

Fundraising Executive

(Three days a week £30,000 pro rata)

An opportunity to raise funds to support Lauderdale House, a vibrant centre for arts, heritage and culture following 'Lauderdale Transformed', a major capital refurbishment and upgrade which started in September 2015 and was completed in October 2016 when it re-opened.

Lauderdale House is a fascinating Grade II* historic house set in the beautiful Waterlow Park, Highgate, North London. It is funded by income from an extensive programme combining performances, classes, creative hires (concerts and exhibitions) and private function hire (weddings, parties, etc).

This is a very exciting time to join the team and you will have a real impact on the future of the organisation. You will have the opportunity to:

- develop a new individual giving programme
- develop a new trusts and foundations programme building on the success of the capital appeal
- work closely with the Director and relevant stakeholders to develop fundable heritage and arts projects
- develop the fundraising systems and approaches needed to ensure superlative donor and funder care

For a 'snapshot' of activity and more detailed background to Lauderdale Transformed and the range of our regular programmes, see our website www.lauderdalehouse.org.uk.

You will be part of a small integrated team supported by a wide range of diverse volunteers where everyone's contribution is vital to achieve our vision following the Lauderdale Transformed project. We all understand the need to balance the practical with the strategic.

We are seeking a highly motivated, target driven individual with a keen eye for income generation. This is a fantastic opportunity to develop your arts and heritage fundraising career to the next level. You will enjoy working with a diverse range of people in a constantly changing environment, and thrive on the challenges offered by a small, buzzy arts and heritage venue with a highly varied offering.

Since re-opening in 2016 after a 15 month closure we have substantially rebuilt our audiences having maintained relationships with regular users and donors throughout. We have also introduced a new

ticketing system (Ticketsolve) which also helps manage our data, completed a rebrand 6 months ago and launched a new website in December 2018. We are now looking to expand our audiences and user base.

Our Programme is a wide ranging mix of:

- creative and educational events, concerts and classes which we programme:
 - residencies for 4 sets of musicians – a solo pianist, a chamber opera ensemble, a classical collective and a string quartet
 - 2 seasons of world class jazz
 - monthly children’s shows
 - events on the tea lawn in the park – theatre and free music
 - family events: Halloween Spooky walks, Father Christmas, Easter Egg Rolling, etc
 - art classes for all ages
- hires (social events such as weddings and parties which make a significant contribution to income and embed us in peoples’ the lives, plus concerts, exhibitions and classes for all ages)
- an extensive outreach programme working predominantly with children and young people, especially those living on neighbouring estates and who might not ordinarily see Lauderdale House as place to visit – we are currently working with 5 local secondary schools, facilitating visits by 6 primary schools and running projects with young people at 3 youth centres.

Recent Funding Relationships

Lauderdale Transformed provided an opportunity to build relationships with a wide range of funders, on which there is much scope to develop. We received significant funding from:

Heritage Lottery Fund (£1.2million)	Camden Council (£500k)
John Lyon’s Charity (£128k)	City Bridge Fund (£50k)
Garfield Weston (£50k)	Foyle Foundation (£30K)
Pilgrim Trust (£15k)	Robert Gavron Trust (£15k)

Smaller grants and support were received from The Atkin Foundation, Wolfson Foundation. Linklaters solicitors, Porters Trust, Leche Trust, Sir Nicholas and Judith Goodison Trust, Streathers solicitors, Veneziana Fund, Sylvia Waddilove Foundation, Heritage of Lonodn Trust, Arts Scholars, Aurelius Trust, Charlotte Bonham-Carter Charitable Trust and Chapman Charitable Trust. In addition, over 300 people made personal donations ranging from £4,000 to the contents of their penny jar.

Our revenue funding has focussed on ‘earned’ income from hires and ticket sales, and we have no regular revenue funders but believe there is now real potential to build a new income stream from fundraising for donations and project grants having:

- completed the building work
- successfully got the programme up and running
- completed our rebrand, new website and ticketing system
- established a 2 year track record of very successful outreach work

Note also that we have been chosen twice as a beneficiary of the Co-Op Community Fund.

Lauderdale House is a registered charity (Charity no. 275502, Company no. 1352278)

JOB DESCRIPTION

Our current Fundraiser has been in post since January and will be moving to France in July 2019. During this time she has 'kickstarted' our individual giving through contacting donors who supported Lauderdale Transformed to credit them on our Funder Board. She has also developed a number of cases for support for the education programme resulting in grants from the Sigrid Rausing Trust and Arts Award demonstrating the potential.

The post-holder will:

- develop a new individual giving programme
- develop a new trusts and foundations programme building on the success of the capital appeal
- work closely with the Director and relevant stakeholders to develop fundable heritage and arts projects
- develop the fundraising systems and approaches needed to ensure superlative donor and funder care

Specifically:

- manage the portfolio of individual donors and create more effective ways of engaging them in the long-term, including a new individual giving programme
- research, identify, apply to and steward trusts and foundations
- help develop new fundraising products and events and market them
- update donors on how their money is being spent
- research and write case studies on the impact of the organisation's work
- develop an evidence base to support funding applications for prioritised projects
- respond to inquiries from trusts, corporates and members of the public
- write reports for trusts and foundations on the use of existing grants
- maintain and update donors' records on the fundraising database
- write internal reports, analysing fundraising progress on a monthly basis
- organise and take part in strategy and planning meetings with other members of the team
- arrange fundraising events and tours of the charity's projects for potential donors
- manage own administration
- help with general office administration and support as necessary. We are a small team and everyone is expected to help out with events such as Halloween, volunteer parties, Theatre on the Tea Lawn, etc.
- To carry out such other duties as may be reasonably expected of the post

PERSON SPECIFICATION

- at least 1 years' experience in Fundraising in the arts or charity sector
- sound knowledge of trusts and foundation and individuals fundraising
- experience of working with individual donors or trusts and foundations
- strong donor and funder focus and communication and networking skills (verbal and written)
- knowledge of data protection legislation
- the ability to work and get on with a wide range of people
- excellent writing skills
- the ability to work on own initiative, under-pressure and be highly motivated
- excellent organisational skills
- motivational skills: the ability to enthuse, inspire and raise confidence in donors and funders
- excellent attention to detail
- the ability to work on multiple projects simultaneously and meet deadlines
- creative and lateral problem-solving skills and the ability to deal with the unexpected
- quick, efficient and able to work under pressure
- excellent IT and technical skills, at ease with new technology
- a strong 'completer - finisher'
- a positive outlook
- an interest in and/or knowledge of arts education and access, classical music, cabaret, family activities and/or heritage

APPLICATION PROCESS

To apply please send us a CV and covering letter explaining why you are interested in this role and why you are suitable to do this job to **kives@lauderdale.org.uk**.

Deadline: **Mon 24 JUNE 2019 AT 8AM**

Please include contact details for 2 referees in your application stating at what point in the recruitment process they may be contacted (we will not contact them without your permission).

First interviews will be held week commencing **1 July 2019**

Second interviews will be held week commencing **8 July 2019**

Appointment will be subject to satisfactory completion of a 3-month probationary period

TERMS & CONDITIONS

Salary: £30,000 (three days pro rata)

Location: Lauderdale House, Waterlow Park, Highgate Hill, N6 5HG.

The appointment is part time:

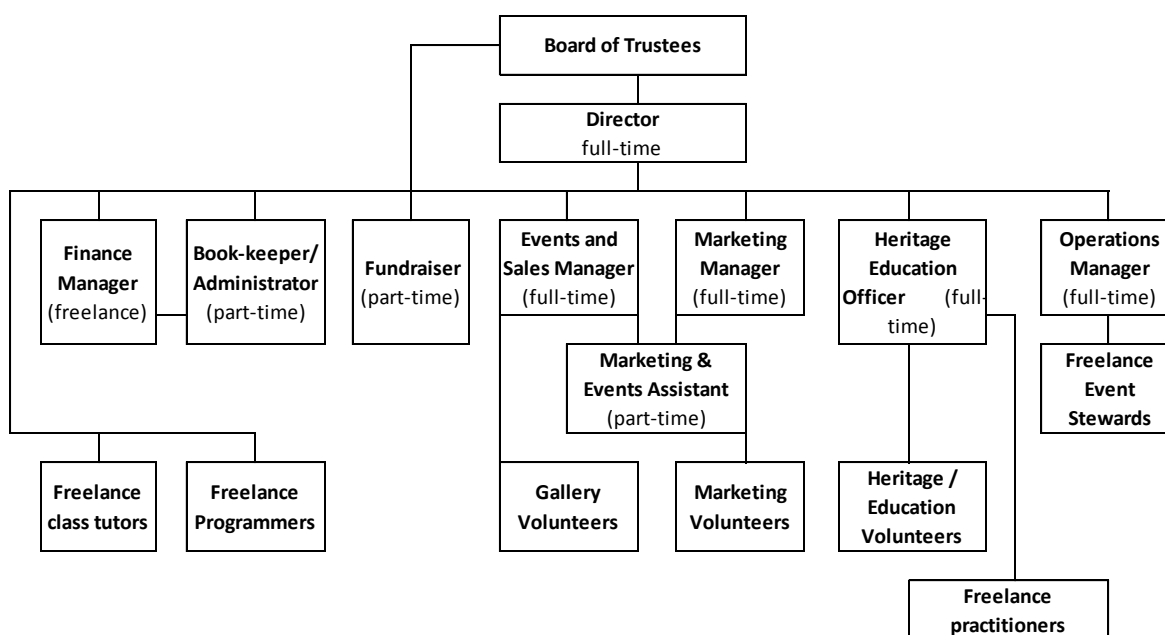
- 21 hours per week. Note that office hours are 10am to 6pm
- Due to the nature of the business some weekend and evening working will be required. No overtime is payable but time off in lieu may be taken where the postholder works more than the specified number of hours if approved in advance by the Director.

Holiday: 105 hours. The leave year runs from 1 April – 31 March.

Accountable to – Director

Accountable for: fundraising volunteers and interns

STAFF STRUCTURE



Volunteer Support: Volunteers are a critical part of our team. We currently work 20 with volunteers on everything from box office and events to administrative and fundraising support.

