

**Role: DEVELOPMENT MANAGER**

**Location: GARDEN MUSEUM, LAMBETH, LONDON**

**Contract Type: PERMANENT**

**Role Type:** **Full-Time**

Some flexible working is supported, but the Development Manager will be expected to be at the Museum at least 3 days per week.

**Salary:**  **£32,000 per annum**

**Line Manager: Deputy Director**

# Introduction

The Garden Museum (GM) is seeking a Development Manager to develop the Museum’s fundraising activities alongside the Deputy Director and Director.

We are an 100% independent Museum, with no regular income from local authority, central government, nor a founder’s endowment. As such we are reliant upon our commercial operations (our award-winning Café, our shop, venue hire, and admissions) and Fundraising to generate income. The Museum’s turnover is c.£2.2m, of which Development represents c30%. The Development Manager will be responsible for generating income from small-to-mid level charitable trusts, Friends and Patrons, and corporate supporters, amongst other development duties. They will also assist the Deputy Director with larger trust and statutory funding applications, and the Director with major gifts and individual donations.

The Development Manager is the only member of staff solely dedicated to fundraising. As such the role requires someone with experience and proven success as a fundraiser, with Trusts, Individual Giving and/or Membership fundraising providing a distinct advantage in this role. The post holder needs to be a self-starter, able to take their own initiative. This is a rewarding and busy role which the right candidate will thrive in, as there is plenty of scope to make it your own, and ensure success and best practice – no day is ever the same!

# The Garden Museum

The Garden Museum, located in Lambeth, was founded in 1976 and is now London’s busiest centre of ideas, research and celebration about the design, history and culture of gardens. It is a place where garden paths meet, from art and architecture, to food and fashion, literature and design, and community.

Since we re-opened in June 2017 after an £8.2 million restoration, refurbishment and extension thanks to a major grant from the National Lottery Heritage Fund, the GM has grown from strength to strength. Five galleries of garden history and an archive of garden design are housed within a former medieval and Victorian church. The modern extension is formed of two pavilions for learning and a café opening on to a garden, designed by Dan Pearson. Temporary exhibitions explore gardening stories, from Derek Jarman’s Dungeness garden (Exhibition of the Year 2021) to our current exhibition *Wild & Cultivated: Fashioning the Rose*.

The GM and its award-winning Café are overseen by a Director, plus a Deputy Director (who oversees GM programming and Development) and a COO (who leads on Commercial Operations & back office functions). Additionally we have a fantastic team consisting of approx. 33 permanent staff, plus a number of casual staff and volunteers.

The GM has a very strong track-record in fundraising. During the pandemic our emergency appeal and Director’s Sponsored Swim raised over £524k from over 1,000 individuals, and we received emergency grants from the Arts Council, the NLHF, the Garfield Weston Foundation, and Lambeth Council amongst others. We have more members than ever - 1,300 Friends and 90 Patrons - and are keen to expand these groups even further in the coming years, and grow our American Friends. Ongoing supporters include The Rothschild Foundation, The National Archives, and the John Armitage Charitable Trust, and multiple other charitable trusts, which fund a wide array of projects, from our Food Learning programme to our recent year-long oral history project and exhibition *Sowing Roots*. Recent corporate sponsors have included City & Country, David Austin Roses, Seedlip and many others.

We are also currently undertaking two new exciting projects – our next capital project, Lambeth Green, which will transform seven spaces around the GM into a new park for London, and the transformation of artist Cedric Morris’s former house at Benton End in Suffolk into an arts and horticultural training centre.

# Role, responsibilities and deliverables

**Trusts, Foundations and Statutory Bodies**

* Researching suitable grant opportunities
* Applying for small-mid level grants (<c.£50,000, and over when required)
* Supporting the Deputy Director and Director in large grant applications
* Reporting against grants received to funding bodies
* Stewardship of trusts and foundations which support the Museum
* Supporting the delivery and management of funded projects
* Supporting the Deputy Director in reporting to statutory bodies, e.g. Lambeth Council, NLHF

**Friends, Patrons and Supporters**

* Managing the Friends of the GM scheme (1,300 members) and Friends programme
* Managing the Patrons of the GM group (90 members) and the Patrons programme, including renewals, communications and prospect research
* Continuing the expansion of The American Friends of the Garden Museum
* Lead on the growth of the Friends, Patrons and American Friends groups, including a review of the benefits packages
* Leading fundraising appeals and campaigns
* To manage all communications with donors, e.g. thank you letters
* To expand and improve our Legacies offer, including the creation of a new Legacy donors’ Patron group

**Corporate Supporters**

* Researching and approaching prospective corporate sponsors for exhibitions and programmes
* Devising and delivering corporate sponsor benefits packages
* Stewardship of corporate supporters

**Appeals**

* To lead the GM’s upcoming Lambeth Green capital campaign, including public campaigns and trust approaches

**Events**

* Management of exhibition private views (c.5x p.a.)
* Management of Friends events (c.2x p.a.)
* Management of Patrons events and trips (c.3 p.a.)

**Misc.**

* Briefing, liaising and working with colleagues to ensure the success of fundraising activities and also the timely and accurate collation of information for input into Funding and grant applications
* To support the GM’s Governance procedures, stewardship of the Trustees, and present Fundraising Paper at quarterly Board meetings
* Managing the fundraising database efficiently and in line with best practice
* Submitting Gift Aid claims
* To support the Curator and Deputy Director in the sale of artworks for c.4 selling exhibitions p.a., including liaison with galleries, artists and buyers, pricing of works, VAT, shipping etc.
* To be lead on the GM’s GDPR compliance, including monitoring for changes in law

**Line Management**

* Line management of Membership Secretary (1 day per week), who manages the day-to-day administration of the Friends scheme

# Skills and experience required

Our ideal candidate will be an experienced and accomplished development professional already operating at Development Officer or Development Manager level, with a track record of successful fundraising. While cultural/arts/horticultural experience is not essential, it would be an advantage.

**Essential:**

* Excellent written and verbal communication skills
* Demonstrable development experience, particularly in trust fundraising and/or individual giving/membership
* Experience in stewardship of donors
* Strong understanding, management and preparation of budgets
* A demonstrable expertise in fundraising compliance and best practice
* Ability to work independently, efficiently and with initiative

**Desirable**

* Good understanding of cultural fundraising landscape
* Event management experience
* Professional museum experience

# Application Process

Please email a CV and covering letter outlining your interest, skills and experience in relation to the job description to: **recruitment@gardenmuseum.org.uk**

Please ensure you mark the subject box: DEVELOPMENT MANAGER and include details of two referees in your application, who we can contact if you are selected for interview.

**Closing date for applications: Monday 20th June 2022, 10am**

First-stage interviews will be held at the Garden Museum in the week commencing

27th June, and Second-stage interviews in the week commencing 4th July.

# Equal Opportunities

The Garden Museum aims to be an inclusive organisation where everyone is treated with respect and dignity, and where there is equal opportunity for all. The Garden Museum respects and values diverse characteristics. We are committed to positively engaging and celebrating the differences of our diverse staff and users, to enable us to achieve our aims within the organisation and the external community.