



**Supporter
Engagement Manager
Full time, permanent**

ABOUT ALEXANDRA PARK AND PALACE



Alexandra Palace is the People's Palace. We are an independent charity, caring for a 196-acre public Park and Victorian Palace. Affectionately known across North London as 'Ally Pally', we welcome over 4 million visitors each year.

We're building on over 150 years of history: from our heritage as a Victorian 'pleasure palace' and the site of the world's first HD television broadcast, to our current programme of live music, theatre, sport, leisure and learning.

ROLE DESCRIPTION

In 2024, we launched a ten-year vision to transform Alexandra Park and Palace into a sustainable home for inspirational culture, entertainment and heritage, creative and educational opportunities and green space. The **Supporter Engagement Manager** will focus on increasing donations from individuals, essential to deliver the vision.

Working closely with the Head of Development, you'll be responsible for growing new donation schemes for individual supporters, stewarding major donors, delivering public fundraising appeals and promoting opportunities for supporters to make gifts in wills.



You'll be joining a new team, with the opportunity to shape your role and make a real impact on both the future of Alexandra Palace and the North London communities we serve. This is a unique fundraising role, aiming to engage supporters with work across heritage, culture, community and environmental programming. Your work will help us to:

- [restore](#) the Victorian Palace and improve the [Park](#) for both people and wildlife
- deliver our [creative learning and wellbeing programmes](#), making change with and for local communities
- make our [events programme](#) more accessible to people on lower incomes or with disabilities, from gigs, to family shows, to sports
- take forward our ambitious programme to help Ally Pally reach [Net Zero](#)

We look to recruit a candidate excited to take responsibility for their own area of work as part of a small team. We will consider strong applicants with previous experience in fundraising/development or transferable skills and knowledge from customer-facing roles in other sectors.

This is a full time, permanent position working 09:00 – 17:30, Monday to Friday however we are open to flexible working arrangements.

Salary £31,360 - £35,000 pa depending on experience

HOW TO APPLY

To apply please send your CV and a cover letter of no more than 2 sides detailing how you meet the person specification below to recruitment@alexandrapalace.com

The closing date for applications is 9am **Monday 16 September**

Interviews are expected to take place on Tuesday 24 and Wednesday 25 September.

OUR COMMITMENT TO EQUALITY AND DIVERSITY

We are committed to providing equality of opportunity and encourage job applications from people of all backgrounds. We strive to build a diverse and inclusive workforce that is representative of our community and helps us to deliver more for our visitors. We particularly encourage applications from candidates from ethnic minority backgrounds and candidates with disabilities.

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| Job Title | Supporter Engagement Manager | |
| Department: | Development | |
| Responsible To | Head of Development | |
| Responsible For | No direct reports | |
| Overall job purpose | Develop schemes and campaigns that engage individual supporters, promote the stewardship of major donors, establish routes to legacy gifts and support with fundraising bids to meet fundraising targets upholding charitable aims. | |
| Key internal relationships | Head of Programming Head of Visitor Services Head of Creative Learning Head of Marketing | |
| Key duties and responsibilities | Manage and develop relationships with a portfolio of individual supporters, soliciting donations from £500 to £10,000. | 15% |
| | Implement consistent and engaging supporter stewardship systems including thanking, renewals, and regular communication on the impact of donors' support, with the aim of retaining and increasing their support. | 20% |
| | Plan and deliver a year-round programme of supporter events and opportunities that encourage individual donors to engage with our work. Act as host and point of contact at events promoting the fundraising proposition. | 30% |
| | Plan and deliver annual individual giving campaigns and/or fundraising events supporting our Creative Learning programme or the restoration and development of the Park and Palace. | 15% |
| | Manage the delivery of online and print communications and marketing materials that build a case for support with new and prospective individual donors. | 10% |
| | Process and acknowledge donations and Gift Aid claims on our Customer Relationship Management system (Spektrix) ensuring that supporter data is managed in line with Alexandra Palace's Data Policy and GDPR regulations. | 10% |

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| | Support the Head of Development, CEO and other senior Alexandra Palace staff with research and drafting of briefing documents for prospect and supporter meetings. | 5% |
| | Develop strong internal relationships with staff across Alexandra Palace to help promote the work of the Development team, working closely with the Head of Development to ensure income generation opportunities are identified. | 5% |
| | Represent the organisation at fundraising sector events and training, building a professional network, maintaining knowledge of best fundraising practice and advocating for our charitable aims. | 5% |

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| Person Specification | <u>Essential</u> | <u>Desirable</u> |
| | <p>Education / Qualifications / Memberships</p> <p>Educated to GCSE level 4-9 (A-C) in Maths and English</p> <p>Experience</p> <p>Experience of managing events for supporters, clients or customers</p> <p>Experience of managing supporter relationships or customer accounts</p> <p>Experience of delivering fundraising and/or communications campaigns including designing and delivering supporter or customer journeys</p> <p>Skills and Knowledge</p> <p>Strong organisational and planning skills</p> <p>Adaptable and resilient</p> <p>Ability to make independent decisions and decide when to ask for support</p> <p>Strong interpersonal communication skills</p> <p>Ability to build and maintain internal and external working relationships</p> | <p>Level 4 equivalent qualification in Fundraising</p> <p>Experience of fundraising for a heritage or cultural organisation</p> <p>Experience of face-to-face fundraising and soliciting donations from individuals at any level</p> <p>Understanding of current GDPR regulations and best practice in managing customer data</p> <p>Experience of motivating and supporting others to achieve joint goals</p> <p>Experience of managing budgets</p> |

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| | <p>Excellent written and verbal communication skills, including an ability to present information clearly and concisely</p> <p>Ability to analyse data and adjust plans to your findings</p> <p>High level of personal responsibility for managing your workload</p> | |
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DIMENSIONS

Financial responsibilities

Budget administrator

People management responsibilities

No direct reports but may be responsible for overseeing volunteers whilst on events

GENERAL OBLIGATIONS

i. Health and Safety

All employees have a legal duty to ensure the health and safety of people at work and members of the public on site in accordance with H&S legislation and AP policy.

ii. Equality and Diversity

Alexandra Palace is committed to the fair treatment of all our staff. We are committed to giving equal access to recruitment and selection, promotion and career development, training, pay and benefits.

We will provide reasonable support to disabled applicants throughout the recruitment process. If you feel that you need any additional support or reasonable adjustments to take part in the interview process, please contact the HR team

iii. Safeguarding

Demonstrate commitment to safeguarding of children, young people, and adults at risk.

iv. GDPR

To handle personal data in accordance with the organisation’s data protection policy and to record all processing activities in the organisation’s data register where appropriate.

v. Sustainability

We are committed to a Sustainability strategy and policy, working towards finding new, innovative, and economical ways to stay green.

CUSTOMER SERVICE STANDARDS



VALUES AND BEHAVIOURS

1. We are Collaborative
2. We are Bold
3. We are Open and Genuine
4. We are Passionate and Fun

The Core Competency Framework

Each competency has an overall description. It is then broken down by level into “We will” and “We won’t” indicators. This role is a level 2 and therefore should be demonstrating behaviours at **level 2**.

1. We are **COLLABORATIVE**

“We work as one team, sharing ideas, knowledge and insight to achieve our common purpose”

| | We Will | We Won't |
|---------|---|--|
| Level 2 | <ul style="list-style-type: none"> • Work with other teams to raise and solve issues • Hold regular meetings to gain team input • Be visibly available to my team • Book weekly catch ups with other teams • Think and act as one organisation • Pro-actively talk to others rather than sending emails | <ul style="list-style-type: none"> • Encourage silos or working in isolation • Think our work is more important than that of other teams • Make decisions without consulting other teams that may be impacted |

2. We are **BOLD**

“We are bold and we embrace change – we constantly look for new opportunities and innovative ways of doing things”

| | We Will | We Won't |
|---------|---|--|
| Level 2 | <ul style="list-style-type: none"> • Try new ideas and think outside the box • Look for possibilities and opportunities everywhere – taking time to think creatively • Have faith in my ideas and find my voice • Encourage the ideas of others more often • Utilise the experience of the whole team • Strive to improve the customer experience • Encourage others to see mistakes as learning | <ul style="list-style-type: none"> • Say “I can do better” but then do nothing • Accept something just because it is the way it’s always been done • Shut down ideas without thinking about the pros and cons • Resist change because it is too challenging • Think “I can’t do it” • Say “No” but not explain why |

3. We are **OPEN AND GENUINE**

“We are inclusive and diverse - welcoming all through our doors. We are genuine - we do what we say we will and do it in a way that is in line with our values.”

| | We Will | We Won't |
|---------|--|--|
| Level 2 | <ul style="list-style-type: none"> • Get to know my team members • Be human – show empathy and care for others • Thank people and make them feel good • Accept all - embrace different points of view • Confront difficult situations with openness, sensitivity, care and empathy • Pro-actively address exclusion and discrimination | <ul style="list-style-type: none"> • Exclude people because I find them difficult or challenging • Ignore or belittle the ideas or thoughts of others • Allow our own view to prevail not taking into account differences of opinion or approach • Tolerate exclusion or discrimination • Delegate to the same people as they always say “Yes” and avoid delegating to others |

4. We are **PASSIONATE & FUN**

“Our job is to put smiles on people’s faces, by being engaged and passionate about all that we do. We deliver our purpose with fun and enjoyment”

| | We Will | We Won't |
|----------------|---|--|
| Level 2 | <ul style="list-style-type: none"> • Act as a role model for others by demonstrating passion for my job and energy every day • Go the extra mile – setting an example for the team • Make time to celebrate success • Inspire, develop and build my team • Focus on delivering quality for myself and my team • Create a culture of fun so that we can all enjoy what we do | <ul style="list-style-type: none"> • Act negatively - moaning and criticising • Forget to celebrate • Just do the minimum to get by • Accept negativity or inappropriate behaviours in our teams |

5. We are RESOURCEFUL

“We use what we have creatively to get the best results possible, solving problems and overcoming difficulties”

| | We Will | We Won't |
|----------------|---|---|
| Level 2 | <ul style="list-style-type: none"> • Bring solutions not just problems and complaints • Take a “see it and own it” approach • Make smart use of our resources • Actively look outside for new ideas and research • Attend and encourage others to attend training and conferences and bring back new ideas • Understand what generates profit • Free up budgets to spend where most needed • Empower and coach my team to come up with their own solutions • Make use of people’s skills from outside of work as well as at work | <ul style="list-style-type: none"> • Use resources just because we have them • Say “no” just because of lack of resource • Just go for quick wins because they are easy • Allow wastage in our work areas • Take on too much at once • Create a stressful environment for myself or those around me |