

Job Description

| | |
|-----------------------|-------------------------------------------------------------------------------------------|
| Job Title: | Head of Individual Giving & Trusts, full-time permanent contract |
| Organisation: | Cheltenham Festivals |
| Location: | 109 Bath Road, Cheltenham GL53 7LS |
| Responsible to: | Director Marketing & Development |
| Responsible for: | PT Trusts and Grants Manager, PT Grant and Trusts Assistant, Part-time Patrons Assistant, |
| Salary: | Circa £36,000 per annum depending on experience |
| Working Arrangements: | Some evening and weekend work required. No overtime paid but time in lieu |
| Holiday: | 25 days per annum plus Bank Holidays. The holiday year is January to December |

Background information

Since the launch of the Music Festival in 1945 and the Literature Festival in 1949, Cheltenham has been at the forefront of contemporary British culture. The Jazz festival was introduced in 1996 and the Science Festival in 2002. The Literature Festival is the largest of the four festivals .

Cheltenham Festivals raises approximately 50% of its income from fundraising activities and 50% from ticket sales.

Cheltenham Festivals is a registered charity and a company limited by guarantee. The Board of Directors, who are also the Trustees, are elected by the members of the company. They include the Chair of each of the festival advisory committees. The Board meets four times per year and is chaired by Diane Savory OBE.

Each Festival programming team works closely with the Directors of Festivals, Education, Development & Marketing as well as Finance, Operations and HR to achieve the objectives of the organisation. The Senior Management Team (SMB) reports directly into the Board of Trustees.

The post of Head of Individual Giving and Trusts is one of a team of 25 in Marketing & Development.

The Role

Cheltenham Festivals is a leading cultural organisation and charity with a national reputation working with partners such as The Times, The Sunday Times and BBC. Cheltenham Festivals is also an Arts Council NPO. Fundraising is essential to the health and longevity of the organisation.

The Head of Individual Giving & Trusts will lead the development and management of Cheltenham Festivals individual giving programmes and activities, including general donations, online donations, payroll giving, regular giving, mid-level gifts, legacies, and the reputable patron programme. They will explore and test new income streams from individuals and to increase supporter engagement. This is currently supported by the Part time Patrons Assistant.

Funds are raised for the four annual Festivals of Literature, Jazz, Music and Science, as well as our year round education and community programme, embedded in everything we do.

The Head of Individual Giving and Trusts will also have overall responsibility for Trusts fundraising, supported by a Part time Trust Manager and Part time Trusts Assistant.

This is an excellent opportunity for a Fundraiser experienced in securing gifts, preferably with experience of Trusts fundraising and with the ability to influence and present a compelling case for support, working with colleagues to build a secure future for a dynamic and growing cultural organisation.

Key tasks and responsibilities

- Work with the Director of Marketing and Development to develop the new strategy for increasing income across all individual giving streams and then implement it.
- Manage CF existing fundraising programmes in individual giving in order to maximise returns from existing donor base
- Assist the Director of Marketing and Development in preparing the annual budget.
- To ensure that Cheltenham Festivals is up to date with all Trusts and Foundations opportunities relevant to our strategy
 - *To oversee all Trusts and Foundations fundraising applications; timelines and accountability*
 - *Achieve the annual targets agreed for all areas of trusts*
- Prepare detailed income and expenditure reports for each area of activity, and interpret data in order to measure effectiveness and return on investment, with the Director of Marketing and Development
 - *Prepare quarterly forecasts for individual giving income and trusts*
 - *Report monthly on performance against targets*
- Work closely with the finance team to ensuring gift aid declarations are accurately made and stored
- Working with the colleagues who support communications and marketing activities to produce strong and compelling fundraising materials for a wide range of media, including digital.
 - *Work with the team to develop and implement a stewardship programme including regular newsletters, mailings and on-line activity*

- Develop and implement strategies for solicitation that will grow annual revenue from individuals: manage all appeal campaigns, manage and monitor online giving initiatives, work collaboratively with other program areas to advance fundraising goals
 - *Oversee gift processing, development and fulfilment of donor benefits, gift recognition, donor correspondence, and mailings.*
 - *Increase levels of supporter engagement and stewardship.*
 - *Explore and test new methods for donor recruitment and increasing donations.*
 - *Work collaboratively across teams to help generate leads for corporate, challenge*
- Coordinate events logistics to ensure an exceptional donor experience, with a focus on cultivation and stewardship; conceptualize and implement membership programs and small donor cultivation events
- Assist the Director of Marketing and Development to provide support to the Board for fundraising initiatives
- To perform any other reasonable tasks as requested by the Director of Marketing and Development

General management

The Head of Individual Giving & Trusts will

- Be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
- Ensure that the Festivals equal opportunities policies and other policies are followed and actively practiced within their team
- Participate in Cheltenham Festivals' agreed performance appraisal system, use and proactively ensure the team use the data systems and management systems in place, currently Tessitura and Artifax.
- Ensure you are up to date in your area of specialism including new developments

This job description is not intended to be exhaustive. The post-holder will be expected to take on responsibilities and tasks as the strategy and Festivals develop (in consultation with the post-holder)

Personal Specification

| Criteria | Essential |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Skills required | <ul style="list-style-type: none"> • Outstanding interpersonal skills, project coordination experience, and the ability to work well with all levels of internal management and staff, as well as outside clients and vendors • Demonstrable ability to lead a small team, support, inspire and develop staff to deliver against targets and objectives • Experience with budgeting, planning and project administration; • Excellent time management and organisation skills with the ability to manage multiple tasks simultaneously and to work to deadlines • Demonstrated knowledge of Excel and Word; familiarity with fundraising databases • Excellent written and verbal communication skills, with ability to communicate effectively in a wide range of media and audiences; appeals, websites, and social media communications • A keen eye for detail and to ensure high standards whilst working under pressure • Direct marketing, special event, and development experience preferred |
| Disposition | <ul style="list-style-type: none"> • Outgoing personality and ability to initiate and enjoy direct communication with donors and potential donors; customer-service orientation; • Highly motivated and energetic, ability to show initiative and work independently; • Relationship orientation • Self-starter • Collaborative • Affable |
| Qualifications | <ul style="list-style-type: none"> • Degree or equivalent work experience within a fundraising environment |