Individual Giving Manager

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 Major 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 supported within a small development team that is focusing on raising funds from a broad range of charitable income streams, including trusts and public funding, corporates, high net worth individuals, online giving and patron schemes. You will report to the Head of Development and will work closely with the Chair of the Philanthropy Board and the Director, and will work collaboratively with colleagues across the organisation. You will promote equality and diversity in all aspects of your work – with the public, colleagues and external partners.
Key responsibilities

- Developing and executing 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
- Providing high-quality, tailored stewarding for new and existing supporters, ensuring they feel valued and understand the impact their contribution makes
- Leading on donor research, prospecting, cultivation and conversion activities to develop a pipeline of individual giving at all levels
- Pitching giving opportunities to prospective donors through bespoke presentations, meetings and events
- Creating targeted campaigns and bespoke donor journeys
- Creating compelling written content for digital and print media
- Supporting planning and delivery of fundraising and stewarding events, including attending events where possible
- Monitoring campaign effectiveness and producing regular reporting on performance against targets
- Ensuring donations are processed quickly and donors are thanked for their contribution
- Contributing to other areas of fundraising including small grant applications, research, and supporter communications
- Keeping 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 from high net worth individuals for £5k or more
- 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 and reliable, with exceptional time management and organisation skills
- Desirable: Experience planning and managing fundraising events
- Desirable: Experience writing low-value grant applications
- 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**

- Full-time, permanent contract
- Salary £35,000 per annum
- 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

**Application**

Please [visit our website](#) to download the application form. To apply, please submit your completed application form to [recruitment@artuk.org](mailto:recruitment@artuk.org) by 9am on Friday 25 August 2023. If you are experiencing issues downloading the document or require support in completing your form, please contact [info@artuk.org](mailto: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 Tuesday 12 September 2023. 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.

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