and spoken English and strong organisational, interpersonal and presentation skills.</li><li>• Ability to communicate effectively in a wide range of media and to a variety of audiences via varied platforms including appeals, websites, and social media communications.</li><li>• A keen eye for detail and to ensure high standards whilst working under pressure</li><li>• Ability to respond flexibly to emerging circumstances and to make the most of opportunities</li><li>• Ability to deal with confidential matters with discretion<ul style="list-style-type: none"><li>• Demonstrated knowledge of Excel and Word; and knowledge and experience of working with a charity Customer Relationship Management (CRM) system to support donor journeys, inform strategy and establish best practice</li><li>• Flexible approach to working pattern and hours (including preparedness to work some evenings, weekends and bank holidays around Festival time)</li></ul></li></ul>

## Applications – internal CF candidates only

If you are interested in applying for the role then please submit a written statement to [peoplematters@cheltenhamfestivals.com](mailto:peoplematters@cheltenhamfestivals.com) which provides evidence of your ability to match the criteria outlined in this job description and detail why you consider this makes you a suitable candidate for this post.

The deadline for applications is by **0900 am Friday 13th November.**