

Head of Fundraising – Goldsmiths CCA

Job Reference:	8858
Department:	Development and Alumni
Grade/ Salary:	8
Contract Type:	Permanent
Hours:	35 per week Full time
Location:	New Cross, London

Closing date for applications: **Wednesday 4 March 2020**

Interviews: **11 March 2020**

Goldsmiths, University of London

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

We are happy to supply information in alternative formats for disabled applicants.

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GOLDSMITHS' DEVELOPMENT AND ALUMNI RELATIONS (DAO) OFFICE

Over the last decade Goldsmiths has focused on successfully developing its alumni relations programme and lower level giving activity. The DAO is now investing in developing its philanthropic income for the future. The current Development team came on board in early 2017 and successfully completed a £4m capital fundraising programme for the CCA, Goldsmiths Centre for Contemporary Art that opened on campus in September 2018. As a result of that campaign, processes for the organisation of a major gift function in the department were established.

Created in a refurbished Grade II-listed building, and designed by Turner Prize-winning collective, Assemble, the CCA is one of London's newest galleries. It is a place for artists, writers, academics and students, and audiences from the local community, across the UK and internationally. In its first year, eight major gallery exhibitions and three by emerging artists were presented, featuring artists from Estonia to Argentina, New Zealand to Ireland, from the United States, Denmark and from the UK.

Alongside commissioning and presenting exhibitions, the gallery hosts performances, screening events, in-conversations with artists, issue-led discussions and workshops. The CCA welcomes community and school groups, and is presently developing an innovative and engaging learning programme for all audiences.

Goldsmiths CCA is supported by the university and additional income for the gallery's activities needs to be secured through philanthropic support.

To this end, we are seeking an experienced fundraiser to deliver the fundraising strategy for the gallery. This will be achieved by developing sustainable income strands from individuals through major donations and regular giving, i.e. Patrons, as well as from charitable trusts and foundations, public sector sources and, where possible, corporate sponsorship and/or corporate social responsibility schemes. The role will also manage new and current stakeholders, and develop events and benefits for donors.

The role will sit within the Development & Alumni Relations Office, reporting to the Deputy Director of Development, Antoinette O'Loughlin, and working closely with the Director of Goldsmiths CCA, Sarah McCrory, and her team to achieve income.

Alongside this, the DAO is working with Warden, Professor Frances Corner OBE, to develop an ambitious programme of philanthropic income to support the College's vision and strategic plan for the future.

Job description

Reporting to: Deputy Director of Development, Antoinette O'Loughlin

Key Relationships: CCA Director, Sarah McCrory, Professor Richard Noble

Summary

Goldsmiths is seeking a Head of Fundraising for the CCA who will play a key role in enabling the gallery to achieve its vision for presenting emerging and established artists, and sharing their work with the wider student, academic and local community.

The post-holder will work closely with the Director of Goldsmiths CCA, and with the Deputy Director of Development and wider DAO team to drive and secure income for the gallery from all philanthropic sources, including major donations from individuals, and trusts and foundations, regular giving through a Patrons programme, corporate partnerships and public sector sources. With a £500,000 target each year, the post-holder will develop relationships with individuals and organisations capable of making five figure gifts and above, as well as building lower level support through regular giving. It is envisaged that funding will be sought from both the UK and international sources.

The post-holder will manage a fundraising programme which is in keeping with the institution and its aims and objectives. They will be part of DAO team and have access to the range of support services within the team including prospect research, database and other administration.

Profile

This is an exciting opportunity for a confident, ambitious fundraiser to develop a fresh and effective fundraising programme for London's newest and most exciting contemporary art gallery.

The role is suitable for someone with at least five years' experience of successful fundraising in the Arts or Education sectors. The ideal candidate will have a demonstrable track record of generating significant income, building donor relationships and meeting targets. Educated to degree level, they will be able to demonstrate an entrepreneurial approach and an ability to think and act strategically; they will have the ability and credibility to engage with a wide range of stakeholders, internal and external, including academics, alumni and senior volunteers; they will be able to navigate a complex institution with skill and diplomacy, and they will have excellent communication skills, written and verbal, to engage potential funders with the work of Goldsmiths CCA.

Main duties

1. To lead and drive fundraising for the CCA to support its vision by

- Working with the Deputy Director of Development, and with the CCA Director and the gallery team to develop, drive and implement an effective annual fundraising programme for Goldsmiths CCA.
- Reviewing and building on the 2018 fundraising strategy.
- Developing clear plans for and driving income generation to meet agreed targets for 2020/21 and beyond.
- Ensuring all approaches are well-planned and coordinated with the CCA Director, senior colleagues and the DAO team.

2. To develop and drive Major Gifts income for the CCA programme by

- Identifying, planning and activating bespoke engagement approaches for a portfolio of major gift prospects and donors, including individuals, trusts and corporate partners, and public sector funders, collaborating with senior colleagues and volunteers where relevant to secure income.
- Developing senior volunteer support for fundraising for the gallery, ensuring that all relationships are supported to effectively achieve income targets.
- Delivering a personal portfolio of income from major gift prospects, devising bespoke approaches and ensuring prospects are managed through the relationship cycle from introduction to donation, thanking and stewardship.
- Creating and producing effective, relevant, persuasive and prompt donor proposals, solicitation and retention materials.
- Devising and managing high quality cultivation and stewardship events and opportunities for gallery prospects and donors.
- Ensuring all gift agreements, recognition opportunities and payments schedules are completed and recorded on the Raiser's Edge database.

3. To develop and drive unrestricted income by

- Planning, animating and growing a CCA Patrons scheme for gifts of between £2,000 and £10,000, driving recruitment and ensuring alignment with other Goldsmiths donor programmes.
- Delivering stewardship and engagement activities ensuring that all aspects of the scheme (acquisition, communications, events and administration) are delivered to the highest standard.

- Supporting the gallery Director in developing other creative income generation activities as appropriate (e.g. special edition prints).

4. To drive stewardship of and communications with funders by

- Planning and managing all aspects of high quality stewardship and cultivation events, and opportunities for gallery donors and prospects to engage.
- Overseeing comprehensive and appropriate guest lists, ensuring that communications and invitations are appropriately pitched and circulated.
- Fully briefing and engaging colleagues and senior volunteers in stewardship and events.

5. To manage the CCA's fundraising budget, recording income in compliance with Goldsmiths' processes, and statutory and legal requirements by

3. Devising, managing and effectively monitoring and forecasting the annual income and expenditure budget for gallery fundraising.
4. Providing comprehensive, timely monitoring and evaluation reports of the fundraising programme for internal review and planning purposes.
5. Ensuring that all gift agreements, recognition opportunities and payments schedules are completed and recorded on Raiser's Edge.
6. Keeping up-to-date with sector best practice, ensuring that this is shared with team members and integrated into the work of the team as appropriate.
7. Working with the DAO team to ensure all approaches and fundraising comply with the requirements of relevant legislation including the Fundraising Code of Practice, Charities Act and GDPR Act (from May 2018) and HMRC guidance.

6. To deliver fundraising best practice to the highest standard by

- Contributing to the DAO team as a whole and undertaking any other duties as requested by the Deputy Director of Development or CCA Director as may reasonably be required.
- Ensuring that you are aware of and aligned with Goldsmiths' Regulations, Strategy and Objectives, and work to proactively advance Equality and Diversity.
- Helping to maintain a safe working environment at all times, participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy.

Person Specification

Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with this criterion.

The Essential criteria sections show the minimum essential requirements for the post. Therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form C = Certificate
I = Interview R = Reference
T = Test / P = Presentation

	Category
Essential Criteria 1 - Qualifications	
Educated to degree level or equivalent professional qualification or experience.	A, C, I
Desirable Criteria 1 - Qualifications	
Demonstration of participation in CASE of the Institute of Fundraising training/courses and/or conferences.	A, I
Essential Criteria 2 - Experience	
Demonstrable experience of developing strategic plans and driving effective income generation in an Arts, charity or educational context.	A, I, P
Demonstrable track record of successfully driving and managing a mixed portfolio of major donor relationships.	A, I, P, R
Demonstrable track record of successfully securing significant gifts (five figures sums and above) from individuals, trusts, public sector sources and/or companies.	A, I, P, R
Demonstrable experience of and confidence in approaching and asking for major gifts.	A, I, P
Demonstrable experience of engaging and working effectively with senior colleagues and volunteers, and other experts to secure gifts.	A, I, P, R
Demonstrable experience of comprehensive and effective donor stewardship and relationship management to retain donors.	A, I, P

Demonstrable experience of project management, including setting and monitoring targets and budgets, managing others' input and taking a solutions-focused approach to challenges.	A, I, P, R
Demonstrable experience of financial management, and of setting and managing budgets.	A, I, P, R
A strong commitment to and demonstrable experience of effective team-working.	A, I, R
Desirable Criteria 2 - Experience	
Experience of leadership in an Arts or education Development team.	A
Experience of comprehensive major fundraising campaigns.	A, I, P
Voluntary participation in and contribution to the philanthropy sector.	A, I
Experience of US fundraising and/or other international fundraising.	A, I
Essential Criteria 3 – Knowledge	
A high level of understanding of philanthropy and the fundraising sector in the UK.	A, I, P
An excellent understanding of the scope and purpose of CRM databases – Goldsmiths uses Raiser's Edge.	A, I
A full working knowledge of data protection and legislation under GDPR, and their impact on fundraising.	A, I
Knowledge of HMRC guidance as it relates to individual giving in the UK.	A, I
Desirable Criteria 3 - Knowledge	
An understanding of the Visual Arts or cultural sector and/or interest in of the range of topics that make up the academic output for Goldsmiths, in particular arts and humanities subjects.	A, I
Essential Criteria 4 - Skills	
Excellent written and verbal communication skills	A, I, P
Gravitas and presence to be able to inspire and motivate others, both internally and externally.	A, I, P
The ability to command respect at every level by producing articulate and persuasive funding proposals, both orally and in writing.	A, I, P
Ability to identify, plan and activate bespoke engagement approaches to funding prospects.	A, I, P

Goal oriented, motivated and self-driven, with a proven ability to perform under pressure.	A, I, P
Confident, authoritative and socially at ease.	A, I
Ability to be creative, innovative and entrepreneurial.	A, I
Ability to maintain confidentiality.	A, I
Committed to Continuing Professional Development.	A, I
Desirable Criteria 4 - Skills	A, I
Direct experience of using a CRM database including inputting data and running reports – Goldsmiths uses Raiser’s Edge.	A, I

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

Goldsmiths is passionate about advancing equality and celebrating diversity. We particularly welcome applications from Black and Asian minority ethnic (BAME) applicants as this group is currently under-represented in Arts fundraising.

If you have any questions about the role, please e-mail development@gold.ac.uk.

Applications should be submitted online at:

<https://jobs.gold.ac.uk/vacancy/head-of-fundraising-goldsmiths-cca>

February 2020

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Access to exclusive discounts, including high street retailers
- Maternity, paternity and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#) and [gym](#)
- Access to [University of London facilities](#) such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about.

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact hr@gold.ac.uk, or visit www.gold.ac.uk/hr.

Thank you for your interest in working with us, we wish you all the best with your application.