Individual Giving Manager
Parental leave cover role

Are you passionate about bringing art to everyone? Do you believe in the power of digital to transform lives? We’re looking for an Individual Giving Manager to join our friendly and dedicated team to help us to achieve our fundraising ambitions across multiple channels of individual giving.

We welcome and encourage applications from candidates who are under-represented in the creative industries, particularly individuals who experience physical, mental, or social barriers to accessing the arts.

About Art UK

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. It enables a global audience of five million people a year to learn about the UK’s national art collection by digitising artworks and telling the stories behind the art. In addition to innovative engagement tools such as Tagger and Curations, Art UK is currently working on new initiatives including a major learning programme, making this a truly exciting time to join the organisation. Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit artuk.org.

About you

You will be a confident and persuasive communicator who is completely at ease engaging with supporters and stakeholders at all levels. You will have a sound knowledge and understanding of individual giving, particularly mid-value and low-level giving. You will understand the value and importance of high-quality donor stewarding, be well-organised, and comfortable working accurately with data. Additionally, you will have experience writing compelling content on and offline. You will be full of initiative with the ability to work independently and autonomously.

At Art UK you will be well-supported within a team focused on achieving Art UK’s fundraising goals, comprising:

- the Chief Executive, Deputy Chief Executive, Trustees and Philanthropy Board
- the Head of Development, who oversees all fundraising activities at Art UK but has a particular focus on researching and applying to grant-giving trusts and public sector bodies
- the Development Officer, who supports activities across all income streams including donor stewardship and communications, prospect research, and CRM database management
You will promote equality and diversity in all aspects of your work – with the public, colleagues and external partners.

This is an exciting time to join Art UK’s Development team, as it is going through a period of growth and change. You will be responsible for leading the development of our individual giving programme into a multi-faceted, campaigns-focused programme.

**Key responsibilities**

- Develop and execute an effective and sustainable individual giving plan and budget in line with the overall Art UK fundraising strategy, to grow income from new and existing donors and achieve annual targets
- Provide high-quality, tailored stewarding for new and existing supporters, ensuring they feel valued and understand the impact their contribution makes
- Lead on donor research, prospecting, cultivation and conversion activities to develop a pipeline of individual giving at all levels
- Pitch giving opportunities to prospective donors through bespoke presentations, meetings and events
- Create targeted campaigns and bespoke donor journeys
- Create compelling written content for digital and print media
- Plan and deliver fundraising and stewarding events, including attending events where possible
- Monitor campaign effectiveness and produce regular reporting on performance against targets
- Ensure donations are processed quickly and donors are thanked for their contribution
- Contribute to other areas of fundraising including small grant applications, research, and supporter communications
- Keep abreast of the latest fundraising practices, legislation and technology opportunities

**Necessary skills**

- Essential: Experience creating, implementing and evaluating fundraising strategies for individual giving
- Essential: First-class written and spoken communication skills, and the confidence to engage and work effectively with a range of people
- Essential: Experience creating successful bespoke proposals or asks for prospective donors
- Essential: Experience planning and managing fundraising events
- Essential: Experience undertaking data analysis and effectively utilising supporter data for campaign purposes
- Essential: Copywriting, proofing and editing skills
- Essential: Experience working with CRM databases to a high level of accuracy
- Essential: Excellent awareness of fundraising best practice and legislation, particularly in relation to donor data including GDPR
- Essential: Self-motivated, with exceptional time management and organisation skills
- Desirable: Experience leading on low-level giving fundraising/crowdfunding campaigns
- Desirable: Active interest in the visual arts and awareness of UK art collections
- Desirable: Experience working with a diverse range of audiences
- Desirable: Experience working on projects with a broad range of partners
Contract terms
- 0.8 FTE (4 days a week)
- 15-month fixed-term contract, October 2024 – December 2025
- Salary £35,000 per annum pro rata
- Three-month probationary period
- One-month termination clause
- Work from home, anywhere in the UK

Benefits
- 25 days annual leave plus regional Bank Holidays (pro rata)
- Paid Christmas closure period (Christmas Day to New Year’s Day)
- Flexible working hours
- Workplace pension scheme
- Training and development opportunities
- Mental health and wellbeing support
- Above statutory paid sick leave
- Enhanced paid parental leave
- Employee Assistance Programme
- Monthly wellbeing hour
- Trained Mental Health First Aider’s
- Regular staff socials, both virtual and in-person
- Eye tests paid for up to £35, glasses subsidised up to £30

Application
Please visit our website to download the application form. To apply, please submit your completed application form to recruitment@artuk.org by 9am on Tuesday 10 September 2024. If you are experiencing issues downloading the document or require support in completing your form, please contact info@artuk.org.

Forms must be sent in MS Word or a format compatible to MS Word. Please do not send PDFs. Applications sent as a PDF will not be accepted.

Interviews will be held via video call on Friday 20 September 2024. If you have not heard from us within three weeks of the closing date, please consider your application unsuccessful.

As part of our commitment to Equality, Diversity and Inclusion please note that we redact some details from applications ahead of the shortlisting stage to ensure the removal of unconscious bias. Details that we redact include (but are not limited to) references to protected characteristics, names of educational institutions and indications of political affiliations.