

# Fundraising Campaign Manager, The Elizabeth Landmark

Job Title	Fundraising Campaign Manager
Salary	Full Time Equivalent £35k - £50k
Reports to	Trustees and Project Coordinator
Working hours	2 - 3 days per week (to be agreed with the successful candidate).
Place of Work	The role will require periodic presence on site at Ray Demesne for familiarisation with the location and for meeting Trustees, donors and others as required. The balance of remote and on-site work can be agreed with the successful candidate.
Holidays	28 days per year pro-rata (plus public holidays pro-rata)
Contract	12 months / renewable depending on project progress
Probationary Period	6 months
Notice period after probation	6 weeks

# About The Elizabeth Landmark

## **The Elizabeth Landmark – A major landmark in the wild countryside of Northumberland celebrating our heritage and our future**

The Elizabeth Landmark will be a major Northumbrian landscape sculpture with an elevation of 55 metres, or 180 feet, and is destined to endure as the most prominent landmark in the Border Region. It will build on many years of exciting public art projects in North East England.

As a permanent celebration of the reign of Queen Elizabeth II and the countries of her Commonwealth, its 'ascendant' form will become an iconic visitor attraction of national and international importance. It will be a source of regional pride, creating a welcoming focal point within its majestic rural setting.

A competition has been held and the renowned Simon Hitchens has been appointed as artist and sculptor. Simon has created a sculpture "which will grow from a sensitivity to land and place; born in form, material, and presence from the majestic geography which supports it."

Land has been given by Lord Devonport on which the sculpture will be sited. It will be an eye-catching, thought-provoking and awe-inspiring piece of public art. Through its unique and site-specific design it will transform a remote but beautiful part of Northumberland into a focal centre for visitors and tourism.

Matthew Jarratt, [www.matthewjarratt.com](http://www.matthewjarratt.com), has been appointed as Curator of the project. Matthew is a highly accomplished creative consultant and independent arts curator, known for bringing together the public sector, private enterprise and artists to realise ambitious arts and culture projects.

# Purpose of the post

## **The Trustees wish to appoint someone to energise and implement fundraising for the project.**

We welcome applications both from individuals seeking employment and from freelance fundraising consultants. Contract terms will be tailored accordingly.

The appointee will create, lead on and manage, with support from the Trustees, the task of raising around £10m to enable the Landmark to come to fruition.

This new role will provide a key part of the Infrastructure to deliver the fundraising. Up until now, fundraising has been entirely volunteer-led and the Trustees recognise that, without the professional expertise and capacity this post will provide, it will be hard to raise the required funds.

The fundraising programme needs to raise £10m over the shortest achievable period. The postholder will be responsible for developing and delivering a fundraising strategy, including the expected roles of the Trustees and the Curator, phasing, priority prospects and early-win opportunities.

The postholder will have authority to progress donor relationships, commission prospect research and make operational decisions relating to fundraising.

# Main responsibilities

The Fundraising Campaign Manager will:

- Develop and deliver a fundraising campaign plan, including milestones, pipeline projections, phasing, priority prospects, resourcing needs, risk analysis and early-win opportunities.
- Lead fundraising activity for the project, working closely with the Curator and Trustees to progress the campaign and secure support.
- Act as the principal fundraising adviser to the Trustees, ensuring they are well briefed, supported and effectively involved in donor engagement.
- Refine the Case for Support as needed, identifying opportunities for philanthropic giving, corporate sponsorship, in-kind support, grants and other partnership opportunities.
- Identify, research, engage and solicit major gift prospects – including individuals, trusts, corporates and public funding opportunities – and commission prospect research where appropriate.
- Develop and maintain effective systems for prospect tracking, due diligence, gift acceptance, stewardship and donor reporting.
- Lead on donor engagement, events and relationship management, ensuring a positive donor experience and timely reporting for supporters.
- Co-ordinate the activities of any future Fundraising Board, including the effective recruitment, induction and maintenance of members.
- Provide regular written updates to Trustees, including pipeline analysis, financial progress, prospect status and recommendations.
- Ensure that all fundraising activity is compliant with the Code of Fundraising Practice and charity law.

# Additional requirements

- The Project bears the name of HM the late Queen Elizabeth II. Fundraising activity must be carried out in this context and in liaison, as appropriate, with the Lord Lieutenant of Northumberland and such other connections with the Royal Household as may be appropriate and necessary.
- Recognising that, in a part-time role, the appointee may have responsibilities to other charitable organisations, they will be expected to maintain the highest possible standards of professional ethics, discussing and documenting any significant or notable conflicts of interest with the Curator and / or the Trustees.
- The appointee will be expected to work in an accountable and well-organised manner, including maintaining a reasonable system for recording time worked on the Project and managing designated tasks appropriately and in a timely fashion.
- The appointee will be expected to demonstrate initiative and judgement, a commitment to personal professional development, and a culture of continuous improvement.
- The role requires a flexible approach and a willingness to undertake other duties, as reasonably requested, including some travel and some weekend and evening work.
- Holidays and any agreed time off in lieu should be planned and taken in a timely manner and by negotiation with the Curator or Trustees.
- The appointee may be required to undertake such other duties as are reasonably necessary.

# About you

You will bring a strong track record in major gifts fundraising and the ability to develop and deliver a successful campaign.

You will be confident building relationships at a senior level, advising Trustees and supporters, and communicating persuasively with potential donors and partners. You may come from the arts, culture, heritage, higher education, environment or charity sectors. What matters most is your ability to secure major gifts, shape a fundraising campaign and inspire confidence in an ambitious project.

## Person Specification

### Essential

- Significant demonstrable experience of fundraising growth and a strong track record of success.
- Experience of setting budgets, financial management and business planning.
- Experience of supporting, training or guiding senior volunteers or Trustees in fundraising activity.
- Exceptional relationship-building, emotional intelligence and influencing skills.
- Knowledge of fundraising best practice, regulation and current trends, and the ability to apply these effectively in the role.
- Direct experience of high-value fundraising, particularly major donors and / or corporate fundraising, ideally with a proven ability to secure six- and seven-figure gifts.
- Excellent written and verbal communication skills, including public speaking and the ability to craft compelling proposals and impact stories.
- A self-motivated, entrepreneurial and innovative approach, with the ability to spot and capitalise on opportunities as they arise.

# Person Specification

## Essential

- Strong attention to detail, with the ability to build and oversee effective systems and processes that deliver exceptional standards of donor care.
- Passion for the Project and commitment to its goals.

## Desirable

- Experience of leading major fundraising campaigns.
- Experience of working in organisations where fundraising capacity is being built from a low base.
- A relevant degree or professional qualification from a body such as the Chartered Institute of Fundraising.
- Interest in public art, sculptural or landscape projects, or heritage / tourism development.
- Ability to communicate the significance of landscape-based art projects to diverse audiences.

# How to apply

Please send your CV and a covering letter outlining your relevant experience, why this project inspires you and how you would approach the role to:

[info@elizabethlandmark.org](mailto:info@elizabethlandmark.org)

Closing date: 31 August 2026