



## **ROLE: FREELANCE FUNDRAISER**

Located on the picturesque riverside in Ely, **Babylon ARTS** [www.babylonarts.org.uk](http://www.babylonarts.org.uk) is an independent arts development charity run by ADEC (Arts Development in East Cambridgeshire). Babylon ARTS has an enviable reputation for delivering a high quality, wide ranging programme of visual art, film, live events and significant community based projects in East Cambridgeshire and beyond. We are also the lead organisation of a regional Consortium delivering the Creative People and Places project *Market Place* until October 2021.

***Vision:** Putting arts, culture and entertainment at the heart of everyday life*

***Mission:** Babylon Arts is a charity committed to inspiring, developing and delivering quality arts events and activities to engage communities in Ely and beyond*

***Values:** Accessibility, Quality, Sustainability, Diversity*

Babylon ARTS has recently been awarded Catalyst funding from Arts Council England after identifying both a need and an opportunity to diversify its income streams. Having conducted a thorough internal and external audit and developed a fundraising strategy, the Trustees have designated key areas in which the organisation can further develop and maximise its income generation potential. This work will be facilitated by a freelance post for a fixed period of twelve months.

## **Purpose of Role**

An exciting opportunity has arisen for an experienced fundraiser to help the organisation develop new sources of income from individuals (membership scheme), donors and businesses, achieving a target of circa £20k by March 2019 and securing commitments of future financial support.

## **KEY RESPONSIBILITIES**

Assist with the implementation of the organisation's business plan to:

- To support the strategic development of the charity and to achieve the funding and financial targets as stipulated in the Catalyst bid
- Refresh the organisation's fundraising strategy
- Build and maintain an active community of supporters including local businesses, donors, members and wider community stakeholders
- Promote and develop the organisation's Membership scheme, Patrons and Regular Giving opportunities

- Create positive relationships with existing supporters ensuring they receive effective regular communications and stewardship
- Research appropriate Trusts and Foundations in-conjunction with the Operations & Development Director to inform external bids
- Work with key Staff and Trustees to identify local business sponsorship opportunities and cultivate a new Business Circle
- Work with existing volunteers, recruit and manage volunteers involved in fundraising events, helping them raise awareness of the need for support and how to build local relationships within their networks
- Work with key staff, trustees and volunteers to deliver the annual Cambridge Voices fundraising event and plan further innovative and engaging events to develop individual donors
- Work with staff and key trustees to procure a new CRM/ticketing system that will ensure consistent and accurate entry of existing and future data prospects into the organisation's database in a data compliant way
- Contribute to communications via newsletter, web and social media content, promotional materials and any other relevant publications liaising with appropriate staff and trustees as necessary
- Manage the Gift Aid process
- Keep up to date with developments in the fundraising sector on income generation approaches, trends in donor support
- Work with staff and trustees in acknowledging donations and gifts as appropriate.

## **PERSONAL REQUIREMENTS**

You will be:

- An effective team player with excellent fundraising, communication and IT skills
- Work co-operatively, collaboratively and imaginatively with the team to ensure a high quality service is provided to all supporters, businesses and stakeholders
- Attend organisational and other external events, ensuring up-to date knowledge and understanding of Babylon ARTS' work
- Undertake relevant professional development activities and training as appropriate
- Be available for 1.5 days a week, (there is flexibility over days and times with attendance at occasional evening events part of the requirement).

Key internal contacts: Operations and Development Director/Staff, Trustees and Volunteers

<b>PERSONNEL SPECIFICATION</b>	<b>ESSENTIAL / DESIRABLE*</b>	<b>A</b>	<b>I</b>	<b>R</b>
<b><u>Knowledge &amp; Qualifications</u></b>				
Educated to degree level or equivalent level experience	D	X		
Current fundraising legislation, including General Data Protection Regulations	E	X	X	
General knowledge of individual giving, business sponsorship, membership schemes and crowdfunding	E	X	X	
Knowledge of fundraising in an arts and cultural or not for profit environment	E	X	X	
<b><u>Experience</u></b>				
Proven experience of implementing fundraising plans with a track record of delivering results within an arts, cultural, charitable or not for profit context	E	X	X	X
Experience of organising and managing successful fundraising events	D	X	X	
Experience of working with and building a team of volunteers	E	X	X	X
Knowledge of how to create a case for support for fundraising asks	D	X	X	
<b><u>Skills &amp; Abilities</u></b>				
Excellent written and oral communication skills with good attention to accuracy and detail	E	X	X	
Excellent interpersonal skills and experience of communicating with a wide variety of different people	E	X	X	X
An ability to prioritise workloads and work under pressure to meet deadlines	E	X	X	
Ability to influence, persuade and interact effectively with stakeholders at all levels	E	X	X	
Competent to a high standard in use of appropriate IT hardware, software, databases	E	X	X	X

and research sources to manage and deliver customer insight			
Collaborative team player who is able to be self-motivated and self-directing	E	X	X
A willingness and ability to work un-social hours where required in order to attend events or other work associated with the post	E	X	X

A= Application Form

I= Interview

R-References

Deadline for applications: **Monday 12 March 12 noon**

Ideal start date: **April 2018**

Fee: **£21,000k** (including VAT and expenses) Based on 1.5 days per week for 50 weeks

Fixed term contract: April 2018 – March 2019

Location Ely, home working is also an option

To apply, please send a CV (no longer than two pages) and written application outlining your experience and suitability for the role, examples of recent fundraising successes with two relevant referees to [office@babylonarts.org.uk](mailto:office@babylonarts.org.uk) with the subject line 'Freelance Fundraiser' by **12 noon, Monday 12 March 2018**.

For more information on Babylon ARTS see [www.babylonarts.org.uk](http://www.babylonarts.org.uk)

For an informal discussion about the role please contact Pamela Johnson, Babylon ARTS Trustee at [info@bandjconsultancy.co.uk](mailto:info@bandjconsultancy.co.uk) Tel: 07787 376900