



JOB DESCRIPTION

Post Title:	Development Manager (Individual Giving)	Job Ref:	ORNC-202404DMIG
Area:	Development Team	Location:	Greenwich, London, SE10
Salary:	Up to £37,500	Status:	Full-time – Permanent
Hours:	35 hours per week	Annual Leave:	25 days plus Bank Holidays
Reports to:	Head of Development		
Staff Management:	Management of volunteers or work placements at events and as required.		
Relationships:	<ul style="list-style-type: none">• Individual Donors• Development Manager (Trusts and Foundations)• Database and Gifts Officer• Marketing, Communications & Commercial teams• SMT and Trustees		
Role Purpose:	The Greenwich Foundation for the Old Royal Naval College has the ideal opportunity for a dynamic individual who wishes to play a hands-on role in engaging supporters with heritage, history and public engagement. The Development Manager will manage the strategic development of Individual Giving, identifying opportunities to drive growth in this area. The post-holder will oversee the delivery of our Regular Giving programmes and will also manage relationships with high-level donors to identifying and securing major gifts.		

KEY RESPONSIBILITIES

Fundraising

- Drive acquisition, retention and growth of Individual Giving at all levels with a particular view to growing unrestricted income from this stream.
- Develop and deliver inspiring Regular Giving appeals, understanding the key motivations of our supporters and in line with the strategic objectives of the organisation.
- Lead on the delivery of all aspects of the Patron programme, in particular stewardship of Patrons and supporting the Head of Development in a strategic review of the programme.
- Collaborate with colleagues across the organisation to grow visitor giving, taking a multi-channel and innovative approach.
- Proactively manage a personal portfolio of prospects and donors to secure mid- and major-level gifts from Individuals, ensuring that tailored moves management strategies are employed to meaningfully move relationships towards solicitation.
- Build lasting relationships with donors in order to establish opportunities for multi-year income generation.
- Drive the Individuals prospecting process and increase the range of prospects approached for support, utilising prospect research tools and securing introductions from our network.

- Work closely with the Head of Development to define and launch new funding opportunities within Individual Giving.
- Work closely with the Head of Development to refine the case for support according to audiences and the strategic priorities of the organisation.
- Create engaging stewardship reports, letters and content in order to communicate impact back to our supporters and work with the Head of Development to define further donor recognition opportunities.
- Define and develop an integrated communications plan for Individual Giving activities throughout the year, keeping this updated on a rolling basis.
- Contribute to strategy and planning of our annual donor events programme, creating unique and high-level opportunities for donors to engage with the site.
- Attend donor events to develop a rapport with our supporters and ensure events are run to schedule and guest requirements are fully met.
- Support Head of Development on developing major and principal gift proposals as needed.

Strategy and Planning

- Agree KPIs and objectives with the Head of Development, and plan and implement a strategy to meet them.
- Ensure bespoke engagement plans are in place for managed prospects and donors, as well as documented proposals in order to feed into budget forecasting.
- Oversee the implementation of reporting and evaluation strategies across all Individual giving activities in order to optimise performance.
- Prepare regular and ad hoc reports for the Trustees and Chief Executive as needed.

Operations

- Ensure all Individuals income is accurately recorded on the database and donors are appropriately thanked in a timely manner.
- Ensure that income is recorded accurately for the purposes of KPI and budget reporting.
- Manage the data administration of membership schemes, including Patrons, issuing and processing renewals in a timely manner, monitoring renewal and retention rates and maintaining and managing accurate records.
- Ensure that an accurate record is kept of gift agreements and agreed recognition with Individual supporters.
- Ensure all Individual donor recognition details are effectively administered and updated on the website and in print materials, in line with the donors' wishes.
- Maintain accurate records of all activity, including logging actions, prospect and gift information on Access CRM in compliance with GDPR legislation and internal policies and procedures.
- Record and monitor any budget expenditure in an accurate and timely manner and ensure all invoices are reviewed and approved by the Head of Development in good time.
- Build strong internal relationships and participate in the day-to-day work of the organisation – such as reporting, attending Team and Project meetings as required, and taking a flexible approach to general administrative and support tasks.
- Manage relationships with any relevant third-party suppliers as needed.

Other

- Any other duties commensurate with the scope of the role as required by the Head of Development.
- Occasional need to attend events outside of office hours, usually on-site on weekday evenings.



PERSON SPECIFICATION

Development Manager (Patron and Individual Giving)

Qualifications, Education and Training	Essential	Desirable
A good standard of education to at least degree level, or equivalent work experience.	✓	
Experience, Skills and Knowledge	Essential	Desirable
Significant professional fundraising experience.	✓	
Experience of proactively managing a portfolio of prospects and donors through moves management.	✓	
Track record of success working with regular giving and Patrons (mid-level giving) programmes.	✓	
Experience of prospect research.	✓	
Ability to work effectively within a small team.	✓	
High level of proficiency working with standard business software including MS Office packages, and good experience of using CRMs in a fundraising context.	✓	
Experience of soliciting and securing major gifts (£10,000+).		✓
Experience of working in the arts & heritage sector.		✓
Experience of legacy fundraising.		✓
Experience of membership programmes.		✓
Outstanding writing and proofreading skills.	✓	
Excellent project management skills and strong organisational skills.	✓	
Focused and methodical working approach.	✓	
Ability to work independently on projects and take initiative to secure new funding.	✓	
Excellent numeracy with an ability to work with internal and external financial documents, ability to assemble budgets for fundraising applications.	✓	
Ability to meet deadlines, plan, prioritise and work under pressure.	✓	
Excellent presentation skills.	✓	
Ability to deal tactfully and diplomatically with a wide range of people across the Old Royal Naval College, including Board members, site partners, donors, and senior staff.	✓	
Highly developed presentation skills.	✓	
Discreet with an understanding of the need to maintain confidentiality.	✓	
Personal Qualities	Essential	Desirable
To demonstrate commitment to the organisation's values.	✓	
Highly motivated and proactive, with excellent interpersonal skills.	✓	
Excellent written and oral communication skills.	✓	
Able to maintain productive working relationships with external and internal contacts and providers.	✓	
Ability to work independently.	✓	

Ability to reach decisions and judgments based upon balanced assessment of the technical, business and human factors involved.	✓	
Calm under pressure, flexible, friendly and helpful.	✓	
Discreet with an understanding of the need to maintain confidentiality.	✓	
Respect for equality of opportunity, diversity and inclusion with practical ideas for their implementation within the scope of the post.	✓	
Demonstrable experience and ability to work within a high performance environment and to deliver KPIs as defined.	✓	

As an equal opportunities employer, The Greenwich Foundation is committed to the equality treatment of all current and prospective employees and does not condone discrimination based on age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.