



The Palace Trust – Job Description and Person Specification

Job title: Campaign Director

Location: The postholder will be based at The Bishop's Palace, Wells, Somerset. However, the postholder must have a willingness and ability to undertake travel to various locations.

Salary: Competitive

Hours: Normal working hours will be a minimum of 36 hours per week. However, as a member of the management team you will be expected to work additional hours as required to meet the demands of the role.

Position Type: Fixed Term Contract for two years

Accountable for: Fundraising Administration Assistant (part time), Research Assistant (part time) (or Research Consultancy)

Key Internal Contacts: General Manager, Chairman of the Trustees, Fundraising Sub-Committee

Key External Contacts: Key Donors and influencers; high level and influential individuals linked to high net worth individuals; senior corporate contacts; influential individuals associated with Trusts.

Financial Dimensions: A fundraising income target of £2 million has been identified as part of a £4 million development project between 2008 and 2011.

Role Context

The Palace Trust is embarking on a £4 million pound project titled "Assuring the Future". The project focuses on five key themes for the long term:

- Broaden access and understanding – heritage focus
- Establish the Bishop's Palace and Gardens at the heart of the community
- Partnership working
- Assure integrity of the site and buildings
- Financial sustainability

The site and buildings of the Bishop's Palace and Gardens is owned by the Church Commissioners and managed by The Palace Trust. A new management agreement between the two parties has led the Trustees to develop an ambitious strategy to assure the future of the site. The project includes new buildings to improve visitor services, restoration of the gardens, community projects and brand new interpretation. Funding of £1.1 million has already been secured and an application to the Heritage Lottery Fund's Heritage programme for £993,000 was submitted in October 2007. The Trustees are now looking to appoint a Campaign Director to achieve the remaining fundraising target.

Role Summary

- To provide effective leadership and innovative strategic direction and planning for the fundraising activities of The Palace Trust, thereby delivering maximum fundraising performance, with a minimum of the £2 million target.
- To establish effective partnerships, finding new ways of building income among major donors, companies and Trusts.
- Representing The Palace Trust with potential major donors at the highest level.



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Key Responsibilities and Main Duties

1. Implementation of Fundraising Plans:

- 1.1 Develop the fundraising strategy in agreement with the Fundraising Sub Committee, manage and implement the agreed plan;
- 1.2 Ensure that all fundraising activity is legal, ethical, and conducted to the highest possible standards;
- 1.3 Complete effective and complex submissions;
- 1.4 Build a team of fundraising volunteers and carry out training regarding “peer asks”.

2. To work with The Palace Trust management team to ensure the success of the development project:

- 2.1 Champion a cultural change to ensure that fundraising becomes central to organisational strategy and thinking;
- 2.2 To engage with existing staff and attend staff meetings as required;
- 2.3 Contribute to the annual planning and budget setting process of The Palace Trust.

3. To ensure that appropriate systems are established capable of providing accurate and reliable information to monitor fundraised support and activity and to provide for donor stewardship:

- 3.1 Developing and maintaining the objectives and the relevant key performance indicators for the fundraising programme, monitoring progress and reporting any variance;
- 3.2 Overseeing the definition, mapping and recording of donor journeys from initial contact to receipt of funds;
- 3.3 Overseeing the provision of appropriate systems to “thank” donors and supporters and sustain long term relationships;
- 3.4 Maintaining effective financial performance data collection and storage systems and producing regular financial reports.

4. To be responsible for the day to day management, leadership and motivation of direct reports:

- 4.1 Recruiting, objective setting, training and development and performance management of staff;
- 4.2 Ensuring staff take ownership for individual and team objectives and have the resources and skills to achieve goals;
- 4.3 Sharing own fundraising skills and knowledge through coaching.



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Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> ○ A comprehensive understanding of the corporate and individual/major donor fundraising markets, together with a good understanding of other fundraising opportunities such as Trusts and corporate partnership working; ○ An appreciation of substantial wealth sources in the UK, together with strategic awareness of how business and industry operate in order to maximise opportunities for major donor and corporate partnerships, ○ An understanding of management practices and processes relating to marketing and communications and financial management. 	<ul style="list-style-type: none"> ○ Evidence of continued professional development relevant to senior level fundraising management, for example, Member of Institute of Fundraising /MInstF (cert) or equivalent; ○ Experience of staff and performance management.
Skills	<ul style="list-style-type: none"> ○ Significant interpersonal skills in order to influence and persuade at decision making levels with major donors/individuals and with corporate supporters in order to make the fundraising “ask”; ○ Persuasive oral and written communication skills; ○ Grant writing skills; ○ Strategic planning and organisational skills to produce strategic plans, manage projects and ensure appropriate administration processes; ○ Resilience and drive to achieve. 	
Experience and Qualifications	<ul style="list-style-type: none"> ○ Substantial experience of fundraising/development management within a heritage project; ○ Substantial experience of influencing, negotiating and working in collaboration with high level contacts both internal and external to the organisation; ○ Successful record of fundraising personally, from either major donors/individuals or within corporate organisations; ○ Experience of motivating self to achieve demanding performance targets. 	