Candidate Pack
Fundraising Manager, 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
Formafantasma: Cambio (Installation view, Serpentine Galleries) Photograph © Harry Richards @reportography

An Evening with Faith Ringgold, 2019, Conway Hall. Photograph © Talie Rose Eigeland
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 for a Fundraising Manager, Philanthropy to join our Development team.

As Fundraising Manager, Philanthropy you will work together with the Head of Philanthropy to plan and deliver the Serpentine’s major gifts fundraising strategy to maximise giving from individual donors towards our exhibition, education, civic engagement, live and digital programmes.

The Serpentine requires generous support from forward-thinking individuals to invest in our next 50 years of art and ideas and you will actively cultivate and manage a community of individual donors.

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

To succeed in this role, you will have the skills and experience to provide effective stewardship and management of major donors.

You will have experience of:
• Securing significant gifts from individuals;
• Contributing to and/or participating in strategy development; 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 Manager, Philanthropy

Department: Development

Main Purpose Of Role: Lead on the planning and delivery of a fundraising strategy to maximise philanthropic giving from individuals to the Serpentine’s core artistic programme.

Actively cultivate and manage a community of individual donors for exhibition, education, civic engagement, live and digital programme.

Reports To: Head of Philanthropy

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

### Major Donor Fundraising

- Plan and deliver the major gifts fundraising strategy for the Serpentine’s core artistic programme
- Match fundraising opportunities and projects with prospects and current supporters
- Lead on a variety of individual fundraising approaches
- Proactively cultivate and manage a community of individual donors for exhibition, education, civic engagement, live and digital programme:
  - Build and maintain relationships with donors
  - Actively manage prospect pipelines across the Serpentine’s artistic programme
  - Work collaboratively with the Patrons team to identify opportunities to solicit project specific donations from our existing members
  - Draft approaches from the Serpentine’s directors to individual collectors and philanthropists
- Remain closely informed about developing project plans for the Serpentine’s artistic programme
- Create compelling fundraising proposals on project plans
- Maintain a strategic awareness of trends and developments in major gifts fundraising
- Attend Serpentine events as appropriate

### Management and Administration

- Manage donor care, thanking donors, providing effective stewardship and ensuring that donors receive appropriate accreditation
- Ensure accurate records are maintained through the Serpentine’s CRM system
- Ensure all personal details are managed in line with General Data Protection Regulation (GDPR)
- Work closely with the Finance team to ensure donations are managed efficiently
- Manage meeting actions and ensure appropriate records are kept
- Attend Development meetings and represent the interests of major donors
- Collaborate with colleagues in the Development team to contribute ideas and respond to changing priorities

### Other Duties

- 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.

**PERSON SPECIFICATION**

**You will have:**

- A track-record of securing significant gifts from individuals
- Experience of contributing to or participating in strategy development and devising and implementing plans for major gifts fundraising
- Experience of major donor management and stewardship
- Proactive, resourceful and entrepreneurial approach to fundraising
- Excellent written communication skills with the ability to convey information clearly and concisely
- Demonstrable networking skills with an ability to act as a representative and advocate for the Serpentine and communicate effectively at all levels
- Excellent interpersonal skills and the ability to work collaboratively as part of a team
- A highly organised and flexible approach to work and the ability to plan and prioritise a varied and busy workload and deliver agreed outputs to tight deadlines
- Ability to remain calm under pressure and an enjoyment for working at a fast pace
- Confident with Microsoft Office packages, particularly Word, PowerPoint and Excel
- Previous experience using Salesforce or a comparable CRM system
- An interest in and commitment to the Serpentine’s work

**Desirable**

- Knowledge and understanding of the arts market and the key philanthropists and collectors within this sector, both in the UK and internationally
- Previous experience fundraising from individual donors for a contemporary public art institution

*This job description is a guide to the nature of the work required of the Fundraising Manager, 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.*

Serpentine Galleries. Photograph © Harry Richards @reportography
Salary
The salary range is £32,000 to £35,000 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.