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| The Willow Tea Rooms Trust |  |

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| **Job Title:** | Philanthropy and Development Manager |
| **Salary:** | C£35k |
| **Number of Hours** | 1.0 FTE – **37.5** hours or 4 days by negotiation |
| **Responsible to:** | Executive Director, The Willow Tea Rooms Trust |

**The Willow Tea Rooms Trust**The Willow Tea Rooms Trust (the Trust) is a charity, registered with the Scottish Charity Regulator (Scottish charity number SCO44931). The Trust was created in 2014. It has a two-fold core mission:• to conserve and restore Charles Rennie Mackintosh’s and Miss Catherine Cranston’s remarkable Willow Tea Rooms at 217 Sauchiehall Street, Glasgow, precisely as it was in 1903, while creating a sustainable future for the building and preserving its historical and social legacy for Glasgow, for Scotland and for the world ;• to ensure the continued operation of the living and breathing museum into the future, making it available to everyone and ensuring community engagement and learning opportunities can be accessed by all.Today, the Trust owns three properties: the original historic building at 217 Sauchiehall Street (now restored), the fully interconnecting building immediately next door (215 Sauchiehall Street), which provides disabled access, lifts, shop, education and additional meeting accommodation, exhibition and museum and office premises on the first floor at 112 Sauchiehall Lane, Glasgow G2 4AX**Philanthropy:**Philanthropy is one of the Trust’s key revenue streams and has played a major part in the successful – and multi-award-winning - restoration, re-creation, and development of this iconic building. The Trustees are extremely grateful to many grant-funders and donors, without whose support the capital project could not have succeeded. Philanthropy has a continuing core role to play in the future growth and success of the Willow Tea Rooms Trust as it moves from the development phase of the project, to look forward to the maintenance of this historic building, and the Trust’s role in education and outreach as well as other activities that are central to its charitable mission. We wish to ensure that development, engagement with key stakeholders and philanthropic giving remains an integral part of daily life of both the Trust and its social enterprise – Mackintosh at the Willow (MaW). Under a special agreement, MaW operates the buildings (including the Tea Rooms) on behalf of the Trust. Over time, it is envisaged that surplus generated by MaW will support the work of the Trust, in addition to other income as part of a diversified package of income -generation. We wish to create the greatest value for donors and members, and to ensure that these relationships are supported and celebrated. The Trust has ambitious plans which rely on fundraising to play a central role in realising those ambitions.**Job Purpose:**This is an exciting new role at The Willow Tea Rooms Trust. This key post is responsible for the generation of fundraising income for key Trust activities that reflect and support the main strategic objectives of the Trust. Broadly these objectives revolve around two core activities:* Maintenance of the fabric of the historic building where the Tea Rooms are housed, as well as the building next door, which house the shop, exhibition, education centre and meeting facilities.
* Education, outreach, and community engagement – promoting the stories of both Charles Rennie Mackintosh and Catherine Cranston (more widely the Trust’s charitable mission also extends to the promotion of the role of women in business and society).

This will include developing and managing the regular giving programmes – which is likely to include a new multi-tiered membership programme; identifying, developing, and managing a portfolio of prospects (and donors), including individuals, trusts and foundations and other statutory funding bodies with the aim of raising philanthropic income including legacy pledgesThe role involves working closely with colleagues from both the Trust and MaW, including the leadership and the Board to ensure that all fundraising projects are fully developed and are ready for the fundraising market. Due to the emphasis on developing external support for the Trust, the role holder may be required to work out with normal office hours and undertake some travel on behalf of the Trust. This role plays a significant part in the Trust’s external engagement. |
| Further information: [www.willowtearoomstrust.org](http://www.willowtearoomstrust.org) [www.mackintoshatthewillow.com](http://www.mackintoshatthewillow.com) |
| **Main Duties and Responsibilities:**1. The postholder will lead on the delivery of the Trust’s fundraising targets, to secure regular and one-off donations in support of agreed priorities and providing leadership on the Trust’s regular giving activities.
2. Developing, managing, and overseeing delivery of a year-round Individual Regular Giving plan to include face to face, targeted mass fundraising initiatives including but not limited to direct mail, digital (and, potentially, telephone), giving days, arranging mailings, campaigns, and events to meet agreed targets for participation.
3. Development, promotion, and management of a multi-level membership programme.
4. To do this, the post holder will need to understand professional fundraising guidelines and ensure that these are adhered to.
5. Responsibility for raising philanthropic revenues to achieve set income targets.
6. Manage the application process to funders, which will include identifying potential supporters, building the relationship, and writing funding proposals. Where necessary, the post holder will need to understand individual funding body guidelines and ensure that these are adhered to. They will act as the main point of contact with these bodies for all fundraising projects, from point of application to outcome. For successful applications, they will manage any reporting processes, such as progress reports, financial reports and payment request schedules, and follow-up visits. The postholder may be required to support the Executive Director and/or Trustees in the preparation of reports, briefings and meetings with major funders and supporters.
7. Responsible for implementing solicitation and stewardship plans for your portfolio of prospects and supporters; including providing in-put into guest lists for key events; ensuring that a programme of regular communications is in place and that appropriate publications are circulated.
8. Support the Executive Director by creating briefing notes for key prospects assigned to the Executive Director and Board members and ensure an accurate recording in the CRM system.
9. Support the management of all supporter engagement plans and activities including developing a Members’ Welcome Pack, managing a portfolio of engagement events, creation, and distribution of communications, and supporting the overall development of these key relationships.
10. The role holder will also be expected to undertake their own research and provide detailed information on fundraising projects to allow for prospect identification.
11. The role holder will be responsible for managing all donor data in the CRM system and extrapolating data required for all fundraising programmes and required reporting to donors, committees, and the senior leadership team.
12. Input into the Trust’s marketing and PR activities, by assisting with the up-keep of the fundraising pages on the Trust and MaW websites – taking a proactive role in suggesting how these pages can be kept fresh and interesting, sharing relevant external media stories with the team.
13. In partnership with colleagues across the Trust and MaW, supporting social-media activity.
14. Represent the Trust at events.
15. Undertake necessary training to keep up-to-date with developments in fundraising, sponsorship, membership programmes, data protection, regulatory bodies, and freedom of information.
16. Work in close partnership with colleagues in MaW.
17. Support the wider work of the Trust by undertaking other duties as specified by the Executive Director.
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| Person Specification |  |
| **Job Title:** | Philanthropy and Development Manager |
| **Department:** | The Willow Tea Rooms Trust Office |
| **Grade:** | Management |

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| **Attributes** | **Essential** | **Desirable** | **Measured By** |
| Work Experience | 2-3 years-experience in a fundraising role, which should include:* Demonstration of success in regular giving and supporting mid-level giving and major gift activity
* Proposal writing
* Fundraising project development, including budgeting
* Proficiency of using a dedicated donor, member and fundraising CRM
 | Sector experience in a charity, educational or cultural settingFundraising experience in face-to-face asksExperience in applying to trusts, foundations and/or statutory bodiesMembership or regular-giving programme experienceExperience of managing a portfolio of prospects and preparing individual solicitation plansInterest in the arts, heritage, history, culture | Application/InterviewApplication |
| Education/Qualifications | Educated to degree level or equivalent professional experience. |  | Application/Interview |
| Skills/Abilities | Excellent understanding of charitable giving legislation in the UKExcellent interpersonal and communication skills, enabling you to interact effectively with internal and external contacts at all levelsExcellent writing skills enabling you to articulate the Trust’s objectives to a wide variety of readersBase knowledge of analysing prospect base to determine level of giving and best approach to the askExcellent organisation, planning and time management skills for effective working and prioritisation of workloads when managing a portfolio of prospects, as well as developing and scoping new projectsExcellent networking and negotiation skills, including ability to play an ambassadorial role for the Trust at internal and external eventsExcellent IT skills, including Microsoft Outlook, Word, Excel and PowerPoint and ability to demonstrate research skillsExcellent numeracy and literacy skills | Experience of analysis and reporting using fundraising CRM | Application/Interview |
| Personal Attributes | Able to work and contribute within a team environment and respond to target driven performance reviewsAbility to work collaboratively and independently as required with a pro-active approach  |  | Application /Interview |

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| **Reference Number:** | TWTRT2 |
| **Date:** | June 2021 |