

THE HOLBURNE MUSEUM

JOB DESCRIPTION – HEAD of DEVELOPMENT

Housed in a landmark building, the Holburne Museum is one of the UK's most respected regional art museums. Established as Bath's first public art gallery in 1882, with a unique collection of over 9,000 works of fine and applied art, we seek to bring the best art of all periods to Bath through quality exhibitions and an extensive outreach programme delivered by a small, ambitious team. Our vision is to make the Holburne a place that uses art and the Museum's setting to create an open, welcoming, inspiring and empowering space for everyone. At the heart of this vision is the powerful relationship of art, creativity and social and personal wellbeing, encapsulated by our slogan ***Changing Lives Through Art***. We seek to deliver our Mission with **Ambition** and **Innovation**, ensuring that we always do so in ways that are **Inclusive**, of the highest **Quality**, **Relevant** and **Sustainable**.

In recent years, the Holburne has experienced a period of rapid change. With a new business model, in 2019 we strengthened our finances and, before the coronavirus lockdown, in 2020 we more than doubled our previous record number of visitors and admission-related income. We are now consolidating this progress with a capital project developing new galleries and longer-term ambitions to achieve financial and environmental sustainability.

The Holburne currently receives no core public funding so the role of Head of Development is vital to the success and sustainability of the Museum.

Job Title	Head Of Development
Reports to	Chief Operating Officer (COO)
Responsible for	Development and Admin Assistant
Hours	37.5 hours p.w.
Salary	£38,000 - £42,500 per annum depending on experience

In the absence of any core public subsidy, the Holburne Museum is entirely dependent on earned and fundraised income normally on a ratio of approximately 55% earned, 45% raised.

The Holburne's fundraised income of approximately £500,000 a year comes from a mix of partnerships, including Bath's two universities, grants from charitable trusts and foundations, and from a family of supporters at different levels. In addition, a key part of the Museum's strategy to secure long-term sustainability is the growth of its Endowment Fund.

Purpose:

The Head of Development is responsible, with the COO, for delivering a successful strategy to raise the agreed annual fundraising target.

Strategic and Operational accountabilities

- Raise agreed annual target, most recently £500,000 per annum.
- Work with the COO and wider team to identify funding opportunities across the whole of the organisation's activities.
- Assist with the identification and cultivation of existing and prospective high-level donors.
- With Development and Marketing Teams, drive an increase in membership subscriptions.
- Support and assist with the delivery of cultivation, stewardship and fundraising events.
- As part of the Management Team, help to set and deliver the Holburne's Vision and Strategic Plan.

The Head of Development will implement the fundraising strategy, working closely with the Director, COO, Chair and Board of Trustees.

To that end they will:

- With the senior team and Fundraising Sub-Committee, deliver the fundraising strategy to ensure annual income targets are met.
- Expand and maintain relationships with key stakeholders and donors with a view both to on-going revenue funding and longer-term major gifts and legacies.
- Identify funding opportunities in line with the Museum's strategic aims and specific planned and potential activity from statutory bodies, trusts and foundations and prepare effective applications.
- Research and develop sponsors from the corporate sector, locally and nationally, for both project-specific support and Corporate Membership.

- Lead on the management and expansion of the Museum's different membership groups (currently Friends, Patrons, Director's Circle and Corporate Members).
- Develop and implement an effective Legacies Campaign.
- Represent the Museum to funders and other bodies and individuals, as required.
- Work with colleagues to identify funding opportunities at the earliest stages of a project, ensuring effective communication internally and embedding a fundraising ethos across all activities of the Museum.
- Line-manage the Development and Admin Assistant.
- Set up and manage an ongoing system of prospect research.
- Work with colleagues to ensure the effectiveness and consistency of all fundraising-related communications.
- With colleagues, ensure the safe, efficient and timely processing of all income, and its accurate recording, reporting and acknowledgement.
- Maintain connections with the professional fundraising community ensuring all activity falls within the law and best practice guidelines.
- Instil a culture of fundraising throughout the organisation.

Person Specification:

Essential:

- Significant experience of securing donations or other income through grants, individual giving and corporate partnerships.
- Excellent written and spoken communication skills.
- An ability to communicate ideas in ways that motivate and build trust and enthusiasm.
- Familiar with fundraising techniques and approaches in comparable sectors.
- Ability to plan and prioritise a demanding workload and to meet deadlines.
- Excellent organisational skills and attention to detail.
- Strong interpersonal skills, able to relate effectively and appropriately to a wide range of people, and a team player with the ability to influence people.
- Knowledge of CRM databases.
- Ability to be discrete and maintain confidentiality at all times.

Desirable:

- Knowledge of / interest in visual arts and the work of innovative museums.