



JOB DESCRIPTION	
Job Title	Senior Development Manager (Major Gifts)
Department	Development & Alumni Relations Office, Advancement Division, Guildhall School of Music & Drama
Grade	Grade E
Location	Guildhall School of Music & Drama
Responsible to	Head of Development
Responsible for	Development Manager (direct line management) Development Officer (indirect)

Development and Alumni Relations at the Guildhall School

The Development & Alumni Relations Office at the Guildhall School is responsible for securing revenue and capital income from a wide variety of philanthropic sources including major gifts, regular giving, grants from trusts and foundations, legacy gifts, corporate & livery support and fundraising events. It is also responsible for managing and growing relationships with alumni of the School, Fellows and other supporters.

With the appointment of a new Principal in 2022 with an inspiring vision for the School's future, this is an exciting time for an ambitious major gift fundraising professional to join the team and make headway towards raising £50m in time to celebrate the School's 150th Anniversary in 2030..

The team works closely with academic and administrative departments across the School, with the Guildhall School Trust, the Board of Governors, the Campaign Group, ambassadors and existing donors to maximise support for the School and its students.

Purpose of Post

In consultation with the Head of Development, the post-holder will secure major gifts from trusts, foundations, liveries and companies, implementing the institutional strategy for growing philanthropic income and developing mutually beneficial partnerships. The post-holder will prepare compelling case for support materials for the Development team and will proactively establish and engage with an evolving portfolio of prospects, securing one-off gifts of no less than £10,000 and multi-year gifts of five and six figure sums. The post-holder will work closely with the Head of Development on securing significant and transformational gifts, and on nurturing high level philanthropic relationships. The post-



holder will oversee the work of the Development Manager & Officer (Organisations) on the stewardship, renewal and uplift of longstanding organisational donor relationships.

As with every member of the team, the Senior Development Manager (Major Gifts) will be committed to providing the highest level of service to external and internal stakeholders.

Key Relationships

- Head of Development (line manager)
- Development Manager (direct report)
- Development Officer (indirect report)
- Development & Alumni Relations team
- Principal, Vice Principals and Senior Management Team
- Senior volunteers (Trustees and Governors of the School)
- Advancement team members (Marketing, Communications, International Relations)
- Trust & Company supporters and donors

Main Duties & Responsibilities

Fundraising

1. To implement and manage the institutional strategy for expanding major gift support, working closely with the Head of Development, developing and agreeing clear objectives and mechanisms for evaluation.
2. To align philanthropic support work undertaken with the School's strategic priorities, to develop detailed project proposals, and to lead successful major gift fundraising activity against these.
3. To build strong personal and institutional relationships with significant donors and prospects for the School and to manage a personal portfolio of high-level prospects on a day to day basis.
4. To personally make face-to-face asks for one-off gifts of no less than £10,000 and multi-year gifts for five and six figure sums, and to support senior colleagues in the preparation of proposal materials for significant and transformational gifts.

Prospect research and management

5. To manage a portfolio of organisational prospects, and in liaison with the Head of Development and Prospect Researcher, identify and develop robust prospect



pipelines within trusts and foundations, livery companies, corporates and statutory funding sources.

6. To ensure the established prospect management system is effectively utilised as the key tool in driving face-to-face fundraising activity and individual portfolio performance.
7. To develop and implement solicitation plans for new prospects and donors to ensure they are strategically cultivated to maximise the potential gift capacity of prospective major donors.

Reporting

8. To manage the production of regular financial (income) and activity reports for trusts, foundations & corporate fundraising activity as required by the Head of Development.
9. To support the management of fundraising activity data on the departmental database (Raiser's Edge), ensuring consistent and accurate record keeping and administration.
10. To work with Finance Office colleagues to ensure that all major donations across the School are set up, processed and recorded efficiently, and are tax efficient in line with donor preferences.
11. To keep abreast of good practice in major gifts fundraising in the higher education and arts sectors, along with funding initiatives and government policies and changes.

Line management

12. To provide direct line management for a Development Manager responsible for stewarding, renewing and uplifting major gifts from organisations within the Development team and indirect line management of a Development Officer.
13. To plan and agree annual financial and activity targets for major gifts fundraising from organisations with the Head of Development in line with the team and School strategy.



Other

14. To take an active role in the Development & Alumni Relations Office by contributing to wider departmental plans and strategy as appropriate.
15. To be available to work flexibly, to attend and work at events and performances to cultivate potential donors and to steward existing supporters, as required.
16. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties
17. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post
18. To undertake any other duties that may reasonably be requested appropriate to the grade



PERSON SPECIFICATION	
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Please find below the key skills, experience and core behaviours required to undertake this post. Each criterion will be assessed at application (A), interview (I) or test (T) as indicated below.

Technical Skills / Professional Qualifications / Relevant Education & Training

- Educated to degree level or equivalent relevant experience for the role (A)
- Excellent working knowledge of the Data Protection Act and tax-efficient giving (e.g. Gift Aid) and their implications in development work (A) (I)
- Good knowledge and understanding of the Institute of Fundraising's Codes of Fundraising Practice or equivalent. (A) (I)
- Ability to successfully raise significant funds in a Higher Education/arts environment. (A) (I)
- Strong interpersonal skills with confidence in dealing with people at all levels and the ability to communicate, build relationships and negotiate effectively at all levels both within and outside an institution particularly on fundraising and donor relationship matters. (A)
- Excellent written communication skills with the ability to develop detailed proposals, solicitation plans and support materials for fundraising and donor relationships. (A) (I)
- Knowledge and experience of using fundraising/relationship databases, especially Raiser's Edge (A) (I)
- Excellent knowledge of Microsoft Office including Word, Excel and PowerPoint (A)

Experience Required

Essential

- Experience of developing strong cases for fundraising support and a proven track record of securing philanthropic gifts and of meeting personal fundraising targets. (A) (I)
- Demonstrable experience of significant donor fundraising, with experience of



- successfully making five and six figure fundraising asks (A) (I)
 - Experience of implementing fundraising strategies. (A) (I)
 - A self-starter with the necessary motivation, ability and experience to grow a pool of contacts and fund-raising prospects (A) (I)
 - Event management and high-level cultivation and stewardship experience (A)
 - Experience of working with senior volunteers in a fundraising environment (A) (I)
 - Demonstrable experience of engagement with suitable networks and professional bodies in respect of fundraising with a demonstrable commitment to continued professional development (I)
 - Exceptional attention to detail and administrative management (A) (I)
 - Highly flexible and organised with the ability to prioritise effectively, meet deadlines and manage more than one project at once (A) (I)
 - Self-driven, results orientated with a positive outlook (A) (I)
 - A self-motivated individual with ability to integrate as a core part of the team. (A) (I)
 - A trained and skilled manager and motivator with a track record of helping direct reports achieve goals (A) (I)
- Desirable**
- Experience of working on a fundraising campaign (A) (I)
 - Understanding of and passion for the work of the Guildhall School of Music & Drama and the performing arts (A) (I)
 - Experience of fundraising in the arts/education sectors (A) (I)
 - Experience of working in an HE environment or performing arts industry (A) (I)

Other Relevant Information

35-hour week per week. Regular out-of-office-hours working in order to meet with donors and represent the School at performances for which time off in lieu may be available

Recruitment – Note to Applicants

These key skills and core behaviours will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address each of these on the application form on the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.



Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Salary

The salary range for this job is £42,050 - £47,530 per annum including Inner London Weighting, inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Contract

The position is offered on a permanent basis.

Hours of Work

Normal hours of work are 9.00am to 5.00pm, Monday to Friday, being 35 hours per week excluding lunch breaks, but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.



Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.

Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six-month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

Three months by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in-house programme covering more general training needs.

Employee Volunteering Programme

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.



Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation.