

FURTHER PARTICULARS OF THE JOB

Job Title: Development Officer

Salary: £35,000 FTE (£14,000 pro rata)

Job Purposes: The primary purpose is to lead Sulgrave Manor Trust's *In Perpetuity* fundraising campaign by managing annual and regular giving to Sulgrave; attracting legacy pledges in support of the Manor; identifying and cultivating donors for capital gifts. Some travel to the United States might be necessary.

Secondary activities include the requirement for the appointee to be a key holder and part of the on-site duty manager team.

Report to: The Development Officer is responsible to the Chief Executive Officer; he or she will be based at Sulgrave Manor with an option of some flexible working.

Hours: 0.4 FTE (15hrs per week) for 2 years, with possibility of renewal.

Main tasks:

Annual Fund / Regular Giving

To develop and implement an annual fund / regular giving programme for Sulgrave Manor, raising restricted and unrestricted annual income for the Manor. There is likely to be a particular focus on fundraising for the Manor's educational programming, which ranges from activities for primary school children to university-level seminars.

You will be expected to show initiative in devising the fundraising programme, but it is likely to require:

- Development and maintenance of CRM database.
- Regular communications with supporters including letters to individuals, newsletters, emails, articles for newsletters published by the Friends of Sulgrave Manor (Sulgrave Manor's invaluable American support group, established by The National Society of the Colonial Dames of America).
- Ensuring that all of Sulgrave's development processes comply with relevant legislation and regulations including GDPR, and adhere to recognized best practice in the sector.

Plan and take the operational lead in the organization and delivery of cultivation events to increase awareness of the charity and to invite new prospects by working with the Marketing Officer to:

- Develop a 'giving' leaflet for visitors to and friends of the Manor, setting out key priorities and opportunities

- Establishing facility for online donations via Sulgrave's website
- Using social media to encourage donations

Legacy programme

Devise a strategy to attract legacy pledges in support of Sulgrave Manor.

Capital gifts

Identify and cultivate donors capable of making endowment gifts to Sulgrave, in support of the key priorities set out in Sulgrave's *Case for Support* document. Prospective supporters might include:

- George Washington enthusiasts in the UK and US.
- American expatriate community in the UK.
- Advocates for the enrichment of the UK and US special relationship.

You would be expected to work with members of the Sulgrave Manor Trust board and Friends of Sulgrave Manor, the Manor's charitable supporter group in the US, to identify and gain introductions to prospective supporters.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to university degree or higher. 	
Knowledge	<ul style="list-style-type: none"> • Working knowledge of email marketing software. • Good knowledge of Windows Office products, specifically Word, Excel and PowerPoint. 	<ul style="list-style-type: none"> • Understanding of the heritage sector.
Skills	<ul style="list-style-type: none"> • Excellent spoken and written communication skills. • Excellent organisational skills and attention to detail. • Energy, creativity and professionalism. • Ability to understand and articulate the aims and needs of the Manor. • An understanding of Social Media and Social Networking websites. • Proficiency with Windows Office products, specifically Word, Excel and PowerPoint. 	

	<ul style="list-style-type: none"> • Clean driving licence, and access to a car. 	
Work Experience	<ul style="list-style-type: none"> • Proven track record of successful professional fundraising in the charity and heritage sectors Demonstrable experience of building relationships with major donors and of achieving set income targets. • Experience of managing multiple projects and events. 	<ul style="list-style-type: none"> • Established record of fundraising from US sources and of working with American donor communities
Personal Qualities	<ul style="list-style-type: none"> • An ability and propensity to work under pressure and co-operatively with other team members, in a small office to advance the Trust's charitable purposes. • Ability to work productively and cooperatively with colleagues, visitors, trustees, volunteers, and benefactors. • Attention to detail and accuracy are essential. • Sensitivity and tact in handling highly confidential information. 	

Apply in writing with CV and covering letter outlining how you meet the criteria for the role to alison.ray@sulgravemanor.org.uk.

Closing date: 9th May. Interviews will be held w/c 17/5 by Zoom.