

### **Role Profile**

Development Administrator PT  
Fixed term contract for 6 months  
1 day per week  
Up to £22,000 pro rata

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**Accountable to:** Head of Development

**Key relationships:** Director, Operations Manager, Board

**Location:** Strawberry Hill House

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### **JOB SUMMARY**

Strawberry Hill House & Garden is at a pivotal point. Following an ambitious, award-winning £10 million restoration, we have been open to the public since 2010 and we receive between 20,000 and 30,000 visitors a year to both the House and Garden.

2017 is the tercentenary of Horace Walpole's birth, the creator of Strawberry Hill House, and a number of celebratory events are planned, including readings of Walpole's letters with Sir David Attenborough, afternoon tea with Alan Titchmarsh, a birthday picnic for the community and a high-level fundraising dinner.

We seek a capable, efficient Development Administrator to support the fundraising, in particular administrating the Friends Membership and coordinating fundraising events.

Areas of responsibility:

#### 1. Managing Friends Membership Scheme Data

- Maintaining database information about members and donors
- Keep the mailing list up to date on Mailchimp and Sharepoint
- Issuing membership cards and renewal reminders to Friends

#### 2. Communications

- Sending out event reminders and newsletters on Mailchimp to Friends
- Liaising with Friends Committee about the monthly newsletter, Serendipity, and sending it out to the mailing list
- Dealing with Friends Membership enquiries
- Liaising with Friends Committee about Friends events, excursions and events at the house. Providing administrative support for these events where required
- Organising and minuting the quarterly Friends Committee meetings

### 3. Events Management

- Preparing and coordinating guest lists and RSVPs for fundraising events
- Preparing event brief for each fundraising event
- Coordinating volunteers to support at fundraising events

### 4. General Fundraising Support

- Ensuring CRM is updated and information is correct at all times
- Ensuring all fundraising information is kept up-to-date on CRM system
- General administrative support for fundraising as and when required

### Knowledge, Skills And Experience

You will be experienced in:

- CRM systems
- Mailchimp
- Microsoft Office

### **Our Mission, Values, and Strategic Aims**

#### ***Mission Statement: Our Cause***

***We tell the story of Horace Walpole and preserve and sustain his elegant and eccentric gothic castle, Strawberry Hill.***

#### ***To fulfil our mission, we have five Values:***

**Accessibility:** our education and interpretation schemes should help the public find out more about Strawberry Hill and Horace Walpole at all levels of engagement and understanding.

**Innovation:** to connect with contemporary audiences and provide the highest quality of preservation we must find new and exciting ways to present the house, its owners, and the collection. To be sustainable we must be innovative in the ways the building is used.

**Inclusivity:** we will reach out to our community and find out what our users and non-users think about our work. We include staff and volunteers in our planning and development work so that they can give feedback and feel confident in their work.

**Ambition:** Our stewardship and presentation of the building and its history will be to the highest standard. We will be professional and responsible while providing experiences which are enjoyable and unique.

**Integrity:** our work will be accurate, of high quality, and relevant to the vision and lives of Horace Walpole, his successors in the house, and the high quality of restoration we have achieved.

#### ***We put our mission and values into practice through five Strategic Aims:***

##### **Build financial sustainability through business activities and fundraising**

- Visitor income (tickets, tours, and retail) and our lease grant will be sufficient to fund:
  - The salaries of operational/visitor-facing staff
  - Marketing and promotion
  - Routine maintenance/cleaning, utilities and security
  - Maintenance of the landscape
- Commercial events, functions and film hire income will create our reserve – for long-term maintenance and a three-month operational fund.
- Employment of non-operational staff taking part in non-core, non-commercial activity is dependent upon:
  - Revenue raised through their own activities

- Grants to wages from other trusts and foundations
- Grants to wages from the endowment fund
- An endowment, funding two education staff and the replacement of the lease grant after 2024, will be created.

#### **Develop and support our staff, volunteers, and trustees**

- Continue to develop the staff and volunteer training plans and put them into action
- Refresh the board by recruiting two new trustees by the end of 2013, one of whom should have commercial experience within a small or medium sized business
- Set objectives for the organisation and introduce an annual whole-board performance assessment.
- Support Continuous Professional Development for staff and trustees.

#### **Preserving the building and collecting relevant objects:**

- Complete the planned restoration of existing show rooms
- Complete the second phase of restoration
- Create a long-term conservation plan
- Plan the next stage of development of the garden
- Look into licencing as a source of income

#### **Increase our powers of advocacy and encourage others to become advocates for the Trust**

- Continue to increase the size of the Friends and create new campaigns
- Develop the new ambassadors group within the community
- Review the patrons of the Trust and the Friends, define their role, and look for a Royal patron.
- Reignite our high-level links with media personalities and journalists
- Continue to nurture local media and community links

#### **Ensure relevance in our work by ensuring Horace Walpole and his elegant and eccentric castle are the focus of our activities**

- Over the period of this plan, refocus our interpretation to present Horace Walpole, his life and times, his family, and his legacy
- Use Walpole's example to inspire modern artists and craftsmen and show their work at the house
- Create inspirational events and exhibitions that are relevant to Horace Walpole, the building, and its design.
- Appeal to a wider range audiences, and appeal more deeply.
- Explore the use of technology in all areas of interpretation.

The post-holder should be able to engage and involve colleagues and partners, and maintain good working relationships with all property staff.

*The information given about the role is illustrative and does not form any part of the contract of employment. The postholder may be required to undertake other relevant duties commensurate with their skills and experience.*

NSD/jobdesc/Generic  
17 May 2017

#### **Applications**

**If you are interested in this role please send your CV with a covering note (1 page only) outlining your suitability to [Claire.Barlow@strawberryhillhouse.org.uk](mailto:Claire.Barlow@strawberryhillhouse.org.uk) by Wednesday 24 May.**

**Interviews will take place on Friday 26<sup>th</sup> May 2017.**