



STRAWBERRY HILL
House & Garden

THE STRAWBERRY HILL TRUST

Donor Relations Officer



Strawberry Hill House after restoration in October 2010

Background

Strawberry Hill House & Garden is a Grade 1 listed building set within a Grade II* listed landscape, created by Horace Walpole in the 18th century. The House is world-renowned for its unique architectural style and is one of the first (and few surviving) examples of domestic Gothic architecture. Having been extensively restored in 2010, the House is generally open to the public four days a week and historically, on average, welcomes circa 25,000 visitors per year.

Strawberry Hill House was built with extraordinary creative and artistic imagination. We aim to recapture that vibrant atmosphere and enthusiastic energy as we reinvigorate the House's creative spirit.

As an Accredited Museum, we are stewards of the House and garden together with a collection of paintings, miniatures, prints, books, works of decorative art and furniture. The House runs a learning programme, alongside which the income-generating activities of visitors, catering, retail, hires, exhibitions and programming activities.

Following the challenges encountered due to the Covid-19 pandemic, the priority for the organisation is to focus on the delivery of its business plan of which fundraising is an important component part. The fundraising target for 2025 is set at £50,000 for individual giving, legacies and membership.

The Donor Relations Officer will have proven experience in developing sustainable income streams and building relationships. Key areas of focus will be individual Donors, Patrons and Members and converting visitors to regular supporters.



JOB DESCRIPTION

Job Title: Donor Relations Officer

Reports to: Head of Marketing and Communications

Key Relationships: Internal: Trustees, Director, Curator, other members of staff

External: Donors, Patrons Members and visitors

Contractual terms: Part-time 3 days per week, one year fixed term contract
Working hours usually Monday-Friday, with some evening and weekend working will be required.
Salary £20,000 (Full time equivalent £33,000)

Job Summary

The Donor Relations Officer is responsible for the maintenance of all fundraising and membership records and data bases; organisation of engagement and stewardship events for members and donors; researching potential donors; ensuring that members and donors are stewarded to the highest standards and providing administrative support for fundraising activities led by the Director and Trustees. The role is also a key support for the Head of Marketing and Communications providing support where needed to turn visitors into supporters.

Responsible for working with the Director and Head of Marketing and Communications to devise and deliver a robust stream of income to further the aims and objectives of the Trust by forging successful and long-term relationships with a diverse range of supporters.

Key Responsibilities

Data management

- Responsible for maintaining fundraising and membership records on relevant IT platforms, ensuring they are accurate and up to date at all times.
- Ensure relevant data protection procedures are followed.
- Provide reports on fundraising activity as required.

Membership and Relationships

- Steward existing relationships with individuals ranging from high-net-worth to Members
- Maintain accurate records of current members, patrons and donors.
- Act as the point of contact for administration of the scheme and respond to individual enquiries from members, patrons and donors.



- Manage the processes to welcome new members and Patrons and manage their renewals.
- Implement a communications plan, drawn up with the Director and Head of Marketing, including issuing a regular members e-newsletter.
- Organise donor events, issue invitations and manage attendance lists and follow up events as appropriate.
- Support activities to recruit new members.
- Ensure compliance with GDPR in relation to all data processed in connection to fundraising activities
- Ensure all benefits are delivered to members and they are stewarded to the highest standard.

Fundraising Administration and Event Management

- Organise and manage cultivation, stewardship and fundraising events.
- Coordinate the cultivation of prospects.
- Plan donor visits.
- Coordinate the administration of all individual donations including those secured online ensuring all gifts are acknowledged according to the Stewardship Framework.
- Manage the inclusion of names on acknowledgement devices within the House, on the website and in print including securing donor permissions.
- Liaise monthly with the Finance team to reconcile income received, including the payment of pledges.
- Provide monthly information on funds raised.
- Research potential donors/partners.
- Maintain the fundraising pages of the Trust website.

Marketing and Communications

- Support the Head of Marketing and Communications with marketing activities to promote member and donor activities.
- Support activity to encourage repeat visits and turn visitors into members

Legacies

- Develop and implement a legacy programme.
- Manage/administer any legacies received.

Other Duties

- Devise, implement and manage specific campaigns/appeals/applications linked to acquisitions to the Collection.
- In collaboration with the Director and Marketing Manager develop effective ways to communicate to major supporters the positive impact to SHT of budget-relieving grants and donations.
- Undertake any other duties at the request of the Head of Marketing or Director which are commensurate with the role.



The Individual:

The individual will come with ideas, excitement and energy and be happy to roll up their sleeves as they join the Strawberry Hill team. An understanding arts, heritage and culture is helpful as is a passion for the work of Strawberry Hill Trust.

Person Specification :

<p>Education & Experience</p>	<ul style="list-style-type: none"> • Degree or equivalent • Experience working within a fundraising environment. • Demonstrable experience of devising and implementing fundraising strategies. • Experience of managing data bases • Strong financial acumen with budget management experience. • Experience of stewarding existing supporters, managing prospects and proactively recruiting new supporters.
<p>Skills & Knowledge</p>	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Excellent IT and administration skills. • Highly numerate with good analytical skills. • Strong prioritisation and resource allocation skills. • Negotiating and influencing skills • Ability to build strong relationship both internally and externally • Good knowledge of the UK Arts/Heritage sector • Knowledge of GDPR and Gift Aid legislation in relation to fundraising practices would be an advantage. • Commitment to Equality, Diversity and Inclusion
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Highly organized and self motivated • Personal enthusiasm, energy, integrity, and professionalism. • A methodical approach and eye for detail • High levels of resilience and adaptability • Ability to work under pressure, meet deadlines and multitask • Outstanding interpersonal skills with an ability to interact with people from all backgrounds and ages with confidence, using tact and diplomacy.



HOW TO APPLY AND TIMETABLE

CV and Personal Statement

All applications should be sent electronically and consist of a CV and a supporting statement, outlining the suitability of the role as outlined by the person specification

Sending us Your Application

Please send your CV, personal statement and Recruitment Monitoring Form by email to applications@strawberryhillhouse.org.uk

Timetable

Closing date for applications: 22nd October 2024

Interviews: 31st October 2024

