

Individual Giving and Legacies Officer

Role	Individual Giving and Legacies Officer
Reporting to	Managing Director
Direct reports	None
Conditions	
Hours of work	34 hours per week (We run a four-day week Monday – Thursday)
Working base	Hybrid. Tuesday and Wednesday at the Greenbelt Office - The Nest, 86 Tavistock Place, London WC1H 9RT (max 32 weeks per year) Two days working from home.
Salary	£32 – £35K
Contract	Initial two-year fixed term with potential to extend.
Annual Leave	26 days
Last updated	Jan 2024

Why do we need you?

Last summer, Greenbelt hosted its 50th Anniversary festival of artistry, activism and belief – bringing its own hopeful revolution to the stunning grounds of Boughton House in Kettering. Each year we deliver a diverse programme across multiple stages, to create a festival that's radically inclusive, open-minded, and generous in spirit.

Greenbelt is operating in a tough, crowded marketplace, and against a challenging economic backdrop. But Greenbelt has a huge amount of fundraising potential that we currently don't have the capacity to leverage.

1. We have an amazingly committed and generous community of supporters that are passionate about keeping and growing the festival
2. Unlike most festival's we are a registered charity which broadens our ability to fundraise.
3. There's genuinely no other festival quite like it and we have the data and track record to evidence the impact we make.

Greenbelt is looking to hire a dynamic and skilful Individual Giving and Legacies Officer to join our team to create new and inspiring ways for donors to support our work, increasing our financial sustainability and most importantly, our impact.



We believe that by creating hospitable spaces of belonging where exceptional arts, courageous activism and open-hearted belief come together, we can inspire and empower participants – communities, families, activists, artists and organisations – to collaborate, conspire and act for the common good.

We're committed to this role for at least 2 years, but as our fundraising income grows that there is scope to develop this role into a long term one.

What will I be working on?

In our current model around 20% of our income comes from fundraising, the remainder is made up of commercial activities including festival ticket sales and sponsorship from a range of partner organisations. Your role would be focused on three key income streams;

- 1) **Greenbelt Angels.** Angels are individual supporters who give us regular, monthly donations. We have around 2,200 active donors and a range of bespoke offers of engagement with this group. We think there is real potential to grow and deepen our relationship with this group through better stewardship.
- 2) **Cash appeals and donations.** This includes our communion service offering at the festival, web and unsolicited donations and specific appeals or Crowdfunders. These are aimed at the wider Greenbelt community i.e., festival goers (11k +), individuals on our mailing list (17k +) and followers on social media (54k +). We put out very few 'asks' to these groups and we think there are some fantastic opportunities to test and learn with new products and approaches that could really make a difference to the festival we are able to create.
- 3) **Legacies.** We have received a handful of legacy donations over the years with very little active marketing from Greenbelt. We would love our new Individual Giving and Legacies Officer to take the lead in developing a legacy offer for our community in line with our values and long-term vision.

This role is focused on relational fundraising growing our income from within our existing Greenbelt community. You will also work closely with Greenbelt's Creative Director ensuring that our fundraising messages to the Greenbelt family are aligned and consistent with a wider supporter engagement strategy. You may be asked to provide occasional support to grant applications, particularly on gathering supporting data from within our community.

What are my responsibilities?

Including, but not limited to:

Building relationships

- Build and develop relationships with Greenbelt Angels, digitally through the year and face to face at the festival.
- Understand and get to know wider (and potential) Greenbelt audiences to help ensure our fundraising encourages public trust and confidence in our work.
- Take responsibility for thanking and relationship building with mid to high value individual donors. Work alongside the Creative Director and Managing Director to explore opportunities for further partnership and/or match funding.
- Develop a range of supporter journeys that provide compelling invitations for people to support Greenbelt financially and to increase support over time where appropriate.

- Work closely with the Commercial and Stakeholder Coordinator and Partnerships and Content Coordinator, to ensure that our engagement with sponsors and partners compliments our individual fundraising activities.
- Work with our Digital Communications Officer to generate content for our regular Angel's newsletter, 'Wing and a Prayer'.

Managing supporter data

- With support from the wider team, maintain accurate supporter data within the CRM ensuring compliance with data protection policy and fundraising regulations
- Create data segments for supporters to enable targeted appeals and communications for different income streams
- Create and run regular supporter surveys to ensure we understand our audience needs and interests
- Collect and evaluate data from product testing to inform decisions on our fundraising approach.
- Provide reports on income and engagement from fundraising activities as required.

Raise funds

- Grow income from Angels from £400 to £500k across the two-year period through a range of approaches including retention, recruitment, upgrades, special appeals and improvements to the overall scheme.
- Develop existing and new fundraising 'asks' to our wider Greenbelt community to create a sustainable and predictable income stream from cash donations and appeals of around £50k per year.
- Create a range of fundable offers for mid to high value donors.
- Build a creative legacy proposition for Greenbelt supporters and work with the wider Greenbelt team to ensure consistent and compelling messaging around this offer.
- Work with the Creative Director to develop funding grant propositions or expressions of interest based on strategic, creative and operational needs.

Any other duty reasonably required by the Managing Director that is consistent with the nature and scope of the services contracted.

Key relationships

Staff and volunteers	External relationships
<ul style="list-style-type: none"> — Creative Director — Managing Director — Digital Communications Officer — Commercial and Stakeholder Coordinator 	<ul style="list-style-type: none"> — Greenbelt Angels — Greenbelt Partners — Wider Greenbelt Community — CRM support (Sheep) — Grant funding freelancer

What experience and skills would I need?

We ask all our staff to be respectful of Greenbelt's progressive and inclusive Christian worldview and ethos and to work in line with our core values which are:

- Putting people first
- Transforming life for the common good
- Using our resources wisely and responsibly
- Collaborating, conspiring and conversing
- Cherishing the journey as much as the destination

You can read more about them here [Greenbelt Festival. What is it?](#)

We're looking for:

Fundraising	Able to design and deliver a financial 'ask' to our individuals within our festival community with appropriate supporting resources. A proven track record in online individual giving, cash appeals and legacy fundraising. Experience of fundraising through a range of digital channels, thanking, banking and working to targets. Knowledge of gift aid and the Code of Fundraising Practice.
Stakeholder management	Able to collaborate with and build relationships with individuals / partners and sponsors.
Data Analysis	Able to source, manage and organise relevant data. Analyse in order to draw out key pieces of information to be presented in a way that facilitates decision-making, problem solving, evaluation and/or learning.
Communication	Excellent written (email, internal reports) and verbal (face to face, phone and online) communication skills in line with organisational values, capable of influencing and storytelling.
Decision making	Able to apply organisational ethics and values to operational decision-making processes and know how to source and utilise relevant evidence.
Creativity	Able to imagine new ways of doing things and work up ideas into workable plans/solutions/content in collaboration with others.
Finance	Budget management, including forecasting spend, tracking and managing costs, authorising and chasing payments and internal reporting.
Organisation skills	Able to manage personal and team workload, set targets for self and others, ask for help when needed and follow through on commitments.
Teamwork	Active team member demonstrating cooperation and flexibility.
Emotional intelligence	Able to use good listening skills to understand the emotions and perspectives of those you work with in order to practise compassion and care for yourself and others.
Project Management	Able to create a plan, be clear on what you need and what you hope to achieve and make it happen.

IT	Intermediate ITC skills: Able to filter data and manipulate databases, customise and create templates.
Marketing	Basic understanding of marketing principles and practical experience of promoting a product or service and responding to user feedback.
It would also be an advantage to have experience / an interest in:	
Adaptability	Proven ability to approach planned or unexpected changes at work with positivity and flexibility
Grant fundraising	Fundraising through trusts and foundation applications for grants and creating impact reports for those donors.
Knowledge of Greenbelt audiences	First-hand experience of any combination of the following: organisations working in the arts and/or faith and/or justice arenas; and ideally a good knowledge of the church 'scene' in the UK – its makeup and dynamic.

Your Application

Greenbelt welcomes applications from all sections of the community and aims to treat everyone equally.

It is essential that the successful applicant is available for the festival days as a minimum (August Bank Holiday weekend) and to be onsite with the rest of the staff team for the week preceding it. It is our key moment in the year to meet existing and potential funders and build other key relationships, and more generally to experience and to get to know the festival you will be fundraising for.

Timescales

- The deadline for applications is midday on **26th February 2024**.
- Shortlisted applicants will be contacted by the 1st March. (If you have not heard from Greenbelt by 1st March, your application will have been unsuccessful.)
- Interviews will be held at the Greenbelt office in London on **6th March 2024**.
- The appointment will be made subject to satisfactory references
- The desired start date is **8th March 2024** or sooner if available.
- The Festival dates for 2024 are Thursday 22nd – Sunday 25th August (the staff team move to site for the week leading up to the festival start)