

BROOKLANDS MUSEUM

Job Description

Individual Giving and Grants Manager

Reports to: Director of Development

Working Hours: Part Time, 24 hours per week, typically Monday to Friday. Flexible home working of one to two days per week possible. Occasional bank holiday, evening and weekend working will also be required, this includes New Year's Day every year.

Works closely with: Fundraising & Development Manager, Marketing Managers, Commercial Manager, Operations Manager, Membership Officer, Membership Communications Officer, External Agencies, Museum Management Team.

Salary: £26,370 per annum

Purpose of the Role:

The Individual Giving and Grants Manager plays a pivotal role in advancing the vision and strategic goals of the Museum by overseeing and managing all aspects of the individual grants and giving programmes. This role is responsible for raising financial support through donations, legacies, trusts, foundations and businesses as well as grant funding and individual giving. The Individual Giving and Grants Manager ensures the effective administration of grants, from proposal development through to funding being secured, whilst fostering strong relationships with funders, existing and potential donors and stakeholders. This role strongly contributes to the continued growth and success of one of the UK's most unique and historically significant museums.

Key Success Criteria

- Opportunities to raise funds from grant givers, including trusts, foundations and businesses, are identified and applications are made, leading to funding being secured
- Funding requests and proposals are researched and prepared to the highest standards, in line with the Museum's charitable objectives and vision, and lead to funds being raised
- Good stakeholder management: existing and potential donors are engaged and appreciated, and are appropriately thanked and acknowledged
- Record-keeping, monitoring and reporting on grants received is maintained to high standards

Main areas of responsibility:

Individual Giving:

- Cultivate relationships with current and prospective donors to encourage and grow long-term support
- Ensure that Steward donors are appropriately thanked and provide opportunities to engage with the museum
- Work with Membership Officer to identify prospects from the Membership holders.
- Design and organise fundraising campaigns to support projects
- Maximize and track on-site and digital donations

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- Track and report on individual giving progress, set clear targets
- Support the Director of Development and Board in cultivating and stewarding major donors

Legacy and In Memory Giving

- Create effective legacy pledge campaigns
- Effectively steward legacy pledgers
- Manage the administration of legacy gifts, ensuring proper documentation, acknowledgment, and reporting
- Produce reports on legacy income and projections
- Develop strategy to generate in-memory gifts

Grant Applications and Management:

- Research and identify relevant grant opportunities from trusts, foundations, and government sources for mid-level projects
- Prepare and submit high-quality, persuasive grant proposals, ensuring all deadlines are met
- Monitor and report on the progress of successful grant applications, ensuring compliance with funding conditions
- Build and maintain strong relationships with grant-making organisations
- Track and evaluate the success of grants and ensure proper record-keeping and reporting for audit purposes
- Support the Director of Development with applications for major capital projects

Reporting:

- Provide regular updates and reports to the Director of Development and other key stakeholders regarding income, expenditures, and progress towards targets.
- Assist in the development of the annual fundraising strategy and budget.
- Monitor the success of fundraising efforts, providing analysis and recommendations for improvement.

General:

This role forms part of the Museum Management Team (MMT), who collectively oversees the daily operations of Brooklands Museum, aiming to maintain the highest standards and optimise revenue while preserving the overall visitor experience, collections, buildings, and site infrastructure. The MMT is dedicated to nurturing relationships with existing supporters, fostering membership growth, and creating an inclusive environment all in alignment with the Brooklands Customer Vision and showcasing Brooklands at its best, every day.

- Keep meticulous records using the fundraising CRM
- Adhere to compliance best practice standard, with particular reference to GDPR and the Fundraising Regulator
- Work closely with the Marketing Team to ensure effective messaging and storytelling in fundraising efforts.
- Liaise with other departments across the Museum to identify opportunities for donor engagement and deliver donor benefits.
- Attend Brooklands events where necessary and promote the need for fundraising and donations.
- To act as an ambassador for Brooklands Museum, continuously championing the brand, vision and values both internally and externally.

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- Update job knowledge and skills by participating in continuous professional development, e.g. training, professional/trade publications, maintaining personal networks, and membership of relevant professional organisations.
- Build strong relationships, both internally and externally with all stakeholders and partners
- Take care of your own health and safety, as well as that of others who might be affected by what you do, and work collaboratively with other staff members to meet any legal requirements or duties to help maintain a safe and productive work environment
- Identify, assess and manage risks proactively to safeguarding the Museum's interests and ensuring the successful achievement of our objectives.

EDI

- Provide and contribute to a working environment that is welcoming, open and inclusive to people of all backgrounds and circumstances. Be open to learning about others and participate in training and development that enhances your knowledge and skills enabling you to champion equity, diversity and inclusion in your role.

Please note this is not an exhaustive list of duties and you may be asked to support other departments across the Museum.

PERSON SPECIFICATION

Knowledge & Experience

- Proven experience in individual giving and/or writing successful grant applications
- Have an interest in the history of Brooklands Museum, including STEM engagement
- Excellent written and verbal communication skills, with the ability to engage a variety of audiences
- Strong project management skills with the ability to prioritise and meet deadlines
- Knowledge of fundraising databases and donor management systems
- Ability to work independently and as part of a team
- Familiarity with fundraising regulations, including GDPR compliance
- Understanding of charities, heritage organisations and high-volume attractions
- Working with membership organisations

Skills & Competencies

- Confident, clear, engaging and professional communicator in person and in writing. Able to deal confidently with people at all levels and to build professional but warm relationships with a variety of stakeholders
- Creative and strategic thinker, with a passion for innovation in fundraising
- Proactive and self-motivated, with the ability to take initiative and work under pressure.
- Strong analytical, time management and organisational skills
- Willingness to try new things, embrace and adapt to change, undertake training and be guided and mentored. Able to learn and pick things up quickly.
- Understanding of equality, diversity and inclusion and able to support Brooklands Museum's EDI strategy, particularly in relation to its digital and online content