



The Willow Tea Rooms Trust

Job Title:	Development Manager
Salary:	c.£35k
Number of Hours	Full-time (37.5 hours) or pro-rata hours 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) and custodian of the only original Mackintosh-designed Tea Rooms in Glasgow. Catherine Cranston's Tea Rooms at 217 Sauchiehall Street, together with a new interactive exhibition, events and education facilities, an extensive learning and activities programme, and gift shop, is now known collectively as Mackintosh at the Willow (MAW).

The Trust was created in 2014 and has two main objectives:

- to conserve and restore Charles Rennie Mackintosh's and Miss Catherine Cranston's remarkable Willow Tea Rooms at 217 Sauchiehall Street, Glasgow, precisely as they were 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.

As well as ensuring the ongoing preservation and maintenance of Miss Cranston's historic Willow Tea Rooms building, the venue acts as enabler for the advancement of education, inspiration and cultural tourism. Together with the exhibition, historical items, educational facilities, the operating Tea Rooms form a living breathing museum that connects visitors with the legacies of Catherine Cranston, Charles Rennie Mackintosh and his wife, Margaret Macdonald.

We engage audiences with arts, culture and heritage through the activities of our dedicated Creative Learning & Engagement Programme (CLE). This brings the building and its legacies to life through tours and workshops for early years, schools, Further Education & Higher Education students; hosting specialist events for community and international visiting groups; and working in partnership with other stakeholders to run cultural events and targeted activities for a wide range of audiences.

Fundraising:

Fundraising is one of the Trust's key revenue streams and played a major part in the successful – and multi-award-winning - restoration, re-creation, and development of this iconic building. Fundraising has a core role in the future growth and success of The Willow Tea Rooms Trust as it moves out of the pandemic: to support the ongoing care and maintenance of the historic building and core costs where possible; to support and expand the learning and engagement work; as well as other activities that are central to the Trust's charitable mission.

The Trust also has ambitious plans, the delivery of which relies on the development of a successful fundraising operation that forms part of a diversified package of income generation. This will include raising funds from trusts & foundations, grant-givers such as NLHF, statutory funders such as central and local government, and from individuals. In time, it is envisaged that surpluses generated by MAW will also contribute to the work of the Trust and incorporating a fundraising message into our trading operations is a key part of our new strategy to engage new, low-level donors for the long-term.

The role:

This is an exciting role at The Willow Tea Rooms Trust and plays a significant part in the Trust's external engagement. Fundraising activity will include identification of individual and organisational prospects; cultivation through communication and events; writing proposals and applications; reporting and stewardship of prospects and donors. In the longer-term regular giving programmes will need developed and managed, including membership and legacies, to support a new Patrons Programme that is planned to launch this year.

The role involves working closely with funders, donors and prospects, as well as colleagues from both the Trust and MAW, including senior management and the Board, to ensure that all fundraising activity is co-ordinated, follows the organisational strategy, and offers the best experience for our supporters. Due to the emphasis on developing external support for the Trust, the role holder may be required to work outside normal office hours on occasion and undertake some travel on behalf of the Trust.

Main Duties and Responsibilities:

Lead on the delivery of the Trust's fundraising targets, to secure regular and one-off donations in support of agreed priorities.

1. Provide guidance and leadership on the Trust's and MAW's fundraising activities, supported by expert Trustees.
2. Responsibility for raising fundraised income from a variety of supporter channels to meet targets.
3. Manage the application process to funders, including identifying potential supporters, building the relationship, and writing funding proposals and applications. 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.
4. Implement solicitation and stewardship plans for the portfolio of prospects and supporters: including providing input to guest lists for key events; ensuring that a programme of regular communications is in place and that appropriate publications are circulated.
5. 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.
6. Develop, manage, and oversee delivery of a year-round Individual Regular Giving plan to include a Patrons programme, face to face fundraising, 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.
7. Manage donor data in the CRM system and extrapolate data for fundraising programmes and activity, and for reporting to donors, committees, and the senior leadership team.
8. The role holder will also be expected to undertake their own research and provide detailed information on fundraising projects to allow for prospect identification.
9. Input into the Trust's marketing and PR activities, by assisting with the up-keep of the Trust's social media accounts and websites.
10. Work in partnership with colleagues across the Trust and MAW to deliver cohesive fundraising campaigns.
11. Represent the Trust at events.
12. Understand and ensure compliance with professional fundraising guidelines, including undertaking necessary training to keep up-to-date with developments in fundraising, sponsorship, membership programmes, data protection, regulatory bodies, and freedom of information.
13. Work in close partnership with colleagues in MAW.
14. Support the wider work of the Trust by undertaking other duties as specified by the Executive Director.

Further information: www.willowtearoomstrust.org and www.mackintoshatthewillow.com

Person Specification

Job Title:	Development Manager		
Department:	The Willow Tea Rooms Trust Office		
Grade:	Management		
Attributes	Essential	Desirable	Measured By
Work Experience	<p>4-5 years experience in a fundraising role, which should include:</p> <ul style="list-style-type: none"> ➤ Demonstration of success in mid-level and major gifts, as well as success in regular giving ➤ Proposal and application writing ➤ Fundraising project development, including budgeting ➤ Proficiency of using a dedicated donor, member and fundraising CRM 	<p>Sector experience in a charity, educational or cultural setting</p> <p>Fundraising experience in face-to-face asks</p> <p>Experience in applying to trusts, foundations and/or statutory bodies</p> <p>Membership or regular-giving programme experience</p> <p>Experience of managing a portfolio of prospects and preparing individual solicitation plans</p> <p>Interest in the arts, heritage, history, culture</p>	<p>Application/ Interview</p> <p>Application</p>
Education/ Qualifications	Educated to degree level or equivalent professional experience.		Application/ Interview

<p>Skills/Abilities</p>	<p>Excellent understanding of charitable giving legislation in the UK</p> <p>Excellent interpersonal and communication skills, enabling you to interact effectively with internal and external contacts at all levels</p> <p>Excellent writing skills enabling you to articulate the Trust's objectives to a wide variety of readers</p> <p>Base knowledge of analysing prospect base to determine level of giving and best approach to the ask</p> <p>Excellent 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 projects</p> <p>Excellent networking and negotiation skills, including ability to play an ambassadorial role for the Trust at internal and external events</p> <p>Excellent IT skills, including Microsoft Outlook, Word, Excel and PowerPoint and ability to demonstrate research skills</p> <p>Excellent numeracy and literacy skills</p>	<p>Experience of analysis and reporting using fundraising CRM</p>	<p>Application/ Interview</p>
<p>Personal Attributes</p>	<p>Able to work and contribute within a team environment and respond to target driven performance reviews</p> <p>Ability to work collaboratively and independently as required with a pro-active approach</p>		<p>Application / Interview</p>
<p>Reference Number:</p>	<p>TWTRT2</p>		
<p>Date:</p>	<p>June 2022</p>		