

MUSEUM *of* BRANDS

Role Description - Fundraising Events Manager

Job Title	Fundraising Events Manager
Responsible to	Head of Commercial
Works with	Museum Director, Board, Museum Manager, Duty Managers, Commercial Assistant, Volunteers
Contract	Permanent, initially 2 days per week (16 hours)
Location	Museum of Brands, London, W11 1QT
Hours	8.5 hrs per day include 0.5 lunch
Working pattern	2 days per week normally Monday to Friday (flexible working welcomed) including some evenings and occasional weekends
Holiday	6.5 days, 3 days public holidays
Salary	£35-£40k pa (pro rata) depending on experience

JOB PURPOSE:

To develop and lead on existing and new fundraising streams, with a focus on corporate membership and local supporters, and to plan and deliver events and programmes related to these income streams. Responsible for raising significant net income to support the Charity's growth and future.

KEY RESPONSIBILITIES

Fundraising Events & Membership

- Deliver and expand an existing corporate membership scheme for brand owners, including stewardship of members, managing membership benefits and events, and identifying and approaching potential new members;
- Secure retention of seven current corporate members within 2022;
- With board members, scope new and untapped routes for fundraised income, such as local supporters including HNWI, fundraising events, and friends / patrons schemes;
- Organise fundraising-related meetings, including a new development committee, including arranging meetings, agendas and minutes;

- Lead on the planning and delivery of fundraising events, working with the Head of Commercial and Commercial Assistant, including liaising with suppliers, booking contractors and managing event staff and volunteers;
- With catering partners, relaunch pop-up dining experiences at the Museum within 2022
- Lead on fundraising-related PR and comms including Social Media, printed invitations, direct mailings, local press and word of mouth;
- Propose ideas for new fundraising initiatives with potential to grow income and support
- Build our first supporters database, managing regular communications, and ensure clean data which is GPDR compliant;
- Lead on fundraising event administration, including post-event accounting, Gift Aid updates, reporting income to finance and post-event comms;
- Evaluate and report on all Fundraising events and membership activity, with a close eye on ROI for the Museum’s fundraising investment;
- Be a key member of the income-generation team, collaborative on the overall funding strategy for the Museum, including long-term planning.

Other

- Train and manage volunteers and interns to support fundraising activity, e.g. to help with growing contact base, marketing, event delivery and research;
- As a member of the Commercial team, and with other team-members, support on venue hire activities, including taking event enquiries over the phone and helping with holiday cover for event delivery;
- Support the Head of Commercial & Commercial Assistant in delivering a programme of 15-18 professional development talks per year including occasional hosting (early eve);
- Join appropriate project teams where fundraising and events have a role within a wider initiative, such as planning exhibitions;
- Alongside all colleagues, train as a Duty Manager and occasionally run the museum on a day to day basis, including 1 weekend or public holiday day per 8 weeks (approx);
- Compile annual strategies for fundraising events and membership and compile monthly reporting and KPIs, plus biannual reports to the board;
- Undertake such other duties appropriate to your role, as may be required from time to time.

Person Specification

3) Person Specification

	Essential	Desirable
Qualifications	Degree or equivalent experience	
Knowledge	Knowledge and understanding of delivering fundraising strategies Confident user of Office, Wordpress or similar Knowledge of Digital Marketing	Knowledge of SEO Adobe Creative Suite

	<p>tools Hootsuite and MailChimp.</p> <p>Social Networks including Instagram and LinkedIn</p> <p>Level of AV Technical Knowledge</p>	
Skills and Experience	<p>Experience of delivering a range of events</p> <p>Experience of one or more areas of fundraising e.g. membership, events, sponsorships or friends' schemes</p> <p>Operating and engaging confidently with senior industry figures, officials, influencers and HNWI</p> <p>Managing others (paid or unpaid)</p> <p>Experience of developing marketing strategies</p> <p>Experience in working and succeeding with multiple projects at the same time</p> <p>Understanding of budgets</p> <p>Excellent communication skills</p> <p>High level of attention to detail with focus on grammar and spelling</p> <p>Fast learner, able to pick up new skills with ease</p>	<p>Experience of delivering fundraising events</p> <p>Experience in paid social marketing campaigns</p> <p>Experience of own managing area, demonstrating outstanding results, with minimal supervision</p>

4) Museum responsibilities

- Demonstrate a commitment to the principles of equality of opportunity and fairness of treatment
- Respect all confidentiality, principles and practice of the Data Protection Act
- Undertake further training as deemed necessary
- Assist in maintaining the security of the Museum and Museum visitors
- Comply with Fire and Health and Safety policies and legislation and ensure the compliance and awareness of volunteers and visitors to the building
- Will undertake full DBS check.

5) How to apply

Please send your CV and a covering letter outlining your suitability and highlighting how your experience fits our role description to: anna@museumofbrands.com.

If you would like to discuss the role prior to applying please email anna@museumofbrands.com

Closing date: 9am, 03/05/2022