Candidate Pack
Fundraising Executive, Philanthropy
Fixed-Term Contract
“The Serpentine is set apart in the art world by its boldness and innovation. It takes on big ideas and makes them happen.”

Michael R. Bloomberg
Tabita Rezaire, The Shape of a Circle in the Mind of a Fish with Plants, Photograph © Talie Rose Eigeland

Cao Fei: Blueprints (Installation view, Serpentine Galleries) Photograph © Harry Richards Photography
Championing new ideas in contemporary art since 1970, the Serpentine has presented pioneering exhibitions for half a century from a wide range of emerging practitioners to the most internationally recognised artists of our time.

Across two sites only five minutes apart in London’s Kensington Gardens, the Serpentine presents a year-round, free programme of exhibitions, education, live events and technological innovation, in the park and beyond.

Proud to maintain free access for all visitors, the Serpentine reaches an exceptionally broad audience and maintains a deep connection with its local community.

Marking its 50th anniversary, the Serpentine looks to the future with a programme responding to the urgent issues of today. Key themes are: ecology and the climate emergency, equality and inclusion, education, architecture and the impact of digital and new technologies.

With the leadership of Bettina Korek our Chief Executive, and Hans Ulrich Obrist our Artistic Director, this is an exciting time to join the Serpentine. As a key member of the development team, you’ll have the opportunity to work across a diverse team: from programming and communications to visitor experience, facilities, finance and HR.
We have an exciting opportunity to join our Development Team as Fundraising Executive, Philanthropy.

You will:
• Focus on the effective administration and stewardship of all donations made by individuals towards the Serpentine’s artistic programme.
• Support the Head of Philanthropy and the Fundraising Manager, Philanthropy to maximise fundraised income from major donors by ensuring efficient, accurate and timely delivery of administration, donor stewardship and prospect research tasks.

This role is offered on a fixed term basis for 1 year to support the Serpentine’s 50+1 campaign, as we continue our commitment to work with the world’s most exciting artists as they engage with the urgent matters of ecology, technology, education and community.

This role offers a fantastic opportunity to work in an artistic environment.

To succeed in this role, you will have experience of:
• Providing administrative support; and
• Using CRM databases for record keeping and reporting.

Serpentine has pledged to promote anti-racism in all our forms: the content of our programmes, the culture of our workplace, the diversity of our staff and the experiences of our audiences. Since 2020 we have been working with diversity and inclusion consultants who are leading a programme of change that involves staff and leadership at all levels of the organisation and will be sustained for the foreseeable future. We are committed to equity and inclusion because these values are right and just. We look forward to receiving applications from all and particularly those from under-represented groups as we embark on the next chapter of the Serpentine’s history.
JOB DESCRIPTION

Job Title: Fundraising Executive, Philanthropy

Department: Development

Main Purpose: Provide efficient administrative support for the Philanthropy fundraising team to maximise the Serpentine’s fundraised income from major donors.

Reports To: Head of Philanthropy

Liaises With: All levels of contact, internal and external
**MAIN DUTIES**

**Major Donor Gift Administration and Process Management**

- Maintain accurate records for the Serpentine’s portfolio of individual donors using the Serpentine CRM system, Salesforce.
- Ensure all personal details are kept in line with the General Data Protection Regulation (GDPR). We will provide training to ensure you meet with our specific processes.
- Work closely with the Head of Philanthropy and the Finance team to ensure expected donations are identified in a timely manner, raising invoices when appropriate.
- Compile and run reports through Salesforce to track fundraised income.
- Assist with the quarterly administration relating to the Americas Foundation of the Serpentine Galleries.

**Prospect Research**

- Conduct comprehensive donor research for specific Serpentine exhibitions and projects, identifying links to the Serpentine’s programming and maintaining accurate records.
- Complete clear due diligence reports on prospective individual donors for the Serpentine Ethics Committee.

**Other Duties**

- Assist the Development team to coordinate a programme of virtual and in-real life events where appropriate.
- Any other activities relevant to your role and are necessary for the smooth operation of the Development team and its strategic objectives.
- Adhere to and actively contribute to all Serpentine policies, including Dignity at Work and Health & Safety.
- Actively support and demonstrate the Serpentine’s commitment to becoming an organisation that embraces equity, diversity and inclusion.

**Organisation, Management and Donor Care**

- Draft thank you letters and create reports for individual donors.
- Ensure all individual donors are coded to special events, such as exhibition openings, artist dinners and the annual Chairman’s reception.
- Liaise regularly with the Patrons Executive to ensure all major donors receive the Serpentine Constellation Newsletter and events listings as appropriate.
- Ensure accurate crediting for individuals, corporate supporters, in-kind sponsors and trusts and foundations.
- Maintain and manage the supporter acknowledgement process for Serpentine exhibitions, projects and key events.
- Coordinate the allocation and delivery of exhibition catalogues to individual donors.
Marina Abramović attends the Cao Fei: Blueprints exhibition. Photograph © 2020 Harry Richards @reportography

COS x Serpentine Park Nights 2019: Shwanda Corbett. Photograph: Talie Rose Eigeland
PERSON SPECIFICATION

You will have:

• Experience working in an office environment
• Excellent organisation skills with attention to detail
• Good writing skills
• Professional approach to handling confidential and sensitive information
• Able to remain calm under pressure and an enjoyment for working at a fast pace and to tight deadlines
• Strong computer literacy: word-processing, spreadsheet and database knowledge
• Previous experience using Salesforce or a comparable CRM system
• A genuine enjoyment of meeting people with an ability to communicate effectively at all levels
• Be reliable and flexible in approach with the ability to work out of office hours at donor events, when required

Desirable

• Active interest in, and knowledge of arts and culture
• Knowledge and understanding of the arts market and the key philanthropists and collectors within this sector, both in the UK and internationally
• Previous use of InDesign and Adobe Creative Suite

This job description is a guide to the nature of the work required of the Fundraising Executive, Philanthropy and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in the future.
**GENERAL INFORMATION**

**Salary**
The salary range is £23,000 to £26,000 per annum dependent on skills and experience.

**Hours**
Our normal office working hours are 10am to 6pm, Monday to Friday, although the jobholder will be expected, within reason, to work such hours outside these periods as are necessary for the proper fulfilment of the role.

This role will work remotely in the first instance.

**Duration of Appointment**
Fixed term for a duration of 1 year.

**Probation**
This appointment is subject to a probationary period.

**Annual Leave**
The annual leave entitlement is 25 days per annum pro rata rising to 30 days after 5 years’ service. In addition, staff receive 8 Bank Holidays per annum.

**Pension**
Participation in the Serpentine’s auto-enrolment pension scheme. You can opt out if you wish.

**Other Benefits**
Other benefits are available upon successful completion of the probationary period.

**Closing Date**
The closing date for completed applications is 6pm on 5 April 2021.