

### Job Description

<b>Job Title:</b>	<b>Development Manager (fundraising)</b>
<b>Location:</b>	Abbotsford, Melrose
<b>Reporting to:</b>	Chief Executive of Abbotsford
<b>Staff reporting:</b>	Development Officer
<b>Status:</b>	Open Ended, Full Time at 35hrs per Week
<b>Salary:</b>	Grade 8, £40,000 per annum

### Context

Abbotsford is among the most important heritage sites in Scotland. Designed and built by Sir Walter Scott, the 19<sup>th</sup> century author who put Scotland on the world map, as both his home and the location for his extensive collection of books and historical memorabilia, it was first opened to the public in 1833 five months after his death. After the death of his last descendent in residence, Dame Jean Maxwell-Scott in 2004, The Abbotsford Trust was created to preserve, protect and promote not only the house, but also the life and works of Sir Walter. In 2014 the Abbotsford Trust completed a £12 million restoration project, followed in 2018 by extensive estate improvements, ongoing funded community development activity, and the creation of an Endowment Fund.

The Trust is now developing an ambitious vision for Abbotsford through to 2029 encompassing further restoration, visitor development, curatorial and community goals. In the immediate future our aim is to build on the success of our 250<sup>th</sup> anniversary celebrations and leverage Scotland's Year of Stories 2022 to bring forward new family experiences at Abbotsford.

In this interesting and challenging role, you will be responsible for developing our fundraising strategy encompassing private philanthropy, trusts and foundations, and statutory bodies. You will be an excellent communicator, experienced in speaking with high net worth individuals and public figures and writing high quality funding applications. You must be able to speak with passion, conviction and sincerity about the cause, and have the ability to connect with a wide cross section of society to win support.

### Job Purpose

- To grow the Trust's portfolio of major donors and prospects to secure both unrestricted and restricted income
- Facilitate Trustees involved in fundraising to cultivate their contacts and to represent our fundraising proposition with authority and confidence
- Manage Abbotsford's Patrons and Friends schemes, cultivating potential donor opportunities
- Develop funding propositions and bids, working with professional advisors and colleagues to author compelling proposals for individuals, trusts, companies, statutory funders and others
- Foster long term donor relations, including keeping donors informed of the positive impact of their support
- Contribute to the operational management of Abbotsford as a member of the management team

## Scope and Accountability

The Development Manager reports directly to the Chief Executive and is responsible for achieving the objectives of the Trust's Fundraising Strategy. They will work closely with the Chief Executive, Trustees and colleagues in all teams to ensure a joined up approach to project and donor propositions. They are responsible for the following resources:

- Achieving an annual target of at least £250,000
- Budgetary management for fundraising, including operational expenditure
- Management of the Development Officer
- As a member of the management team, have shared responsibility for Health & Safety, Safeguarding and GDPR

## Key Responsibilities

- To be responsible for the Trust's Fundraising Strategy, ensuring effective prioritisation of goals and resources to ensure the achievement of income targets, with the opportunity to review and develop the strategy over time
- To advise the CEO, members of the Fundraising & Investment Committee, and the management team on all matters relating to fundraising and charity law as it applies to fundraising
- Manage and support the Development Officer to deliver their responsibilities to the best of their ability, displaying a positive and constructive approach to all areas of their work
- Ensure all Trust policies and procedures are adhered to, including undertaking staff appraisals and regular staff meetings
- Implement and manage activities of the Fundraising Strategy, reflecting best practice in new business prospect identification, cultivation, solicitation and stewardship, and in account management of corporate partnerships
- Ensure all fundraising activity complies with legislative requirements
- Lead on the development and writing of bids, corporate propositions, pitches and offerings for new and current donors, to include trusts and foundations, corporates, major donors, and statutory bodies
- Build and manage good relationships with key funder contacts, including advising and supporting the CEO, Trustees and managers in developing their funder relationships
- Manage and develop the Friends scheme, including providing direction to the Friends Committee
- Manage relations with Patrons of Abbotsford, ensuring they remain committed to our cause and opportunities to encourage further donations are maximised
- Develop and manage a range of other giving programmes, including legacy giving, in-memoriam and celebration giving and also public appeals
- Stay abreast of the changing external environment to pick up on opportunities and trends, circumstances or topical issues that will enhance or affect fundraising activity or strategy
- Maintain a clear view of income and expenditure forecasting at all times, and in line with charity and funder requirements, providing regular reports as and when required, to support delivery, provide insight and inform the CEO and trustees
- Liaise closely with the Marketing Manager to ensure that charitable messages are carried throughout the Trust's communications
- Liaise with project management teams to advise them on all matters relating to fundraising, and to assist with project planning
- Fully utilise and update the CRM system (eTapestry) to manage and track funder details, communications, donations and status.
  - Act as Duty Manager on a rota basis on weekends throughout the year, requiring an understanding of site operations, policy and procedure, and emergency response.
  - Any other duties commensurate with the post, as directed by the Chief Executive.
  - Develop and maintain collaborative and constructive working relationships with Abbotsford staff, volunteers, Trustees and representatives from the Faculty of Advocates

## Person Specification

### Knowledge and Experience

#### Essential

- A proven track record of reaching challenging fundraising targets
- A proven track record of successful relationship building and philanthropic income generation in a charitable context
- Experience of developing and delivery a fundraising strategy
- Excellent knowledge of best fundraising practice in the UK and a good understanding of UK charity law, especially as it is applied in Scotland
- Excellent knowledge of philanthropy and sponsorship in the corporate sector
- Excellent knowledge of high net worth networks in the UK, ideally with access to own contact list
- Experience of working with senior staff, trustees, and volunteers to support prospect development and funding applications
- Experience of developing and managing legacy, celebration and in-memorial giving programmes
- Experience of developing and managing public appeals

#### Desirable

- Management experience
- Knowledge of marketing and brand identity within a charitable organisation
- Membership of a relevant professional body, ideally the Institute of Fundraising and/or holding a diploma in fundraising
- Knowledge of fundraising databases, ideally eTapestry
- Interest in relevant historical areas, e.g. literary history and/or social history

### Skills and Abilities

- Strategic, analytical, interpretive and creative skills, with the ability to convey issues and themes to a wide range of audiences, especially to influential individuals and VIPs
- Strong interpersonal skills and the ability to network and develop collaborative or partnership working with a wide range of stakeholders
- An ability to interact confidently and to be at ease when working with people drawn from all levels of society and excellent networking skills
- Excellent written communications, including writing fundraising and promotional materials
- Good planning and organisational skills, including the ability to deliver to multiple priorities whilst retaining a thorough attention to detail
- Flexible approach to work and willingness to multi-task within a small organisation

### Personal Qualities

- Strong interest in and commitment to The Abbotsford Trust's mission, vision and values
- Commitment to Equality and Diversity policy and practice and understanding of how these translate into own field and area of management
- Ability to work weekends, bank holidays and occasional evenings as required, and willingness to travel as necessary in the UK and overseas. Applicants should be aware that they will be required to act as site Duty Manager at least one weekend day a month, plus ad hoc evening fundraising events.