

## Recruitment Information



**Development Manager (Individual Giving)  
Maternity Cover  
National Museums Scotland**

## Development Manager (Individual Giving) | Fixed Term XXM (maternity cover)

### Salary as per job advertisement plus membership of Civil Service Pension Scheme

As a charity, the philanthropic income generated by our Development team is vital to our activities. We are hugely proud of the impact we have on people's lives through sharing the stories of the remarkable objects we care for in Scotland's National Collection.

We are seeking an experienced Development Manager to join our highly successful team to build on recent success and increase income, retention and engagement through our Membership and Patron schemes. Managing a team of four, the Development Manager will plan and deliver individual giving programmes that grow regular giving, donations, legacies and membership.

The postholder will also be responsible for maintaining well established relationships with Patrons and donors and ensure the continued delivery of high-quality stewardship programmes including meetings, events, and other communications and engagement activities.

You will be able to demonstrate a proven track record in a relevant role within a fundraising environment and of managing regular giving programmes, legacy campaigns and appeals. Extensive knowledge of fundraising theory and practice, alongside experience of leading and inspiring a team, will be essential to meet challenging targets. You must have excellent interpersonal and communication skills, both written and verbal, and be able to negotiate successfully. You should have demonstrable experience of managing fundraising activities and successful events and of managing your own budgets and portfolio of donors and prospects. Knowledge of Raiser's Edge, Tessitura or a similar relational database is important, as is the ability to achieve results by working in collaboration with others.

Learn more about National Museums Scotland and our history [here](#).

To find out more about how to apply, as well as our employee benefits, please visit our [careers portal](#).

National Museums Scotland is committed to being an Equal Opportunities Employer. We are keen that our workforce profile reflects the diversity of our visitors and audiences. Therefore, all jobs at National Museums Scotland are open to everyone and we encourage applicants from all backgrounds, irrespective of sex, gender identity, race, disability, religion or belief, sexual orientation or age. We welcome candidates who think they have the required skills and can make a contribution in this key role.



**JOB DESCRIPTION**

<b>Post Title:</b> Development Manager (Individual Giving)		
<b>Department:</b> Development	<b>Section:</b> Individual Giving	
<b>Directorate:</b> External Relations	<b>Grade:</b> 2	<b>Hours:</b> As per job advert
<b>Purpose of post:</b>  To secure and increase philanthropic and membership income from individuals, enabling National Museums Scotland to fulfil its strategic objectives.		
<b>Key responsibilities:</b> <ul style="list-style-type: none"> <li>• Manage the Membership and Patron Schemes to maximise income and engagement and grow the donor base</li> <li>• Deliver individual giving programmes, that secure and increase regular giving, donations, legacies and membership, including annual and one-off appeals and other initiatives</li> <li>• Manage implementation and delivery of the legacy strategy</li> <li>• Maintain the effective and appropriate stewardship of donors and members including meetings, events and communications</li> <li>• Manage the Development Officers to achieve departmental objectives, in line with HR policies and procedures</li> <li>• Manage budgets delegated to the post-holder ensuring proper financial control, best value and reporting, in line with policy and procedures</li> <li>• Manage own portfolio of Patrons, Benefactors, legacy pledgers and prospects</li> <li>• Plan and oversee events and activity to grow the prospect pool</li> <li>• Support other fundraising activities as required</li> <li>• Commit to good health &amp; safety and access practice and ensure familiarity with National Museums' health &amp; safety and access policies, procedures and guidelines</li> <li>• To undertake any other reasonably required duties as instructed by line manager or someone acting on their behalf, in addition to the role specific responsibilities detailed above.</li> </ul>		
<b>Expected Outcomes:</b> <ul style="list-style-type: none"> <li>• An integrated approach to fundraising across Patrons, Members, donors, legators and major gifts to support a range of National Museums Scotland activity</li> </ul>		

- Meeting fundraising targets from membership and individual giving
- A growing number of regular donors, legacy pledges and membership base
- Strong relationships with a growing pool of prospects and donors, regularly reviewed, evaluated and effectively managed
- Cross-team working, engaging support from other departments, resulting in increased income from private sources
- The further enhancement of our reputation, nationally and internationally.

**Reports to:** Head of Development

**Facts and figures:**

**Budget:** Expenditure budget responsibility on a project basis

**Staff Managed:** Development Officer (Philanthropy) and Development Officer (Membership)

**Indirect Staff Managed:** Development Assistant (Membership) and Development Assistant (Philanthropy)

**Other:** circa 7,000 Member households and 90 Patron households and expect to raise six figure amounts from each of these income streams on an annual basis

**Thinking Skills: (Judgements/decisions made):**

- Developing action plans to deliver the Development strategy
- Project management skills – co-ordinating teams across the organisation to deliver agreed goals, programmes and events
- Planning and organising skills – setting and managing plans to deliver results at the right level and time, with effective use of financial, staff and volunteer resource
- Innovation and creativity – devising innovative approaches to fundraising programmes, inspiring support from individuals; balancing resources with the need to secure and retain long-term support from donors
- Critical judgement skills - assessing potential to give; developing targeted and compelling cases for support; prioritising prospects and matching them with aspects of our activities and plans to best deliver our goals
- Communication and interpersonal skills – initiating and building strong working relationships with a wide range of individuals
- Negotiating skills to secure optimum support from individuals at appropriate levels.

**Communication and Contact:**

**Internal:**

Staff at all levels in a team approach to fundraising, project teams, development managers

**External:**

Doners, Patrons, prospects, peer community

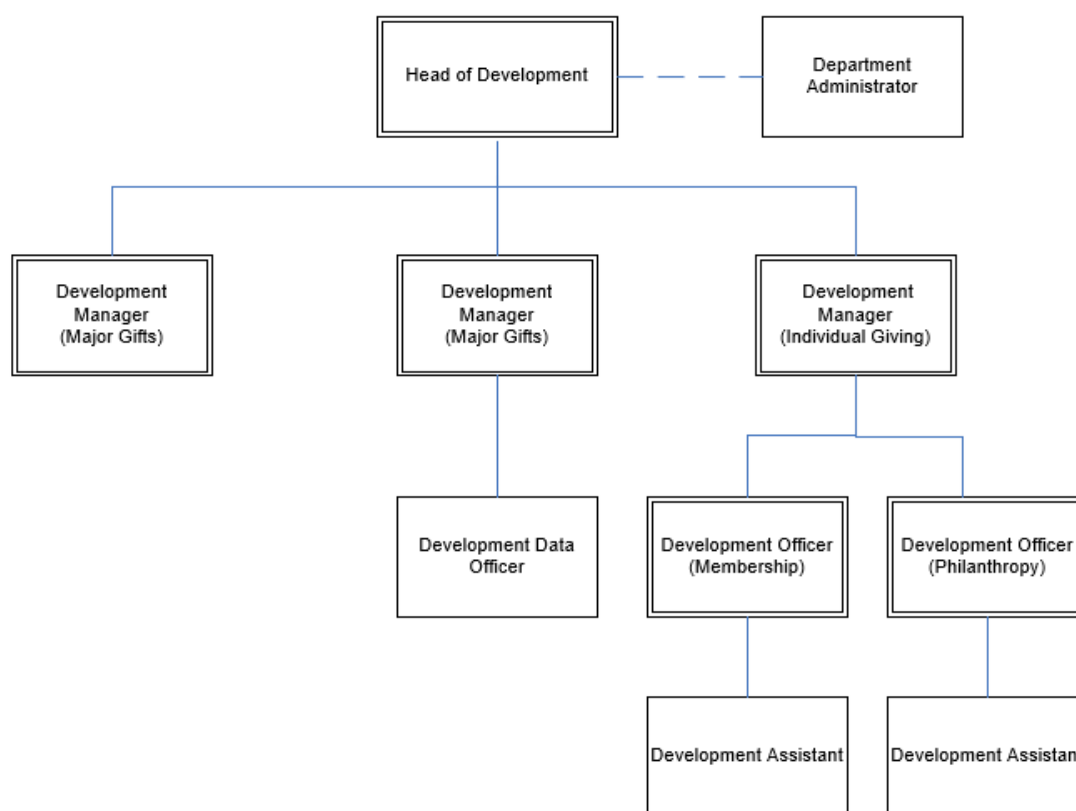
**Most challenging parts of the job:**

- Using available resources to maximise return on investment
- Working with agencies and suppliers to develop attractive and effective individual giving programmes in a challenging and competitive environment
- Diplomatic engagement of legacy prospects and securing of specific pledges
- Securing the support of colleagues over whom there is no line authority (eg Trustees, Development Board, staff in other departments) but on whose collaboration success depends
- Keeping abreast of fundraising and data protection regulation to ensure compliance in all initiatives
- Analysing complex donor data to inform and enhance fundraising initiatives.

**Other Requirements, e.g. multi-site working, on call, etc.:**

- Availability to travel outside Edinburgh to meet prospective donors and supporters
- Attendance at events outside working hours, including evenings and occasional weekends As required

**Organisational Chart, Development:**



**PERSON SPECIFICATION**

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<b>Knowledge</b>	<b>Essential or desirable</b>	<b>Evidence assessed by</b>
Extensive knowledge of fundraising theory and practice, including cultivation, solicitation and stewardship	Essential	Application/ Selection Event
Demonstrable ability to meet the necessary competencies at the level required for this role, gained through relevant experience and/or education	Essential	Application / Certificate
Knowledge of Tessitura or similar CRM such as Raiser's Edge	Essential	Application/ Selection Event
Knowledge of tax issues relating to philanthropy	Essential	Application/ Selection Event
Knowledge of Data Protection legislation	Essential	Application/ Selection Event

<b>Skills</b>	<b>Essential or desirable</b>	<b>Evidence assessed by</b>
Excellent interpersonal skills and negotiation skills, ability to speak to senior donors at a peer to peer level	Essential	Application/ Selection Event
Advanced communication skills including written, verbal, ICT and presentation skills	Essential	Application/ Selection Event
Case-load and project management skills to prioritise and manage fundraising activities	Essential	Application/ Selection Event
Analytical, organisational, planning skills to inform and deliver fundraising plans	Essential	Application/ Selection Event

Line management skills	Desirable	Application/ Selection Event
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<b>Experience</b>	<b>Essential or desirable</b>	<b>Evidence assessed by</b>
Significant experience at a senior level in a fundraising environment, securing income across a range of individual giving income streams	Essential	Application
Creating and editing compelling and successful donor copy for fundraising and stewardship communications	Essential	Application/ Selection Event
Developing and delivering successful individual giving programmes including membership schemes, annual giving campaigns and legacy marketing	Essential	Application/ Selection Event
Planning and running successful high-profile fundraising events	Essential	Application/ Selection Event
Budget management	Essential	Application/ Selection Event
Working with senior volunteers such as Trustees	Desirable	Application/ Selection Event

National Museums Scotland utilises a Competency Framework. Individuals for this post are expected to demonstrate competence across the relevant levels for the position; the following will be assessed from the application, and, if you are invited to attend, at the Selection Event.

<b>Competency</b>	<b>Level</b>	<b>Detail</b>
<b>Building Relationships</b>  Works effectively and professionally as part of their team and co-operates with others across the organisation; collaborates and networks externally for specific outcomes and projects; forms partnerships, nationally and internationally for mutual benefit.	3	<b>Develops, establishes and manages collaborations</b> <ul style="list-style-type: none"> <li>• Helps others understand other National Museums Scotland roles and functions internally or externally</li> <li>• Helps makes connections for people, putting people in touch to facilitate co-operation and collaboration</li> <li>• Proactively manages the delivery and the expectations of internal and external senior stakeholders, in terms of responsibilities outputs and outcomes</li> </ul>

		<ul style="list-style-type: none"> <li>• Understands conflicting outlooks and demonstrates a willingness to find common ground</li> <li>• Builds and maintains a strong external network and looks for opportunities for external collaboration and partnership.</li> </ul>
<p><b>Communicating &amp; Engaging</b></p> <p>Uses communication and interpersonal skills flexibly across all channels of communication, to engage, influence, persuade and negotiate ensuring a shared understanding and commitment to act.</p>	4	<p><b>Inspires and communicates strategically</b></p> <ul style="list-style-type: none"> <li>• Inspires others and creates momentum through effective communication</li> <li>• Cascades information effectively building trust, fostering integrity, and creating understanding</li> <li>• Gains real commitment and ‘buy-in’ from others when undertaking new ventures</li> <li>• Acts as a powerful advocate, comfortably communicating with and influencing senior external stakeholders across a broad range of issues</li> <li>• Negotiates effectively on behalf of National Museums Scotland with senior stakeholders.</li> </ul>
<p><b>Focussing on your Customers</b></p> <p>Places the customer at the heart of what they do, engages, listens and responds to deliver exemplary service, creating an outstanding experience; supporting a culture of service excellence, both internally and externally.</p>	4	<p><b>Strategically develops our customer profile and services</b></p> <ul style="list-style-type: none"> <li>• Creates a culture where customer feedback is viewed as an essential source of data that influences decision making</li> <li>• Focuses on customer development from a strategic perspective, identifying new markets and ways to reach these</li> <li>• Sets the standard and demonstrates exemplary customer service, knowledge and behaviours adding value to services and delivery</li> <li>• Understands the wider organisational and societal issues customers face and thinks about the consequences of any given decision</li> <li>• Develops strategies and initiates projects that are consistent with customer priorities meeting the needs of our diverse customers.</li> </ul>
<p><b>Improving &amp; Innovating</b></p> <p>Builds personal, professional and</p>	3	<p><b>Facilitates organisational learning</b></p> <ul style="list-style-type: none"> <li>• Monitors the external environment for emerging trends and opportunities and shares this information</li> </ul>



<p>organisational capability by keeping up-to-date, being creative, sharing ideas, taking risks, looking inside and out to continuously improve National Museums Scotland.</p>		<ul style="list-style-type: none"> <li>• Initiates changes which contribute to continuous improvement</li> <li>• Constructively listens to all ideas and suggestions, feeding them in to planning processes and explains when this is not feasible</li> <li>• Positively manages resistance and blocks to change and innovation through engaging with others</li> <li>• Proactively manages the impact of innovation and change on staff and stakeholders.</li> </ul>
<p><b>Leading and Managing</b></p> <p>Sets direction and standards to drive individual, team and organisational performance by involving, supporting, developing and enabling staff and others to effectively contribute to the present and the future of National Museums Scotland.</p>	<p>2</p>	<p><b>Manages staff</b></p> <ul style="list-style-type: none"> <li>• Creates understanding and commitment to the department and organisational priorities and programming</li> <li>• Adapts management style to suit the circumstances and diversity of our workforce</li> <li>• Shares knowledge, expertise and best practice with others to help them develop and perform</li> <li>• Cares about the needs of the team, listens to and acts on feedback</li> <li>• Challenges under-performance, clarifies expectations of good performance and stretches good performers.</li> </ul>
<p><b>Planning for Success</b></p> <p>Ensures effective delivery and completion by realistically planning and prioritising tasks and managing workload; develops and manages plans, programmes and projects, in consultation with stakeholders and within existing priorities, people resources and budgets.</p>	<p>3</p>	<p><b>Creates complex plans of action</b></p> <ul style="list-style-type: none"> <li>• Plans complex activities effectively - sets milestones, collaborates with a range of stakeholders to ensure effective delivery and compliance</li> <li>• Sets parameters and measures to monitor the outcomes from plans and projects</li> <li>• Manages and maximises the use of budgets, people and resources to ensure deadlines, quality indicators and efficiency targets are met; and solutions developed</li> <li>• Ensures effective processes exist to deliver outcomes across the organisations</li> <li>• Knows when to stop analysing and make the best decision with uncertain or limited information.</li> </ul>

## General Information

### Pay and Progression

Salary as per Job Advert. Pay, including pay progression, is reviewed in negotiation with the recognised trade unions, with an annual settlement date of 1 April.

### Hours

As per Job Advert, Monday - Friday with attendance at events outside working hours, including evenings and occasional weekends as required. Additionally, we are happy to discuss flexible working arrangements.

### Location

This post is officially based at the National Museum of Scotland with travel to other Museum sites as required. Additional travel outside Edinburgh to meet prospective donors and supporters will be required also. As part of our hybrid working arrangements, we offer the opportunity to work at home up to two days per week.

### Probation

New employees are on probation for a period of six months from date of appointment.

### Colleague Benefits

Further details of the range of benefits available to colleagues, including our excellent pension provision, can be found [here](#).

### Reasonable Adjustments

Please contact [recruitment@nms.ac.uk](mailto:recruitment@nms.ac.uk) if you would like support in completing your application or to advise on any reasonable adjustments we can assist with.

If you are invited to a selection event you may be asked to participate in activities that will enable us to assess your performance against our Competency Framework. Details of our competencies can be found in the Person Specification section of this pack and on our [Competency Framework](#) section of our careers portal.

### Pre-employment Checks/Eligibility to Work in the UK

Any offer of employment will be made subject to the below which are satisfactory to National Museums Scotland.

- References
- Basic Disclosure Scotland check
- Completion of a pre-employment health referral. We ask you to complete this so that we can put in place any support you need, including reasonable adjustments, during your onboarding and induction periods as well as your ongoing employment with us
- Proof of Right to Work in the UK.

