

JOB DESCRIPTION

JOB TITLE: Development Officer
RESPONSIBLE TO: Senior Development Manager
DATE PREPARED: February 2019

1 JOB PURPOSE

The Development and Communications team is responsible for maintaining and growing the gallery's reputation as a world-class cultural centre; for developing audiences for the diverse mix of programming we present; and to increase income from a wide variety of fundraising sources.

The Development Officer will support all areas of fundraising to help The Hepworth Wakefield (THW) reach its ambitious fundraising targets and ensure excellent stewardship of all gallery supporters. The role is an excellent opportunity to gain experience of all areas of fundraising and is responsible for managing the gallery's Membership and Patron's programme, researching and drafting applications to trusts and foundations and account-managing the gallery's Corporate Partners.

2 THE HEPWORTH WAKEFIELD

The Hepworth Wakefield is a major public art gallery that opened in May 2011 to public and critical acclaim. It exhibits Wakefield's art collection, the Hepworth Family Gift and the work of major contemporary and 20th century artists. Designed by David Chipperfield Architects, our ten superb gallery spaces and grounds make this one of the UK's largest and most visited galleries outside London, attracting over 2 million visitors in the last 8 years.

Gallery Walk
Wakefield, West Yorkshire
WF1 5AW

T +44 (0)1924 247360
F +44 (0)1924 247370
www.hepworthwakefield.org

3 KEY RESPONSIBILITIES AND RESULTS

- Manage THW's Membership and Patrons scheme, building up excellent relationships with supporters and providing outstanding stewardship. Research and identify new prospects for both schemes to ensure income growth in line with fundraising targets.
- Work closely with the Communications and Visitor Experience team to develop creative and inspiring ways to promote Membership and drive new members on site and across all THW's online platforms, as well as delivering a series of engaging events and offers to retain current members.
- Devise and deliver an impeccably well-organised event programme for THW Patrons.
- Maintain accurate records on the gallery's CRM system (ThankQ) in accordance with GDPR, including income reporting. Contribute to the creation of relevant and effective guestlists for THW events.
- Work closely with the Trusts & Foundations Manager to research, write and submit engaging applications to a wide range of trusts and foundations, as agreed.
- Create timely reports for trusts and foundations and corporate supporters in line with their requirements.
- Work closely with the Communications team to ensure that gallery supporters' benefits are delivered - these may include social media stories, press coverage and crediting, that digital platforms are exploited for fundraising purposes and to find new ways to increase online giving.
- Account manage THW's Corporate Partners and Business Members. Research and identify new prospects, converting them to sign up as partners. Devise and deliver up to three events per year to engage the corporate and business sector with our work.

The Hepworth Wakefield
Gallery Walk
Wakefield, West Yorkshire
WF1 5AW

T +44 (0)1924 247360
F +44 (0)1924 247370
www.hepworthwakefield.org

4 OTHER INFORMATION

- Attendance at events at THW and externally to represent the gallery and build relationships with key external stakeholders. This will involve some early mornings, evenings and weekend work for which time off in lieu will be offered
- Carry out all duties in accordance with our Equal Opportunities, Access, Employment, Health and Safety Policies
- Undertake any other duties as reasonably required by the Senior Development Manager and Director of Development and Communications
- Participate in training and development activities as required and assist with the training and development of colleagues

5 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

(E) – Essential, (D) – Desirable

A solid understanding of fundraising and an awareness of current opportunities and challenges facing charities.	E
Knowledge of membership or customer loyalty schemes and how to convert, retain and grow members.	E
A good working knowledge of data management and accurate record keeping.	E
Thorough understanding of a CRM database (ideally ThankQ) and how to use it to identify, track and cultivate funding relationships.	D
Experience gained within a fundraising or business development/account management environment.	D
Demonstrable ability to deliver well planned, high quality events.	E
Excellent interpersonal and communications skills with the ability to cultivate and sustain relationships.	E
Ability to produce concise, persuasive and targeted written information.	E

The Hepworth Wakefield
Gallery Walk
Wakefield, West Yorkshire
WF1 5AW

T +44 (0)1924 247360
F +44 (0)1924 247370
www.hepworthwakefield.org

Excellent organisational and time management skills with the ability to work well within a team.	E
Ability to attend events at THW and externally to represent the gallery and build relationships with key external stakeholders. This will involve some early mornings, evenings and weekend work for which time off in lieu will be offered	E
Educated to degree-level or equivalent experience	D
Interest in the arts	D
Interest in developing a career in fundraising	E

6 BASIC TERMS AND CONDITIONS

- The salary offered for this position is £24,000 per annum.
- This is a permanent position.
- Full-time, 37 hours per week.
- There may be an occasional requirement to work evenings and weekends, for which TOIL will be granted.
- Probationary period of 6 months.
- The place of work is The Hepworth Wakefield, Gallery Walk, Wakefield, WF1 5AW.
- 25 days annual leave per annum plus bank holidays (pro rata), rising by a day each year of service up to a maximum of 28 days. The leave year runs from 1 April to 31 March.
- New employees meeting the criteria will be auto-enrolled into a pension scheme run by Royal London, including an employer contribution of up to 6%.
- Enhanced maternity, paternity and adoption entitlements.
- Enhanced sick pay entitlements.
- Employee Assistance Programme offering confidential support services.
- Free eye tests run by Specsavers.
- Staff discount in the shop and café.

The Hepworth Wakefield
Gallery Walk
Wakefield, West Yorkshire
WF1 5AW

T +44 (0)1924 247360
F +44 (0)1924 247370
www.hepworthwakefield.org