

Fundraising Manager (Trusts & Individual Giving)

Lauderdale House is a fascinating Grade II* historic house, built in 1582, set in the beautiful Waterlow Park, Highgate N6. The House is brought to life as an arts and education centre with a varied creative programme of exhibitions, classical concerts, children's shows, jazz, family events and classes. Annual festivals and events include Halloween, Christmas, Nowruz, Easter, Open House and a heritage weekend.

We are also a venue for hire, hosting over 100 private social events (weddings, parties, memorials and more) every year. Activities take place over 360 days a year, often starting at 9am and ending at midnight. To date, our private hire programme is our primary source of income and key to supporting our arts and education programme, along with ticket sales and occasional funding from local charities.



Our annual footfall is in the region of 80,000 with many people coming each week who have a great fondness for the building and what we do: 'Lauderdale becomes part of your DNA'.

The house comprises 3 multi-use spaces (one of which is also an exhibition space) plus 2 exhibition spaces linking the main rooms. We bring this historic house to life through a wide range of activities ranging from our arts, heritage and educational cultural programme to social and community hires. For example, in a single day, the Lower Gallery may start with a toddler music class, followed by a couple of hours open as an art gallery, then a funeral service and reception, finishing the day as a concert venue. In the meantime, there may well have been classes and/or meetings in the other 2 spaces. On weekends, we often host weddings which use almost the whole building. We also have a café on site run by our catering partner Pink Food who also cater for the weddings, parties and funerals.

In addition, we have been running an extensive secondary school programme since 2016, taking creative practitioners into the classroom to augment the curriculum – connecting young people with our building and its heritage and using poetry, drama, visual arts and other performance media to explore human rights, the environment and Tudor culture. Alongside this runs a free programme, including weekly sessions at the local youth club, lunchtime concerts and family activities.

To find out more about what we achieve in a year, have a look at the annual reports on the [About Us](#) page of our website.

This is a new role, designed to build on the foundation of previous fundraising initiatives to develop a consistent income stream from

- (i) trusts and foundations, initially concentrating on the education and community programmes for which we have established track records, and
- (ii) individual giving and legacies, focusing on the personal attachment which our users develop for this special building and what we do.

The creation of this role is the next strategic step in the development of the organisation itself. Not only will it introduce a new significant income stream and broaden our income base, but it will also allow us to extend our charitable impact.

Our Ideal Candidate will have an interest in arts, heritage and education and an understanding and appreciation of the impact and importance that arts centres like Lauderdale House have for individuals and, more broadly, for our local communities. They will enjoy working as a team and being part of a small but dynamic organisation. They will be self-motivated with a fundraising track record and excited at the opportunity to, working closely with the Director, embed a culture of fundraising throughout the organisation, building a regular income stream from trusts, individual giving and legacies so that Lauderdale House can continue to make a real difference locally.

Context

To date, Lauderdale House has focused its income generation on hires (especially weddings, parties and funerals) together with revenue from the catering/café franchise and ticket sales.

Fundraising capacity has been limited but has still successfully focused on local trusts to support the education and outreach programme. We have successful template applications

and good evaluation data and believe that, with additional capacity, this income can be significantly increased. There is also scope to fundraise for some small capital improvements and the wider creative programme.

We also believe that people's long-term affection and involvement with the House provide a valuable base to create a reliable individual giving income stream. Not only do people attend weekly classes, regularly spend time in the café and look at our exhibitions, many also celebrate weddings and milestone birthdays. Engagement takes many forms and can often span a lifetime.

The potential for individual donations was demonstrated during a capital campaign from 2014 to 2016, when we received donations from many individuals. Unfortunately, we did not then have the capacity to consistently cultivate or steward our donors, but many continue to engage with us and there is real scope to re-ignite interest, especially as we will be celebrating our 50th anniversary as an arts and education centre in 2028.



Job Description

Trusts & Foundations

- Lead and manage a pipeline of trust and foundation applications, from prospect research to reporting.
- Write high quality, evidence based, compelling funding applications and reports.
- Develop approaches that encourage funder renewal, uplift and long-term support.

Individual Giving

- Create a pipeline for individual giving, setting up the foundations in 2026/27 with a view to 'super charge' individual giving alongside the 50th anniversary celebrations in 2028 of Lauderdale House as an arts and education centre.
- Research and cultivate prospective donors and confidently make fundraising approaches, including working closely with the Events team.
- Develop donor stewardship approaches that support repeat and long-term giving.
- Set up systems for managing data and Gift Aid applications.
- Integrate legacy giving into the Individual Giving strategy.

Evaluation & Impact

- Work with the Director and Education & Outreach Manager to support the creation of impact reports and case studies.
- Work with the Director and Education & Outreach Manager to ensure evaluation is integrated into funded projects from the outset.
- Contribute fundraising content across all communication channels working closely with the Marketing team.

General

- Work with the Director to review and implement the fundraising strategy on an ongoing basis, assessing its effectiveness, strengths and weaknesses, and responding to changing trends, opportunities and external factors.

- Ensure compliance with fundraising regulation and best practice including SORP, GDPR, ethical considerations, etc.
- Stay informed of sector trends and test new tools or approaches appropriate for a small charity.
- Produce reports for Board meetings and attend them as required.
- Take responsibility for all areas of administration and data management relating to fundraising.

This job description is a guide to the nature of the work required of this role. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.

Person Specification

We are looking for a collaborative, adaptable, self-motivated and solution focused fundraiser who possesses all or most of the following:

- A successful track record in fundraising relevant to this role, preferably in arts, heritage and/or community organisations.
- Experience of taking responsibility for and delivering personal targets.
- Strong understanding of fundraising trends especially within the arts, heritage, community sector.
- Knowledge of fundraising regulations, best practices and ethical standards.
- Understanding the role of fundraising in organisational growth.
- Experience of using a CRM system and research tools for data mining and supporting prospecting.
- Experience and/or understanding of working with different communities.
- Excellent verbal and written communication skills.
- Strong interpersonal and relationship building skills.
- Ability to influence people and inspire trust.

- Creative and lateral problem-solving skills and the ability to deal with the unexpected.
- Excellent administrative, IT and Excel skills.
- Excellent organisational skills.
- Excellent and accurate attention to detail.
- Tactful and diplomatic with excellent customer service skills.
- Positive attitude and willingness to help where needed.
- Confident use of the Office suite and ability to learn other relevant software.
- Interest in the arts, heritage, education and/or community activities.
- A commitment to equality and diversity.
- Able to work with a diverse range of people and work well in a small team.
- Proactive, efficient and able to work under pressure.

Salary & Hours

Salary: £37,818

Reports to: Director

Works closely with the Education & Outreach Manager, and the Marketing and the Events teams

Term: Permanent, full-time (subject to 3 months probationary period)

- 35 hours per week. The normal working week is Monday to Friday, 10am to 6pm excluding a 1-hour lunch break. However, the nature of the role means that some evening and weekend working will be required to fulfil the functions of the role.
- In addition, occasional evening working may be required in relation to Lauderdale House programmed events such as the Spooky Walk and/or unexpected eventualities.
- No overtime is payable, but time-off-in-lieu (TOIL) may be taken where the postholder works more than the specified number of hours if approved in advance by the Director.

Location: You will be based on site, sharing an office with the Education & Outreach Manager. Lauderdale House is open as a public building, welcoming people often from early in the morning until late evening. Relationship building with the people who come here and the community organisations with whom we work is vital to the success of this role, which means there is little scope for remote working.

Holiday: 25 working days per annum plus public holidays. The leave year runs from 1 April – 31 March.

Application Process

To apply, please send a CV and covering letter explaining why you are interested in this role and how you fulfil the skills and personal attributes to

Katherine Ives, kives@lauderdale.org.uk

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).

We are committed to equality, diversity and inclusion. If you have any access requirements or would benefit from adjustments during the recruitment process, please let us know. We will make every effort to provide appropriate support and reasonable adjustments, while ensuring that all candidates are assessed against the essential requirements of the role.

Deadline: Tuesday 4 August at 10am

First interviews will be held on Wednesday 12 August

Second interviews will be held on Friday 21 August

If you would like an informal chat about the role, please call Director Katherine Ives on 020 8348 8716.

For more information, please see <https://www.lauderdalehouse.org.uk/about-us/work-with-us>

Equality and Diversity

Lauderdale House is committed to implementing and promoting equality, diversity and inclusion in all of its activities, services and practice. We recognise that discrimination exists in society (whether protected by law or not), and that we have legal and moral duties to promote a positive culture of equality, respect, inclusivity and full participation. We believe especially in the value to individuals of participation in culture for all people, in the power of culture to promote understanding and respect between people of diverse backgrounds and cultures, and in promoting a sense of local community which is fully inclusive. As an organisation we are committed to challenging the unconscious bias of ourselves and others.

Staff Structure

