

The Landmark Trust

Job Description

Post Title	Development Officer (fundraising memberships and events)
Reporting to	Head of Development
Staff reporting into this post	None, but there will be management of 3 part-time Volunteers (1.5 FTE).
Liaises with	All members of the Development team, Marketing & Communications, Historic Estate, Director and Trustees, and other Landmark staff and suppliers.
Hours	Full time
Location	Shottesbrooke, in White Waltham, Berkshire, with occasional travel in the UK for meetings, events, site visits.
Date of document	Updated 07 September 2017

The Landmark Trust exists to rescue extraordinary historic buildings from dereliction and to give them a vibrant new life as places everyone can enjoy. This is a terrific opportunity to join the fundraising team of one of the UK's leading historic buildings charities to raise funds for its diverse projects, by recruiting and engaging with supporters through the management of our successful membership schemes for Patrons and Friends.

Summary of the Role

This full time maternity cover position will manage and grow the income from Friends, and Patrons, to raise c. £280,000 annual income from membership subscriptions and donations. You will join a highly successful fundraising team of six which is based in our offices in an attractive setting near Maidenhead in Berkshire.

The role has overall responsibility for the recruitment and stewardship of the Landmark Patrons (giving £1,000+ per annum, with 187 memberships). This will involve devising and executing their programme of events and regular communications which offer an inside track on our work and restoration projects. You will also oversee the Friends programme, managing three part-time volunteers (1.5 FTE) who look after the day-to-day running of this membership scheme (giving c.£50 annually, with 1,600 memberships).

Through these supporter schemes you will be providing some of our most valuable supporters with the highest standards of stewardship, whilst maintaining donor loyalty and driving growth in income and memberships.

Key to your success in this role will be a flexible, personable approach, and the ability to persuasively articulate the cause in writing and when meeting supporters at events and project visits. You will have a confident and outgoing nature, and be comfortable when engaging with individuals in one-to-one and group situations. Proficiency with the MS Office suite is essential, and experience of fundraising databases would be an advantage.

You will relish the opportunity to create and manage small events to cultivate existing and prospective supporters at Landmarks and other venues throughout the UK. Your planning and organisational skills will also be essential when devising and executing these events e.g. drinks receptions, small group visits to see restoration work in progress, and when celebrating with supporters the opening of a restored Landmark. You must therefore be able to attend visits and events around the UK, which from time to time may include evenings and the occasional weekends and overnight stay.

Included in this role will be some trusts and foundations fundraising focused on supporting specific projects and capital appeals. Experience of trusts fundraising is desirable, but not essential, as full training can be given.

This is an excellent opportunity to develop and grow a well-established and successful area of our fundraising income. You will be reporting to the Head of Development, and work with colleagues throughout the organisation including the Director, Trustees and other ambassadors. Our offices are located in a historic building in beautiful rural surroundings near Maidenhead in Berkshire, which is just 30 minutes by train into London Paddington.

Main Duties and Responsibilities

Patrons and Individual Giving

- To manage and grow the Patrons of the Landmark Trust membership scheme, acting as the primary relationship manager responsible for all communications with Patrons, responding to enquiries, and tracking and managing renewals.
- To maximise income to Landmark from individuals generally giving in the range of £1,000 to £5,000, to agreed annual targets.
- To work with fundraising colleagues, the Director, Chairman, Trustees and other key influencers to identify and approach new individual donors who might wish to support Landmark at this level.
- To work collaboratively with the Development Manager (Major Gifts) in the development of Patrons into Life Patrons and/or Project Guardians.

Friends

- To oversee the Friends scheme working with the part-time Friends volunteers to maximise income from Friends memberships.
- To manage the Friends volunteers to retain their involvement, recruiting further volunteers as needed to ensure the smooth running of the programme.
- To develop the scheme and grow its annual contribution to fundraising income ensuring annually agreed targets are achieved.
- From time to time attend Friends events as part of their programme.
- To develop communications with Friends utilising the range of channels available.

- To continue to review the scheme as an income stream and recommend any changes to the scheme to increase its effectiveness and integration with other fundraising activities.

Events

- Devise, plan, and execute an annual programme of Patron cultivation and recruitment events at Landmark's own buildings and other complementary venues.
- Organise occasional supporter open days at buildings during the fundraising phase, and following completion of restoration.
- To be responsible for managing the fundraising team's budget for Events, within the overall Development expenditure budget.
- Work with the Database and Development Administrator and other colleagues and volunteers where appropriate to support the organisation of events for the fundraising team.

Trusts & Foundations

- To maintain and develop strong relationships with a group of mid-level trusts and foundations generally giving grants of up to £10k, submitting timely applications to each one where appropriate.
- Using available sources of research, to identify and agree new trusts which could be approached for mid-level gifts, using bespoke proposals or applications for support.
- To achieve an agreed annual target in support of the overall target for restricted and unrestricted income from trust donors.
- To maintain accurate records of your trust donors, ensuring pledges made are requested for payment in a timely way, and that all grant conditions are adhered to.

Financial Management

- Working in conjunction with the Head of Development, contribute to the setting of budgets (income targets and expenditure).
- To manage the safe and proper handling of, and accounting for, income arising from your areas of responsibility.
- Monitor and manage all income and operating costs within given budgets and areas of responsibility. Liaise with Finance to ensure information is supplied in a timely manner to meet deadlines.
- Continually strive to improve margins, reduce costs and wastage as well as suggesting improvements in operating processes at a specific and at a general level.

General

- To support the Head of Development in fundraising planning and strategy.
- To work closely and harmoniously with the Director, Trustees and colleagues in all respects, including on key strategic issues affecting the future development of the organisation.
- To take personal responsibility for all the administration and database requirements arising from the post holder's involvement in individual giving and trusts, ensuring accurate and up to date records are maintained.
- Comply with Landmark's responsibilities under the Fundraising Code of Practice, Data Protection Act (and GDPR) and any other legal obligations.
- To appreciate, and work within, the organisation's culture and to conduct all activities in a manner which promotes and enhances the Landmark Trust's character and reputation.

- Landmark is an equal opportunities employer. All staff are expected to conduct themselves in accordance with the Equality Act 2010.
- All staff are expected to fulfil their duties with due regard to their own health and safety and that of others
- To undertake any other duties as may be reasonably required in the post.
- This is an outline job description that may be subject to change in consultation with the post-holder.

PERSON SPECIFICATION

Category	Essential	Desirable
Education and Qualifications	Degree or equivalent	
Experience	Minimum of two years' experience of fundraising.	Experience of running a giving scheme or membership programme.
	Experience of event planning, organisation and delivery.	Fundraising from trusts and foundations.
	Familiar with current Gift Aid legislation	Managing budgets
Competencies & skills	Ability to communicate to a high standard with a variety of audiences, both verbally and in writing, and in both formal and informal situations.	Ability to negotiate with suppliers
	Excellent organisational, administrative and project management skills.	
	IT literate and proficient in MS Office, including Word, Excel, Internet and Email.	Experience of fundraising databases
	Excellent document presentation skills; mail and email merging.	
	Meticulous attention to detail and the ability to plan and prioritise.	
	Self-motivated with the ability to progress several tasks simultaneously and maintain time scales, including when working under pressure.	
	Methodical and organised approach to tasks.	
	Ability to problem-solve and think creatively.	
Other Requirements	Positive, can-do attitude with a proactive and flexible approach.	Knowledge or interest in architecture, history and/or the built environment.
	Empathy with and commitment to the work of the Landmark Trust.	
	Able to work alone and as part of a team.	
	Comfortable with change and with a willingness to learn.	
	Able to attend events around the UK, including at evenings and occasional weekends and overnight stays.	
	Full driving licence and confident using it.	

TERMS OF EMPLOYMENT

CONTRACT DURATION

This is a fixed term contract for 12 months.

LOCATION

This position will be based at our main offices in Shottesbrooke, near Maidenhead, Berkshire and travel to other venues will be required.

SALARY

Range of £22,000 - £25,000 per annum depending on qualifications and skills, paid monthly in arrears.

WORKING HOURS

35 hours per week Monday to Friday, 9am to 5.00 pm with occasional work in evenings or weekends. Occasional overnight stays may also be required.

EXPENSES

Employees will be reimbursed for reasonable expenses incurred on behalf of the organisation.

HOLIDAYS

The holiday entitlement is 25 days per annum increasing to 30 days per annum after 10 years' service, plus statutory holidays.

SICK PAY

During the first three months of employment or the probationary period (whichever is the longer) you will only be paid your Statutory Sick Pay entitlement. After this period you will receive full basic pay during any sickness absence up to 20 days in any 12 month period. The Statutory Sick Pay will be included in this sick pay. Where absence exceeds seven consecutive calendar days and in certain other circumstances, a doctor's certificate will be required.

PENSION SCHEME

Provided you meet the criteria, you will be auto-enrolled into Landmark's pension scheme.

NOTICE

The appointment is subject to a satisfactory completion of an initial three month probationary period, though this may be extended if more time is needed to assess suitability for employment. During this period the post will be subject to a week's notice on either side. A minimum of one month's notice in writing on either side applies after the end of the probationary period.

HEALTH & SAFETY

All staff are expected to observe all health and safety at work regulations as set out by Landmark in accordance with statutory requirements.

CONTRACT

The successful applicant will be required to sign Landmark's Contract of Employment.

The purpose of this information is solely to help prospective employees to understand the details of Landmark's Conditions of Employment. It is not an offer of employment and does not form part of the Contract of Employment or the Job Description.