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**Job Description**

**Development Manager (Patrons, Friends & Events)**

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| **Post Title** | Development Manager (12-month Fixed Term Contract) |
| **Reporting to** | Head of Development  |
| **Staff reporting to this post** | Events & Friends Coordinator  |
| **Liaises with** | All colleagues in Development, also Marketing, Communications and Engagement, Historic Estate, Director, Trustees, Operations and suppliers. |
| **Hours** | Full time (35 hours per week). Flexible working, and/or a part-time option will also be considered. |
| **Contract Term** | 12-month Fixed Term Contract (Maternity Cover) |
| **Department and Location** | Development department in Shottesbrooke, Berkshire, SL6 3SW and with occasional travel in the UK to attend events. |

**Background**

The Landmark Trust is one of Britain's leading building conservation charities. With the help of our supporters, we save historic buildings in danger of being lost forever. We sensitively restore such 'Landmarks' and offer them a new future by making them available to everyone for self-catering holidays. The lettings income from the 200 extraordinary buildings in our care supports their maintenance and survival, whilst each new building rescue relies on the generosity of numerous individual donors, together with organisations and grant funders.

**Role**

The Development Manager (Patrons, Friends & Events) is responsible for the Patron and Friends programmes, supporting donor events and developing mid-level giving. This role manages the Events and Friends Coordinator who administers the Friends scheme and supports the delivery of events for Development. This is a maternity cover position for the current 3 day/week role, with increased hours to add further scope to develop mid-level giving.

Patrons and Friends provide significant sources of fundraised income for the Landmark Trust. You will lead on all aspects of these two supporter programmes, providing some of our most valuable and committed supporters with the highest standards of stewardship, nurturing their relationship with Landmark, and driving membership growth and income. This is also an opportunity to develop a strategy to nurture and grow mid-level giving in the range of £1,000 up to £5,000 from individuals who are not Patrons.

Success in this role will require a flexible, personable approach, and the ability to communicate the cause effectively in writing, and verbally when meeting supporters at events. You will be highly organised and comfortable engaging with current and prospective supporters one-to-one and in groups, in person and online.

Previous fundraising or events experience is essential, together with an understanding of supporter membership schemes within a charity. Line management experience is desirable but not essential.

**Development Team**

Development is responsible for generating £2million+ annual income through a variety of raised income streams, including individual giving, raffle, legacies, trusts and foundations, statutory funders, the National Lottery Heritage Fund, and corporate support. The team of seven (mix of f/t and p/t roles) are: Head of Development; Database & Development Administrator, Development Officer (direct marketing), Development Manager (major gifts), Development Manager (legacies), Events & Friends Coordinator, and this role.

In addition to unrestricted fundraising (£700,000 p/a), our restricted fundraising is driven by capital appeals for individual building rescue projects in England, Scotland, and Wales. Ranging in size from £0.5million to £4.7million, these projects are at the core of Landmark’s work to rescue threatened historic buildings, support traditional craft skills, and give benefit to the public.

Subscriptions from Patrons and Friends contribute over £270,000 annually, mostly as unrestricted funds. Many of our 218+ Patrons and 2,175+ Friends also make additional gifts to capital appeals. In return for their financial contribution, Patrons and Friends are provided with benefits appropriate to the level of their support, ranging from priority booking and updates on our work, to exclusive events online and offline, and visits to Landmarks around the country, before, during and after restoration. See our website for further details.

**Main Duties and Responsibilities**

Lead all aspects of the Patrons and Friends programmes including strategy, recruitment, fulfilment, marketing and renewals, ensuring high donor stewardship standards are always maintained.

Agree targets for Patrons and Friends, and other gifts in the range £1,000 to £5,000 with the Head of Development and plan and implement a strategy to meet them. Plan and deliver a communications strategy for each scheme in liaison with colleagues. Collate and analyse data on renewals, retention, and revenue to inform future strategy.

Develop strong relationships with Patrons to ensure an engaged and committed supporter group.

Support the Development team with the planning and delivery of major donor cultivation events as required.

**Patrons and mid-level giving.**

* Manage and grow the Patrons of Landmark supporter scheme, acting as the primary relationship manager responsible for all communications with Patrons, responding to enquiries, and tracking and managing renewals.
* Maximise income to Landmark from individuals generally giving in the range of £1,000 to £5,000, to agreed annual targets.
* 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.
* Work collaboratively with the Development Manager (Major Gifts) in the development of Patrons into Life Patrons and major donors.

**Friends**

The role is supported by the Events and Friends Coordinator (3 days/week) who administers the Friends scheme and delivers their events and communications programme.

You will:

* Oversee the Friends scheme working with the Events & Friends Coordinator to maximise income from Friends memberships.
* Develop the scheme and grow its annual contribution to fundraising income, meeting agreed targets.
* From time to time attend Friends events as part of their programme.
* Develop communications with Friends utilising the range of channels available.
* Continue to review the scheme as an income stream and recommend any changes to increase its effectiveness and integration with other fundraising activities.

**Events**

* To manage the Events & Friends Co-ordinator to devise, plan and execute an annual programme of events for Friends and other supporters, online, at Landmark buildings and other venues.
* Approving pricing to achieve a minimum break-even budget for paid-for events.
* Devise and manage an annual programme of events to recruit and retain Patrons of Landmark, to agreed budgets and priorities.
* To manage the overall Development events budget.
* Ensure event risk assessments are duly completed and health and safety guidance followed.

**People Management**

* To manage and coach the Events & Friends Coordinator to ensure the smooth running of the Friends of Landmark scheme, and high standards of delivery of a variety of events for Friends, Patrons and other purposes in Development.
* To manage and motivate the Events & Friends Coordinator, dealing swiftly and efficiently with staffing issues including, generally, recruitment, induction, training and development, standards of presentation, poor performance, disciplinary and grievance procedures as well as annual reviews and day to day communication.

**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, GDPR, PECR 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**

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| **Category** | **Essential** | **Desirable** |
| **Experience** | Experience of event planning, organisation, delivery, and budget management. | Experience of working with a Patrons and/or a membership scheme. |
|  | Familiar with current Gift Aid legislation, and data protection. | Experience running small-scale stewardship events for mid to high value donors. |
|  |  | Line management of a direct report |
| **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. Proficient in MS Office suite (Word, Excel, PowerPoint) and Outlook email. | Experience of webinar platforms e.g. Zoom. |
|  | Experience of using a fundraising CRM database. |  |
|  | Skills to produce well-presented and professional documents, often to tight deadlines. 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 plan and prioritise. |   |
|  | 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, occasionally on evenings and weekends with overnight stays. |   |
|  | Full driving licence and confident using it. |   |

**TERMS OF EMPLOYMENT**

**Contract Duration**

This is a fixed term contract of 12 months. Both full and part-time applications will be considered.

**Location**

This position will be based at our Shottesbrooke offices near Maidenhead, Berkshire.

**Salary**

In the range of £28,000 to £30,000 FTE (pro-rated for part time) depending on skills and competencies, paid monthly in arrears.

**Working Hours**

This role will be considered on either a full time (35 hours) or part time basis.

**Holidays**

The holiday entitlement is 25 days per annum (pro rata) plus pro-rated statutory holidays, increasing to 30 days pro rata per annum after 10 years’ service.

**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**

There is a pension scheme which you will be entitled to join.

**Medical Health**

Private health insurance, currently with BUPA, will be provided when you have been with Landmark for a year.

**Notice**

The appointment is subject to satisfactory completion of an initial six 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 three months’ 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.