

**Head of Capital Campaigns
Royal Academy of Arts
Up to £50,000 plus attractive benefits**

The Royal Academy of Arts is going through its most radical development in its 246 year history. In 2018 (our 250th Anniversary) we will open a brand new building, a campus uniting Burlington House on Piccadilly with Burlington Gardens. This will include a brand new suite of galleries, new Education centre and a 300 seat auditorium. We will be a 2.5 acre site in the centre of London dedicated to the exhibition, creation and debate on the arts.

With much of the funding already in place and grants secured from major trusts and individuals, there is still a lot of work to be done. We are looking for an exceptional, innovative and enthusiastic fundraiser who is capable of taking on solicitation of gifts from trusts and major donors. Accustomed to working with multiple stakeholders (from senior staff to trustees) and experience of working with trust and individual givers you will find the role and your team mates to be rewarding. We are looking for a leader who is ambitious and willing to help us reach the biggest fundraising target in the Royal Academy's history.

To be successful in the role, you will be confident working with eminent Trustees, Royal Academicians and senior staff to maximise opportunities for fundraising. Extremely personable, you will have the capacity to quickly build rapport and long lasting relationships with individual donors. You should possess an existing network of contacts that are sympathetic to the arts.

You will have existing experience of managing a high performing team. The Royal Academy has a commitment to growing its own talent and you will be expected to coach and motivate a small team to meet challenging fundraising targets. With a collaborative approach, you will need to work across the department to ensure all fundraising opportunities are maximised.

Articulate with first class written skills, you must be able to design and deliver clear, high quality presentations to a wide range of audiences. You must be numerate and capable to manage a budget and provide regular fundraising status reports. So expertise with Excel and Power Point is preferred.

It goes without saying that a deep knowledge of and passion for the visual arts is essential. Candidates with a sound knowledge of art history and contemporary art will be preferred.

For further information and for an application form visit our website
www.royalacademy.org.uk/careers

Closing date for applications	14 January 2015
Interviews week commencing	19 January 2015

If you do not hear from us by 16 January 2015, please assume you have been unsuccessful on this occasion.

JOB DESCRIPTION

JOB	Head of Capital Campaigns
DEPARTMENT	Development
REPORTS TO	Director of Development

MAIN OBJECTIVES

Work in close collaboration with the Director of Development (DD), the Chief Executive and the three key Non-Executives; the President, the Chairman of the Royal Academy Trust and the Chairman of the Burlington Appeal Committee to:

- Take responsibility for the strategy, development and delivery of agreed financial targets in line with the current capital campaign (as of November 2014)
- Work with the Estates and Communications Team to articulate, plan and roll out the Master plan.
- Create an strategy to identify new Capital individual prospects, expanding on the existing work of the Patrons team and capital campaign managers.
- Devise and implement second stage of the Capital Campaign.
- Manage and service the Burlington Appeal Committee, Working Party and participate in all other relevant committees and/or meetings
- Work across the entire Development Department, cultivate prospects for the capital campaign
- Assess the viability, roll out and timing of an effective public campaign, in collaboration with the Communications Team
- Line manage a high performance fundraising team
- Collaborate with Heads of Communications and Marketing to ensure a unified message is communicated to our public, Friends, Patrons and donors

MAIN DUTIES

1. Lead on the individual giving strategy simultaneously stewarding existing and identifying a new set of individual prospects working closely with the Non-Executives and Development Team
2. Ensure fundraising strategy is integrated and clearly understood with particular awareness of the links and potential overlaps which might exist with Development revenue streams, to avoid working in competition with existing initiatives/approaches. Devise regular reporting system for all key stakeholders.
3. Develop a strong and consistent donor offer/set of projects, based on the Capital Campaign plans, in close liaison with the Project Director.
4. Develop the current donor care programme maximising current opportunities to thank and involve donors using the broad range of the Development Department's activity (both revenue and capital).
5. Develop and implement a strategy to maximise international fundraising prospects, particularly from the RA's presence in the States and Hong Kong. Develop and implement a structured international fundraising programme, working closely with the Strategy Director and Executive team, to include an international Patron's scheme.

6. Devise strategy and work with the relevant Sponsorship Team member to create funding proposals to cultivate and convert corporate donors to the capital campaign. This should include;
 - a. Applications to Corporate Foundations
 - b. Creating new mixed revenue and capital fundraising proposals
 - c. Devising a new Founding Corporate Membership scheme in conjunction with the Sponsorship Team
7. Oversee and sign off on trust and foundation applications, ensuring a clear cultivation plan and reporting structure is in place and that submissions are accurate, effective and timely.
8. Oversee the delivery and quality of major appeal and major gift events. Act as host at such events, as appropriate.
9. In liaison with the Communications Department, devise a consistent and effective communications strategy to various key stakeholder groups. Deliver persuasive, concise and informative presentations, including all digital platforms. Ensure high quality content and consistent brand for all fundraising materials.
10. Take responsibility for the budget and ensure accurate and timely forecasting, agreeing budget levels, approving and monitoring expenditure, reporting to DD and Chairman on a regular basis.
11. Track all donations, ensure clear agreements are set in place between the RA and the donor and that funds are used as per the donor's agreements. Regularly attend Cost Control Group to report on progress and donor's requirements for use of their funding.
12. Manage the Burlington Appeal Committee and the Working Party. Regularly participate in all other relevant committees including Briefing Group, the RA Trust and the weekly senior planning breakfast.
13. Ensure that objectives of team members are meaningful, in line with business strategy, are reviewed annually and that these are an accurate reflection of performance. With the Director of Human Resources, identify appropriate training and development for team members.
14. Undertake any other duty which may reasonably be allocated by DD or other senior officer.

PERSON SPECIFICATION

1. Must have previous experience of large scale capital fundraising projects, ideally within the arts or heritage sector.
2. Confident working with Trustees, Royal Academicians and senior staff to maximise opportunities for fundraising.
3. Highly personable, with the capacity to develop rapport swiftly and build strong and lasting relationships with individual donors
4. Ideally will possess an existing network of contacts who are sympathetic to the arts and have a history of generous giving
5. First class written skills to produce persuasive campaign content
6. Confident presenter, able to design and deliver high quality presentations to a range of audiences. Ideally will possess advanced Powerpoint and Think Cell expertise
7. Experienced people manager, capable of leading and developing a small team of experienced fundraisers. Able to set targets, motivate and track progress informally on a daily basis and formally in an annual appraisal.
8. Educated to graduate level or equivalent, ideally History of Art
9. Knowledgeable and passionate about the visual arts and aims and ambitions of the Royal Academy of Arts