

**Job Description**

**Job Title: Senior Development Officer**

**Location:** Abbotsford, near Melrose, Scottish Borders

**Reporting to:** Development Manager

**Status:** 35 hours per week. Permanent contract

**Salary:** Grade 5, £29,391-31,799 dependent on experience

**Employee Benefits**

* Pension contributions matched up to 4% of salary
* Staff discounts in the shop, café, public events and self-catering bookings
* Work from home policy: up to 1 to 2 days a week for full-time employees
* Dog friendly – bring your dog to work
* 33 days annual leave
* Free parking – enjoy free family walks any time at Abbotsford

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**Context**

Abbotsford was designed and built by world famous author Sir Walter Scott as both his home and the location for his extensive collection of books and historical memorabilia. It was first opened to the public in 1833, five months after his death. After the death of his last descendent in residence in 2004, The Abbotsford Trust was created to preserve, protect, and promote the house, and the life and works of Sir Walter, and inspire, inform and engage audiences. Abbotsford is considered to be one of the most important heritage sites in Scotland.

In 2013, Abbotsford re-opened to the public following a £11.24 million restoration project funded by the Heritage Lottery Fund, the Scottish Government, Scottish Borders Council, Historic Scotland, and Scottish Enterprise along with a large number of major donors. From 2022 the fundraising function at Abbotsford moved into a new and exciting phase to raise money to achieve Abbotsford’s charitable objectives for a range of cultural and capital projects as well as an endowment fund. Fundraising focuses on the following: major donors, trusts & foundations, legacies, and individual giving (including both Friends of Abbotsford and a patron level membership programmes). The Senior Development Officer is a key role within the small but mighty development team which also consists of the Development Manager and the Development Officer.

**Job Purpose**

* Responsible for maximising fundraised income for Abbotsford through: individual giving and campaigns, regular giving including through membership, and legacies. Stewardship of donors.
* Responsible for maximising income through all fundraising ‘marketing’ routes including digital channels, print and events.
* Responsible for maximising fundraised income on-site.

**Scope and Accountability**

The Senior Development Officer reports directly to the Development Manager and is responsible for achieving certain elements within the Development Plan:

* Maximising fundraised income through the following channels: individual giving and campaigns, annual giving including through membership, as well as legacy giving.
* Income through fundraising ‘marketing’ including digital channels and on site.
* Managing events in support of the above channels, as well as supporting the Development Manager with major donor event, including achieving the appropriate return on investment.
* Ensuring compliance with all appropriate legislation within the post’s key areas of responsibility.

**Key Responsibilities**

* Developing individual giving and campaigns as income streams for Abbotsford, both one-off donations and regular giving.
* Developing annual giving through membership particularly with mid-level givers to maximise income.
* Developing legacy giving pledges as a future income stream and managing any legacy gifts.
* Managing all ‘marketing’ aspects of fundraising to maximise income for the Trust through all fundraising channels.

**People Management – Responsibilities**

* Act as a volunteer supervisor as and when required.
* Build and maintain good working relationships with colleagues within the Development team and within the wider organisation.
* Build and maintain good relationships with donors and especially with Scott’s Abbotsford Circle members.

**Systems and Processes – Responsibilities**

Individual Giving and Campaigns

* Responsible for developing the individual giving opportunity, making use of direct mail and online channels where appropriate (e.g. Adopt-a-Book; in memory benches, etc). Manage the donor journey, working with colleagues, to maximise income.
* Set up and manage campaigns, working with the relevant manager, to maximise income to the Trust.
* Supporter newsletter: act as editor of the supporter newsletter, as both a stewardship and income generation tool.
* Social media, website and all digital aspects of fundraising: responsible for maximising fundraised income and stewardship through these channels.
* Plan to build regular income streams through repeat gifts via direct debit and through membership.
* Investigate other opportunities such as but not limited to: lotteries, raffles, give as you spend, crowdfunding.

Annual Giving through Membership

* Scott’s Abbotsford Circle: Maximise new membership and repeat membership through stewardship from mid-level donors, working with the Development Manager regarding any major donor members as appropriate:
	+ Plan the annual events programme and organise all events for members
	+ Manage the supporter journey and all communications with the support of the Development Officer
* Friends of Abbotsford: Work with the Development Officer to maximise new membership and repeat membership through stewardship as well as fundraising by Friends.

Legacy Giving

* Manage all aspects of legacy giving, including campaigns, to build this new stream of fundraising including stewarding legacy pledgers.
* Managing any legacy gifts working with the Finance team.

Event Organisation

* Manage all fundraising and stewardship events, working with other members of the Development team as relevant, e.g. Circle events. Work with the Development Manager on major donor events.

Maximise Fundraised Income On Site and On Line

* Maximise fundraised income opportunities, including campaigns, through all aspects of Abbotsford’s marketing including the website, social media, online donations, ticket sales.
* Onsite fundraising at Abbotsford: responsible for maximising income, both for campaigns and unrestricted.

**Other Responsibilities**

* Ensure that the fundraising CRM is up to date regarding all fundraising aspects of the post’s role, working with the Development Officer.
* Monitor the effectiveness and return on investment of all initiatives for which the post is responsible.
* Act as a weekend Duty Manager on a rota basis – estimated at one day a month with time off in lieu.

* Occasional evening and weekend working may be required from time to time for fundraising events.
* This job description is indicative of the nature and level of responsibility associated with the job. It is not exhaustive and there may be a requirement to undertake such other duties as may be required to meet the needs of Abbotsford.
* Develop and maintain knowledge of the history and the current activities of The Abbotsford Trust, Abbotsford and Sir Walter Scott in order to ensure ability to identify suitable funding opportunities and communicate professionally with actual and potential funders and donors.

**Person Specification**

**Knowledge and Experience**

Essential

* Strong experience of managing successful individual giving/direct marketing programmes and campaigns from start to finish, ideally within a fundraising environment, with a focus on donor acquisition and retention across print media and digital channels. Achieve targets and objectives, delivering on time and to budget.
* Working with data segmentation and campaign analysis to deliver growth. Evaluating results and making recommendations for future activity.
* Excellent project management skills, strong organisational skills, with the ability to manage several deadlines simultaneously.
* Collaborative working with multiple internal and external partners to deliver campaigns.
* Experience of creating emotive and compelling fundraising communications.
* Experience of using databases/CRMs to gain supporter insight and inform decision-making.

Desirable

* A fundraising or marketing qualification.
* Experience of legacy campaigns.

**Skills and Abilities**

Essential

* Highly creative with very strong abilities to develop engaging creative concepts for campaigns and deliver the across print media and digital channels with agencies or internally.
* Very strong written and verbal communication skills including copywriting.
* Excellent proof-reading skills with strong attention to detail.
* Ability to develop relationships with supporters/customers to grow engagement and loyalty.
* Able to manage multiple projects and deliver to a high standard.
* Performance analysis skills, working with the CRM and Excel to analyse and report on data.
* Work independently and manage a varied workload. Work well under pressure and manage conflicting priorities.
* Think creatively and turn ideas into practise.
* Demonstrate excellent attention to detail.
* Work well with budgets, tracking financial and other metrics and working to improve return on investment.
* An excellent eye for design.
* An understanding of current data legislation.
* Strong IT skills including Microsoft Word, Excel, and databases.

Desirable

* Negotiation of quotations and cost management.
* Understanding of or ability of learn fundraising related legislation.
* Working with digital fundraising tools including fundraising databases.

**Personal Qualities**

* A people person.
* A team player but also a self starter.
* An interest in history, literature, architecture, landscapes
* Commitment to the Abbotsford Trust’s mission, vision and values.
* Commitment to Equality and Diversity and understanding of how they may apply within own role and customer relations.
* Flexibility and willingness to work weekends, bank holidays and occasional evenings as required.