

SERPENTINE



View of the exhibition © Georg Bazelitz 2023. Photo: Hugo Glendinning 2023.

**PHILANTHROPY OFFICER
Candidate Pack**

ABOUT SERPENTINE



Third World: The Bottom Dimension by Gabriel Massan and Castiel Vitorino Brasileiro, Novíssimo Edgar & LYZZA. © Gabriel Massan & collaborators. Photo: Hugo Glendinning.

Championing new ideas in contemporary art since 1970, Serpentine has presented pioneering exhibitions for half a century from a wide range of emerging practitioners to the most internationally recognised artists of our time.

Set in London's Kensington Gardens, Serpentine presents a year-round programme of exhibitions, education and live events, across our two sites in park and beyond. Proud to maintain free access for all visitors, Serpentine reaches an exceptionally broad audience and maintains a deep connection with its local community and is building an avid digital following.

Serpentine looks to the future with a programme responding to the urgent issues of today. Key themes are: ecology and the climate emergency, equity and inclusion, the impact of digital and new technologies.

With the leadership of Bettina Korek, our Chief Executive, and Hans Ulrich Obrist, our Artistic Director, this is an exciting time to join Serpentine, an internationally renowned gallery. You'll be hands on, happy to pitch in and enjoy working in a dynamic environment where no two days are the same. As a member of the Philanthropy Team, you'll have the opportunity to work with different teams across the organisation.

JOB DESCRIPTION

Job Title: Philanthropy Officer

Department: Development

Main Job Purpose: This role supports the identification, cultivation and stewardship of major donors who fund a variety of activity at Serpentine – from exhibitions and our summer Pavilion programme, to live events and our Ecologies, Arts Technologies and Civic Engagement projects.

The Philanthropy Officer identifies potential new major donors, analyses current giving groups and opportunities to increase contributions from these supporters, undertakes data mapping of key stakeholder networks, compiles due diligence profiles, drives prospect pipelines, and creates profile research for events.

The Philanthropy Officer provides full administrative and research support to the Head of Philanthropy and Senior Philanthropy Manager to maximise the Serpentine's income from our international group of major donors, ensuring processes are followed correctly and all administration is efficient, accurate and delivered to deadline.

Salary: £30,000 - 32,000 per annum dependent on skills and experience.

Reports to: Senior Philanthropy Manager

Liaises with: Teams across the galleries at all levels, as well as external stakeholders.

Main Duties:

1. Major Donor Administration and Process Management

- Maintain accurate records for Serpentine's portfolio of major donors using the organisation's database, Salesforce.
- Ensure all personal details are kept in line with the General Data Protection Regulation (GDPR) and maintain high levels of confidentiality when dealing with sensitive information.
- Compile and run reports through the Serpentine database Salesforce, to track fundraised income.
- Assist with administration relating to the Serpentine Americas Foundation.

- Assist with the organisation and delivery of cultivation events (digital and in-person).
- Support the Philanthropy team with cultivation plans for prospective donors.

2. Major Donor Research and Prospect Identification

- Conduct comprehensive research on prospective donors for specific Serpentine exhibitions and projects, identifying links to our programme and maintain accurate records on the database.
- Develop and maintain prospect pipelines providing the Philanthropy team with the required number and level of prospects to meet team's objectives and targets.
- Prepare guest profile on event attendees and briefing notes for key meetings for the Development team and Serpentine Directors.
- Complete clear due diligence reports on prospective individual donors for senior colleagues and the Serpentine Ethics Committee, using the most effective research tools available to identify potential risks.
- Keep up-to-date with giving trends and environmental changes that may impact prospective donors and ethical fundraising, and ensure these are communicated to colleagues throughout the department and wider organisation to aid decision making.

3. Major Donor Stewardship

- Draft thank you letters and create reports for individual donors.
- Ensure all individual donors are listed for invitations to special events on the database, such as exhibition openings, artist dinners and the annual Chairman's reception.
- Ensure accurate crediting for individual donors, maintain and manage the supporter acknowledgement process for Serpentine exhibitions, projects and key events for the Development team.
- Coordinate the allocation and delivery of exhibition catalogues to individual donors.

4. Communications

- Draft compelling fundraising proposals by distilling information about developing projects provided by the Programmes team.
- Draft personal and tailored correspondence to individual donors, monitor the correspondence tracker and ensure correspondence between Major Donors and Serpentine staff runs smoothly.

- Draft follow-up emails to donors after events and communicate with colleagues where needed to ensure these are sent in a timely manner.

5. Other Duties

- Undertake departmental support and administrative duties including organising Development meetings and taking minutes, leading on Bloomberg Philanthropies quarterly reporting, , and other responsibilities that may arise from requests from the Head of Philanthropy.
- Be a champion for Arts Council England's Inclusivity and Relevance Investment Principle to ensure best practice through a proactive approach to equality, diversity and inclusion.
- Adhere to and actively contribute to all Serpentine policies, including Dignity at Work and Health & Safety.
- Any other activities relevant to your role and are necessary for the smooth operation of the Development team and its strategic objectives.

General duties:

- Be a champion for Arts Council England's Inclusivity and Relevance Investment Principle to ensure best practice through a proactive approach to equality, diversity and inclusion.
- Adhere and actively contribute to all Serpentine policies, including Dignity at Work and Health & Safety.
- Any other activities as are necessary for the operation of the Philanthropy Team and its strategic objectives.

Person Specification:

- Experience of researching high net worth individuals, company Directors and/or family Trust and Foundation Boards identifying capacity, propensity and affinity to the cause
- Strong understanding of due diligence, data protection and the latest GDPR updates. Ability to gather information from the public domain in accordance with GDPR, CIOF and charity law
- Experience of producing accurate, unbiased concise snapshot research as well as more in depth research profiles, detailed reports, network mapping and analysis on donors and prospects

- Experience of working with CRM and fundraising databases, preferably Salesforce
- Innovative and creative approach to research methodologies and identifying prospective supporters
- Excellent writing skills with the ability to succinctly convey important and sometimes sensitive information
- Ability to show tact and discretion when dealing with sensitive and confidential information.
- Excellent organisation and time management skills with attention to detail
- A pro-active approach to your work, the ability to remain calm under pressure, and an enjoyment for working at a fast pace and to tight deadlines
- Excellent social and interpersonal skills, and the ability to communicate effectively at all levels
- A reliable and flexible approach, with the ability to work outside of office hours at donor events, when required

Desirable knowledge and skills:

- An active interest in and knowledge of the arts and culture
- Previous use of Adobe Indesign

This job description is a guide to the nature of the work required of the Philanthropy Officer and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in the future.

ADDITIONAL INFORMATION & HOW TO APPLY

Salary:

The salary range is £30,000-32,000 per annum dependent on skills, experience, and qualifications.

Hours:

Our normal office working hours are 10am to 6pm, Monday to Friday, although the jobholder will be expected, within reason, to work such hours outside these periods as are necessary for the proper fulfilment of the role.

We operate a hybrid working model, with employees attending the office 3 days per week with the option to work from home 2 days per week.

Duration of Appointment:

This is a permanent appointment, subject to a 3-month probationary period.

Annual Leave:

The annual leave entitlement is 25 days per annum pro rata rising to 30 days after 5 years' service. In addition, staff receive 8 Bank Holidays per annum.

Pension:

Participation in Serpentine's auto-enrolment pension scheme. You can opt out if you wish.

Other Benefits:

After completion of your probationary period, we offer other benefits including:

- discount on certain products such Limited Editions;
- access to our employee assistance programme;
- season travel ticket loans and a
- Cycle2Work scheme.

How to Apply:

Please apply with your CV and Cover Letter via Serpentine's website here:

<https://www.serpentinegalleries.org/about/jobs/>

In your Cover Letter, please address:

- How your skills and experiences will bring benefit to the role;
- Examples of how you have applied relevant skills and experience we are looking for in your current or previous work;
- What specifically attracts you to this role and Serpentine.

Closing Date:

The closing date for completed applications is midnight on Sunday, 2 June 2024.



Serpentine South Gallery. Photograph © Harry Richards
@reportography.



Serpentine North Gallery. Photograph © Harry Richards
@reportography