**Job description**

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| **Job title:** | Head of Fundraising and Advocacy |
| **Department:** | Fundraising | **Contract:** | Permanent |
| **Reporting To:** | CEO | **Hours per week:** | 22.2 |

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| **1. Job purpose**To lead on all strategic direction and planning for the Fundraising department, taking ultimate responsibility for fundraising activities. Lead fundraising efforts to increase income from current and new sources as outlined in fundraising strategiesTo lead a small fundraising team who will deliver the fundraising strategy and represent the fundraising and advocacy function at the Senior Leadership TeamLead on strong relationship management of funders and sponsors with special emphasis on statutory authorities like the LEP and ACE To develop advocacy and narratives evidencing the public, social, environmental and economic value of York Museums Trust To create new funding relationships based on public valueTo oversee the submission of major bids to ACE and others ensuring YMT’s strategic positioning enhances YMT’s income to support its charitable mission and visionSupport the sustainable growth of philanthropic income streams, including Major Donors, Legacies and Trusts and Foundations. |

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| **2. Dimensions****Budgets –** Overall responsibility of the Fundraising Budget in excess of £110,000 including salaries**Line Management** **Direct responsibility 2:** Fundraising Manager x 2**Indirect responsibility:** Fundraising Team **Role Impact** * Overall responsibility forgenerating unrestricted and restricted fundraised income to agreed targets
* The delivery of a strong fundraising strategy, developing the organisation’s facility in fundraising and applying priorities to fundraising across the organisation
* External advocacy and promotion to businesses, foundations, public sector and statutory organisations articulating both organisations’ public value
* Enhanced reputation regionally and nationally amongst key stakeholders
* Significant fundraising success
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| **3. Principal accountabilities****Core Responsibilities*** To maximise income from fundraising streams hitting agreed annual targets
* To lead the fundraising team and oversee all fundraising activities across the organisation
* To guide fundraising strategy for the whole organisation and inform decisions made by Board and the senior leadership team
* To manage advocacy for York Museums Trust networking and representing YMT externally working with the CEO, Head of Finance, Strategy and Corporate Services, Head of Public Engagement and Communications and Marketing Manager
* To work with the Head of Finance, Strategy and Corporate Services to develop fundraising’s increasing contribution to an effective income generation strategy
* To maximise knowledge of YMT’s public value to York and North Yorkshire
* Increase the understanding of the value of museums to York and North Yorkshire politicians, key players and influencers

**Management and leadership** * Act as an ambassador and maintain positive and effective communications both internally and externally when representing YMT
* To represent and support the CEO, Senior Leadership Teams and other colleagues when necessary
* To provide a motivating and supportive environment for all team members, fostering an open and inclusive style of management
* To ensure compliance with professional codes of conduct, policies, procedures and practices within area of responsibility, including Charity Law, the Fundraising Regulator, GDPR and other relevant legislation.
* Ensure effective communication including dissemination of information accurately and timely to support effective team working
* Be an active member of YMT Senior Leadership Team playing a key role in the strategic decision making of the organisation
* To lead the fundraising team and to line manage the Fundraising Managers
* To plan workload and set SMART objectives for line management reports
* Provide guidance and management support to less experienced members of the Fundraising team
* Produce and present quarterly progress reports to the CEO, other reports as required and occasional presentations to Trustee Board.

**Financial Management** * Plan and implement annual budgets for fundraising in consultation with the Head of Finance, Strategy and Corporate Services
* Effectively manage the income and expenditure budgets for fundraising ensuring spend is allocated appropriately
* Oversee the co-ordination and commissioning of external agencies including researchers and consultants as necessary
* Liaise with finance team to forecast and monitor budgets and expenditure
* Present quarterly reports on financial performance as part of CEO report to Board and other financial reporting as required
* Ensure accurate and appropriate monitoring of grant and other restricted / fundraised expenditure

**Strategy and Policy** * Lead the annual plan process for the fundraising team ensuring deliverable SMART targets
* Contribute fundraising ambitions and deliverable strategy as part of multi-year YMT Business Plans
* To work with the Head of Finance, Strategy and Corporate Services to develop fundraising’s increasing contribution to an effective income generation strategy
* To develop an ethical fundraising policy and ensure the fundraising strategy and practice aligns with YMT’s ethical responsibilities and vision and supports the demonstration of YMT’s public value
* To continue YMT’s development into an organisation where all staff understand their fundraising roles and demonstrate a fundraising culture from the front desk to trustees

**Fundraising*** To make sure corporate knowledge of sector trends is kept up to date and shared across the organisation as appropriate
* To attend events to represent YMT and cultivate relationships with current and potential funding organisations/contacts
* To ensure that the Fundraising Managers liaise with other staff to co-ordinate and deliver fundraising across the organisation
* To support the Fundraising Manager on large Statutory, Lottery, and other fundraising applications and to deliver monitoring requirements working with Finance and other teams
* To support the Fundraising Manager to develop individual giving and the management of funds and expenditure from donors working with Finance and other teams
* To oversee the development and management of fundraising and reputation building events, such as VIP exhibition previews

**Research, Advocacy and Stakeholder Engagement**:* To advise the organisation on key messages for external stakeholders
* To ensure YMT’s advocacy of its work is developed and understood by staff and delivered to key stakeholders at all the appropriate points of contact
* To demonstrate YMT’s impact with beneficiaries enhancing our reputation as an organisation of significant public value
* To develop effective strategic partnerships for advocacy and fundraising with agreed organisations including the Art Fund, Arts Council England, NLHF, City of York Council, Make it York, Welcome to Yorkshire and other ACE National Portfolio Organisations in York and Yorkshire
* To advocate for our work with artists and freelancers making the case for YMT as a vital support for the wider sector
* To work with YMT senior leadership team in identification and negotiation of new potential strategic funding arrangements, contracts and service level agreements (excepting City of York Council)
* To network with key stakeholders and influencers and develop YMT’s advocacy with politicians, officers in statutory organisations and key stakeholders to enhance YMT’s reputation regionally

**Continuous Professional Development** * To ensure an active CPD programme is maintained personally and for the Fundraising team

**Other duties/responsibilities:*** This role will require the post holder to work away from YMT sites and outside usual office hours (including weekends and Bank Holidays), for which a flexible approach to working will be required.
* To promote and develop equality and diversity in line with YMT Equality Statement.
* To ensure adherence to all YMT policies including Health & Safety and GDPR
* Other duties may be required from time to time which are consistent with the grading of this post
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| **4. Key performance measures*** Annual financial and income targets met
* New funders including Trusts, Foundations and major donors support YMT
* To oversee the development and account management of a portfolio of 100+ YMT supporters.
* Grant applications achieve a 1 in 4 success rate
* Board of Trustees are conversant in YMT’s fundraising strategy, actively promoting and supporting it in alignment with YMT’s needs and priorities.
* Work delivered within budget.
* Evidence of a team culture and support.
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| **5. Knowledge, skills, experience and behaviours****Knowledge*** Educated to degree level or equivalent experience
* Member of the Chartered Institute of Fundraising
* Understanding of General Data Protection Regulations and ability to ensure compliance in practice

**Skills*** Strong leadership skills
* Strong relationship management skills
* Ability to collaborate effectively with colleagues, staff, external stakeholders, consultants, trustees, and senior managers
* Strong negotiation, persuasion, communication and advocacy skills
* Strong organisational skills and the ability to multi-task while meeting deadlines
* Excellent written and verbal skills

**Experience*** Significant fundraising expertise (ideally in a museum/visitor attraction setting)
* Experience of advocacy and public relations (desirable).
* Experience with CRM and other systems to make best use of data with regard to contacts and audiences as well as to maintain professional and fundraising contacts
* A proven experience of managing fundraising on a large scale, initiating and implementing successful strategies
* Experience managing successful membership/patron/supporter schemes
* Experience of managing budgets over 100K
* Proven ability to lead, coach and steer teams to success

**Behaviours*** Willingness and ability to adapt to new trends and technology
* Committed to Continuous Professional Development for self and colleagues
* Commitment to and advocacy of equality, diversity, inclusion and anti-racism and understanding of how these apply to the role.
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| **6. Key relationships**Senior Leadership TeamCommunications / Marketing Teams including membership and fundraisingDigital TeamSenior CuratorsMuseum and Gallery ManagersTrusteesExternal partners – organisational and individuals including CYC, Make it York, Welcome to Yorkshire, Big Attractions Group, English Heritage, National Trust, York Civic Trust. North York National park.  |

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| **7. Organisation charts** |