



Head of Fundraising and Engagement

Gresham College is a charity which provides high-quality free education to the public across a broad range of subjects. The College aims to stimulate a love of learning and intellectual curiosity and to champion academic rigor, professional expertise and freedom of expression.

Gresham College has been providing free lectures within the City of London for over 400 years. Lectures are attended by an in-person audience and live-streamed around the world. We have currently had over 51 million online views. To watch please visit our website www.gresham.ac.uk or look on [YouTube](#).

The College is now in year four of an exciting five-year plan which has the primary aim of increasing and broadening the audience which the College reaches. Working at Gresham College is hugely rewarding in terms of the breadth and range of subjects covered and the knowledge and intellectual reputations of our speakers.

JOB DESCRIPTION:

The Head of Fundraising and Engagement has responsibility to drive income generation for the College and for engaging our audiences through traditional and digital means. Reporting to the Executive Director, the job holder will be a key member of the College Senior Leadership Team, playing an important role in helping the organisation progress towards its strategic objectives of building audiences and diversifying income while delivering the very best academic learning to the general public.

The Head of Fundraising and Engagement will play the central role in continuing to draw new forms of income to support the College's educational mission. Historically funded almost exclusively by its historic sponsors, the Corporation of London and the Mercers Company, in 2021 the College recruited its first dedicated income generation role in 2021 and has shown that there is tremendous potential in diversifying its income. This will include drawing on a wide range of sources. The job holder will build on the success of the 6.5 million annual views of our YouTube to generate income from small donations and memberships as well as play the lead role in growing relationships with high-net-worth individuals and corporations. You will have the opportunity to establish a pattern of income from trusts and foundations.

You will be expected to have a track record of success in raising income in a charity environment, alongside knowledge of the requirements of the fundraising regulator and best practice in the sector.

The job holder will have responsibility for the College's wider profile and engagement, in owned, earned and paid-for media including traditional and digital channels, which will combine to support both the mission of the charity in reaching audiences as well as provide key tools for income generation.

The Head of Fundraising and Engagement will line manage a team of four staff, including a Website and Communications Manager, PR Coordinator, Events and Office Administrator and Content Curator.

Reports to
Executive Director

Salary
£70,000

Contract type
Permanent Full Time (5 days a week), minimum 3 days per week on site.

Benefits
28 days holiday, plus 6 days closure over Christmas. The College participates in the University of London SAUL pension scheme (currently 16% employers' contribution).

Responsibilities

- Support the Executive Director in promoting the charity to generate new income streams and retain strong long-term partnerships.
- Provide effective and motivational line management by ensuring team members have the skills and expertise to fulfil their duties and are provided with opportunities to develop in their roles; meet with team members regularly to monitor performance against set targets, manage annual appraisals and performance management processes when necessary.
- Develop, manage and oversee a portfolio of income generation activities, which could include individual giving and legacies, corporate sponsorship, events, trusts and foundations, business development, venue hire and collaborative partnerships.
- Implement, review and grow the Charity's income generation strategy with a view to developing and executing sustainable new revenue streams aimed at growing the College's income over the next 5 years.
- Actively build new relationships with potential new high value supporters, sponsors and other partners – using demonstrable ambassadorial skills, tact and diplomacy, when representing the charity at the highest levels.
- Develop and maintain strong donor relations.
- Ensure that appropriate and timely feedback and reports are provided to external trusts and other funding bodies as a result of successful applications.
- Manage the College's online and PR presence to grow the College's profile and reputation.
- To be responsible for brand management and development, including brand awareness, and ensure that all communications are accurate, evidence-based, effective and consistent in style and content.
- In conjunction with Executive Director, ensure the development, implementation, operation, monitoring and review of the College's digital strategy.
- To oversee the implementation, management and operation of the College's CRM database to ensure accurate collection of personal information and data on supporters, donors, and potential audiences (ensuring compliance with relevant data protection and fundraising regulatory requirements).
- Work effectively and collaboratively with the whole Gresham team including Provost, and other senior managers.
- Report regularly to the Executive Director on progress against objectives and targets.
- Contribute to meetings with the Council and sub-committees as requested.
- To support Gresham events, attending lectures and events as agreed.
- To undertake such other duties as may from time to time be required.

PERSON SPECIFICATION

The successful candidate must be able to demonstrate the following:

- Significant track record of fundraising and income generation within the charity sector.
- Experience of managing and developing successful teams or team members focused on income generation activities and any other aspects covered by this role.
- Experience of a range of income generation areas, including membership, HNW, corporate and trusts & foundations.
- Experience of relationship building and developing new and existing opportunities.
- Experience of managing the organisational use of a fundraising CRM.
- Experience of managing engagement and communications programmes, particularly through digital means.
- Ability to organise time effectively, prioritise workload, meet deadlines and multitask with ease.
- Able to operate at a senior level, collaborating with colleagues in strategy making.
- Good team player with an understanding of other communications disciplines.
- Confident use of MS office applications and other IT systems.

Equal Opportunities

Gresham College encourages applications from those of diverse backgrounds. The College is committed to fairness, consistency and transparency in selection decisions. Panel members are aware of the principles of equality of opportunity and fair selection.

Application Process

All applications will be managed in accordance with the College's recruitment policy.

Formal applications must consist of a Curriculum Vitae accompanied by a letter explaining your suitability for the role in relation to the information and criteria specified in the Job Description and Person Specification.

The selection and interview process will be managed by a panel comprised of employees and/or other persons. The final appointment will be made subject to satisfactory references, and any other necessary document checks (e.g., right to work in the UK).

Peridot Partners will manage candidate interest and applications on behalf of the College. You can view further details about the role and job specification at the following link:

<https://www.peridotpartners.co.uk/jobs/head-of-fundraising-and-engagement-gresham-college/>

You can also email the Peridot consultants directly:

Dr Jenn Allen - jenn@peridotpartners.co.uk

Dr Sophie Carney – sophie@peridotpartners.co.uk

The closing date for applications is 9am Friday 17th May 2024.