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 underrepresented in the creative industries, particularly individuals who experience physical, mental, and/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. We enable global audiences to learn about the UK’s national art collection by digitising artworks, telling the stories behind the art and creating exciting opportunities for public interaction with art – both online and offline.

Over 80% of the national art collection is not on public view, and until Art UK started its work much of this art had not been photographed. Our work is helping to radically change this, making what is publicly owned, publicly accessible – to anyone, anywhere. Originally focused on oil paintings, our scope has widened to include many mediums, from prints, drawings and watercolours to sculpture and photography.

We play a major role supporting public art collections by improving their accessibility and sustainability. Art UK currently shows over 300,000 artworks by over 53,000 artists. It is an ambitious collaboration between 3,400 institutions, making it one of the largest arts partnerships in the UK. No other country in the world has a resource like Art UK.

About you

You will be an early-career fundraiser who has built up a sound knowledge and understanding of individual giving, particularly Major Giving. This role would suit a confident and persuasive communicator who is completely at ease engaging with supporters and stakeholders at all levels. You will understand the value and importance of high-quality donor stewarding, be well organised and be 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 focussing on raising funds from a broad range of charitable income streams, including trusts and public funding, corporates, HNWI, 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 collaboratively with other 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 to Art UK.
- 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 and experience**

- Essential: Experience in 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 of creating successful bespoke proposals or asks from High Net Worth Individuals for £5k or more.
- Essential: Experience of data analysis and the effective use of supporter data for campaign purposes.
- Essential: Copywriting, proofing and editing skills.
- Essential: Experience of working with CRM databases
- Essential: An excellent awareness of fundraising best practice and legislation, particularly in relation to donor data including GDPR.
- Essential: Self-motivated and reliable, able to meet deadlines on time and on budget
- Essential: Well-organised, able to work simultaneously on a range of different projects; fastidious about keeping good data records.
- Desirable: Experience in planning and managing fundraising events.
- Desirable: Experience in 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 and benefits

- Full-time, permanent post
- Salary £33,000 per annum
- Three-month probationary period
- One-month termination clause
- 25 days annual leave plus regional Bank Holidays
- Work from home but within easy reach of London

Please note that we have desk space available at our head office in Stoke-on-Trent, as well as some co-working space options in London and Glasgow.

Application

Please visit the jobs page on our website to download the application form. To apply, please submit your completed application form to recruitment@artuk.org. 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 w/c 3rd July 2023.

If you have not heard from us within three weeks, 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.