



Head of Development

Greenwich Foundation for the Old Royal Naval College

Information for Applicants

 **Contact for enquiries**

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Welcome

Thank you for your interest in joining the Old Royal Naval College. This is an exciting moment for us. The Painted Hall recently re-opened following a major two-year project to conserve this masterpiece. A successful Capital Campaign raised nearly £8.5 million to fund the conservation.

However, completing the Campaign is only the beginning.

What lies before us is the opportunity to build on the success of the Painted Hall Campaign to develop a revenue fundraising programme. This will enable us to continue to fund the ongoing conservation of the Old Royal Naval College and its many iconic treasures, and to utilise our estate for the benefit of all.

Our ambition is to become an extraordinary cultural destination which inspires local pride and worldwide acclaim – a place which creates rich and memorable cultural experiences. We have recently developed a new business strategy to transform our organisation and engage a wider public in heritage and creativity.

Our strategic objectives are to create and encourage:

- **Exploration:** engage visitors via a site-wide historic, architectural and spiritual experience.
- **Spectacle:** inspire the public via a stimulating artistic programme.
- **Stewardship:** conserve the fabric of our buildings, grounds and archaeology.
- **Independence:** grow a cultural business which secures our sustainable future.

In these straightened economic times, we need to become less reliant on public funding. We will only achieve this by deepening our partnerships with donors, members and our many current and potential friends both here in the UK and overseas.

I am now seeking to appoint a Head of Development who will harness the determination and energies of a small but ambitious team and help us move forward to the next phase. We will play a major role in developing the financial security and independence of this UNESCO World Heritage Site and ensure that the Old Royal Naval College continues to amaze and inspire visitors now and in the future.

I look forward to hearing from you.

Angela McConville
Chief Executive



Head of Development

£negotiable depending upon experience

Full-time, permanent (flexible working arrangements considered for the right candidate)

Greenwich

The Greenwich Foundation is seeking to appoint a new Head of Development to implement a new revenue fundraising strategy following the completion of a high-profile campaign to conserve The Painted Hall.

The Painted Hall has captured people's imagination for over 300 years and is referred to as the Sistine Chapel of the UK.

The task and opportunity for the new Head of Development is not simply to build on the success of the Painted Hall Project, but to develop the current donor base and build the pipeline to secure income that will contribute to the financial stability of the Old Royal Naval College in the long term.

The hugely successful Painted Hall Project leaves behind a fundraising legacy that will enable the team to generate sustainable revenue income. It provides the foundations for a new fundraising programme to support our on-going conservation work as well as our education packages and public access programmes.

Our core grant funding decreased by 15% in 2016/17 and it will only continue to do so over time and we must anticipate that it will eventually cease.

The imperative is for us to build a sustainable future that will preserve the iconic buildings of the Old Royal Naval College and its treasures for generations to come. Our immediate priorities are to deepen relationships with our individual and organisational donors, our members and our American Friends.

Context for the appointment

The Old Royal Naval College in Greenwich is seeking a full time Head of Development.

We are one of London's most popular visitor attractions at the heart of the Maritime Greenwich World Heritage Site welcoming 1.5m visitors annually.

This is a truly exciting time to join the organisation - we are embarking on our most ambitious transformation to become an extraordinary cultural destination. We are doing this by exemplifying our values:

Bold | Embracing | Imaginative | Resilient.

With a new Chief Executive and a highly engaged Board we are looking to attract a small number of passionate and talented people capable of driving our organisation to its aspiration.

We are looking for people who want to deepen and strengthen their own already excellent skills, to join our talented and engaged team: in our recent staff and volunteer survey 97% of our team said they were proud to work at the Old Royal Naval College.

The Head of Development will report to the Director of Development and lead a small but ambitious team as it nears the end of a successful Painted Hall Project.

About us

The Greenwich Foundation for the Old Royal Naval College was established in 1997 as a charity to conserve the magnificent Baroque buildings and grounds for present and future generations and to provide opportunities for wide and diverse audiences to enjoy and share its significance.

In addition to a substantial conservation programme, the Old Royal Naval College has a popular public programme of concerts, festivals, talks, tours and events. Its award-winning learning programme, volunteer and community engagement programmes ensure that it holds a central place within the local community. Today, the Old Royal Naval College relies on a funding sources which includes philanthropic support to achieve its goals of conserving the buildings to the highest possible standard and making the site accessible to the widest possible audience.

About the Painted Hall Project

The Painted Hall, referred to as ‘the Sistine Chapel of the UK’ for its beautiful interior featuring vast baroque murals by Sir James Thornhill, has amazed and delighted visitors to Greenwich for over 3 centuries.

After years of meticulous planning and energetic fundraising (given a major boost by the award of a £3.2m from the Heritage Lottery Fund), the Painted Hall received the most comprehensive makeover in its history. A new paid for offer encourages visitors to start their journey in a new Visitor Centre within the restored King William Undercroft, where the baroque architecture of Wren and Hawksmoor has been revealed for the first time in over a century.

The conservation of the Painted Hall was one of the most important conservation projects in the UK. Over 3,700 square metres (40,000 square feet) of Sir James Thornhill’s wall paintings were conserved – a colossal task. Now completed, it provides an extraordinary asset to be exploited for future fundraising and commercial activity.

Beyond the Painted Hall Project

The completion of the conservation of the Painted Hall Project serves only as the beginning of a new future for the Old Royal Naval College.

Each year there is an on-going requirement to conserve and maintain the Old Royal Naval College’s treasures and estate at an estimated cost of £2m. In addition to this, we have fundraising targets for the delivery of our education and access programmes and our public programmes, contributing to The Old Royal Naval College’s role as a world-class heritage destination in the UK, and also a hub for the local community.

The support received from donors will provide a lasting legacy to ensure that the Old Royal Naval College’s site and buildings remain in the best possible condition and can be enjoyed by future generations.

Job Description

Job Title: Head of Development

Responsible to: Chief Executive

Direct reports: Development Manager, Trusts & Research (manages p/t Development Officer (Chapel))
Database and Gifts Officer
Development & Events Coordinator

Main Purpose:

- To implement all aspects of the Development strategy for 2019-20 and to develop a plan for 2020 onwards.
- Manage the day to day operation of the department ensuring that effective systems and processes for fundraising across all income streams are in place.
- To manage the Development team through regular 121 meetings and agreeing clear objectives and deliverables.
- To oversee the growth and maintenance of strong relationships with current supporters of all levels and develop long term relationships with all those interested in supporting our work in the future.
- To work with the Chief Executive, Trustees, senior staff and voluntary leadership to expand the Old Royal Naval College's network of supporters and advocates at the highest levels of influence, and make peer approaches to prospective supporters.

Key Tasks

- Implement the recommendations made in the new Development Strategy 2019-20 including:
 - Develop new Patron and Membership schemes to transition Painted Hall supporters into regular annual donors, and attract new supporters;
 - Cultivate new and existing major donors with the aim of identifying support for new large and medium scale capital projects in future;
 - Lead and manage the Trusts & Research Manager in the identification of new trusts for revenue projects, and cultivation of current trusts for additional giving.
- Refine the case for support and written proposals for individual solicitations, making high quality presentations tailored specifically to meet donors' personal interests.
- Lead on the development of new donor cultivation and stewardship programmes ensuring outstanding donor care and encouraging further involvement, to ensure a high level of retention and repeat donations.
- Manage the Trusts & Research Manager, Database & Gifts Officer, and Development & Events Coordinator.
- Ensure prospect management systems are in place to deliver and manage a pipeline of major gift and trust prospect.

- Devising, managing and monitoring the annual income and expenditure for the Development budget.
- Update the Foundation's donor database, ThankQ, on an ongoing basis and oversee the strategic development of data management processes.
- Draft quarterly Trustee board papers.
- Any other duties associated with this role that may from time to time be required by the Chief Executive

Person Specification

Qualifications

- Educated to degree level or equivalent professional qualification or experience;
- A professional qualification in a related area (fundraising, marketing, etc.);
- Evidence of further study or relevant professional training, and ongoing professional development.

Experience

- Able to demonstrate a track record of securing gifts from individuals, trusts or companies (four-figure sums and above) and managing a portfolio of major donor or Trust relationships
- Experience of managing relationships with multiple stakeholders in a complex environment, including senior colleagues such as Directors, Trustees and CEs;
- Experience of managing a team
- Experience of developing and implementing fundraising strategic plans
- Experience of setting and monitoring budgets
- Experience of managing projects, including setting and monitoring targets
- Strong commitment to team-work
- Experience of comprehensive fundraising campaigns (Desirable)
- Experience of US fundraising (Desirable)
- A proven record of working to and achieving agreed targets and outcomes;
- Experience of writing high-value proposals;

Knowledge

- A high level of understanding of philanthropy and fundraising sector in the UK.
- Comprehensive understanding of the fundraising mix
- An understanding of CRM databases – ideally ThankQ
- Familiarity with the gift request process as it relates to major donors, including identification, research and development of strategies for approaching a varied portfolio of donors;

- Knowledge of the legislative framework in connection with donations and data – taxation legislation, fundraising regulation, General Data Protection Regulation (GDPR), etc.;
- Knowledge of local and international fundraising trends;

Skills

- Excellent written and verbal communication skills, with the ability to command respect at a senior level. Articulate and persuasive, both orally and in writing
- Gravitas and presence to be able to inspire and motivate others, both internally and externally
- Goal oriented and motivated, and with a proven ability to perform under pressure
- Confident, authoritative and socially at ease
- Ability to be creative and innovate
- Ability to maintain confidentiality where required
- Committed to Continuing Professional Development
- Direct experience of using a CRM database including inputting data and running reports
- Able to provide clear direction and use an appropriate range of leadership styles to suit the situation.

How to apply

For an informal discussion about the role, please contact:

Simon Lloyd, Director, NFP Consulting
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 E simon@nfp-resourcing.co.uk

Closing date: 10am on 23rd April 2019

Application is by way of CV initially and, after initial discussion, followed by a Supporting Statement, which should concentrate on the experience and knowledge requirements and be around 1,000 words max.

Selection process and timescales

Stage 1 - First round of screening interviews with the current Interim Director of Development, Tuesday 7th May 2019

Candidates taken forward will be required to complete an occupational personality questionnaire, which is completed online.

Occupational Personality Questionnaire (OPQ)

Personality Questionnaires look at behavioural preferences, that is, how you like to work. They are not concerned with your abilities, but how you see yourself in terms of your personality; for example, the way you relate to others, and how you deal with feelings and emotions. There are no rights or wrongs in behavioural style, although some behaviours may be more or less appropriate to certain situations - © SHL

Stage 2 Meet with the Chief Executive

For the preferred candidate following panel interview.

Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview, completing the online exercise. Any requests will not be taken into account and do not affect your equal opportunity in the selection process.

Eligibility

Eligibility to work in the UK is required.