



Made possible with  
**Heritage  
Fund**



**Birmingham Botanical Gardens is looking for an experienced and motivated Development Manager to strengthen the fundraising and development team.**

The Gardens are in a period of change and have recently secured a Round 1 National Lottery Heritage Fund grant towards a £14m capital project. The project aims to restore the historic glasshouses, upgrade site infrastructure and displays and improve the visitor experience for all.

Birmingham Botanical Gardens (BBG) are keen to see applications from people of all backgrounds and communities and are committed to representing the diverse nature of the city. The Gardens look forward to receiving applications from all suitable candidates and will conduct inclusive recruitment processes based on attitude, experience, and qualifications. BBG are also committed to ensuring that no-one invited to interview should be excluded due to financial circumstances and will reimburse anyone attending interview (related costs must be supported by receipts) if required.

<b>Role Title</b>	Development Manager (32 Hours pw)
<b>Contract Type</b>	Fixed Term 18 Months (With a view to extend permanently)
<b>Team</b>	Development
<b>Reports to</b>	Development Director
<b>Salary</b>	£27,000 Per Annum (FTE £33,700)

### **Purpose of Role**

**This post is funded by The National Lottery Heritage Fund as part of the Gardens Major Project.**

This vital new role is to increase charitable income to deliver BBG's charitable purpose and BBG's planned major development. The Botanical Gardens was awarded a National Lottery Heritage Fund Development grant of £590,000 in October 2022, with potential to increase this by an additional £4.4 million subject to a successful Round 2 submission (£5m in total). The development grant (2 years) enables us to finalise plans for the transformational £14m '**Growing our Green Heritage**' project and matched funding of £7-8m is required to support the Heritage Fund Round 2 application to be successful in October 2024.

The Development Manager post has been created to increase fundraising capacity, responsible for managing the day-to-day fundraising function. In addition to assisting with capital fundraising, the postholder will build a portfolio of fundraising streams for capital, projects, and operational costs. The Development Manager will be responsible for day-to-day activity, including fundraising data management, income from trusts, grants, individuals, sponsorship, legacies etc, providing exceptional levels of stewardship for all donors and funding partners.

The new postholder will work with the Development Director and part time Systems Development Officer. The new post includes management of any staff and volunteers working to support the development function. The postholder is responsible to the Development Director in raising the funds to deliver the Major project in the Development and Delivery phases of the Heritage Fund project and beyond and growing the day-to-day fundraising operation at BBG.

### **Key Responsibilities**

- Achieve income and performance targets in accordance with BBG's agreed Fundraising Strategy and business needs, as directed by the Development Director.
- Responsible for managing BBG's development/fundraising function data, ensuring the highest quality and accuracy of data and information on BBG's new Spektrix CRM system in compliance with wider BBG requirements and the Data Protection Act.
- Raise funding from trusts, grants, and sponsors and support campaigns for fundraising from individuals, especially major donors, to meet the targets of the Major project, as agreed.
- Work with Horticultural, Commercial and Education teams, and other staff to determine projects and outcomes, maximising opportunities for raising funds to support core functions as well as projects.
- Manage and oversee funding contracts with trusts, grant givers etc, including payment schedules, reporting, and monitoring compliance with any conditions of funding.
- Responsible for high quality stewarding of all donors and supporters, ensuring BBG's reputation as an exemplary charity is maintained. Respectful approach and manner in all fundraising. Developing a culture of giving in the charity.
- Responsible for research and cultivating funding prospects and submitting high quality well-researched applications, securing new supporters and interest within the wider strategy.
- Work with Marketing team to manage all fundraising messaging and communications, including digital, print and press coverage, all in accordance with fundraising regulation. Liaise with BBG Finance staff to ensure reporting meets BBG's wider business and charitable requirements.
- Prepare and deliver a legacy giving campaign to support long-term giving at BBG.
- Responsible for organising relevant cultivation events/activities, including private visits to the Gardens, special thanks and stewardship delivery outcomes, talks, events, tours and hospitality.
- Maintain up to date knowledge of new developments, legislation, and industry codes of practice on fundraising. Ensure compliance with the Charities Act, Data Protection Act and Fundraising Regulator Codes of Conduct and Best Practice.
- The post includes line management of any staff and volunteers working to support the development and fundraising function at BBG. The Systems Development Officer works one day per week.

- The above is not an exhaustive list of duties and the postholder will be expected to perform different tasks as necessitated by their changing role within the organisation and the overall business objectives of the organisation.

This job includes the following hazards or safety-critical activities:

- Lone Working (infrequent)
- Work in hot or cold environments
- Driving on BBG business (infrequent)

## PERSON SPECIFICATION

Area	Essential	Desirable
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Considerable experience and demonstrable track record in charitable fundraising</li> <li>• Understanding of the strategic needs of a garden/heritage organisation, and role of charitable income</li> <li>• Knowledge of different forms of fundraising and their ROI/strengths &amp; limitations</li> <li>• Knowledge and experience of major fundraising</li> <li>• Knowledge and experience of individual giving and philanthropy</li> <li>• Knowledge of and demonstrable integrity in fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of the not-for-profit sector, preferably knowledge and interest in the broader botanical heritage, environmental and cultural sectors</li> <li>• Thorough Knowledge of Fundraising Regulation, GDPR, Charity Governance, and Codes of Practice</li> <li>• Passion for plants, science, and the environment.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 3- years' experience working in a fundraising capacity</li> <li>• Demonstrable experience of raising significant funds for a charity</li> <li>• Experience of individual giving, membership schemes and major gifts</li> <li>• Ability to create effective case for support for heritage and environmental purposes</li> <li>• Experience of taking responsibility for fundraising data management systems</li> <li>• Excellent IT skills and data management experience utilising Spektrix/similar system</li> </ul>	<ul style="list-style-type: none"> <li>• Successful fundraising for garden, heritage, science, horticultural or related subject matter</li> <li>• Successful fundraising for education</li> <li>• Experience of fundraising prospect research</li> <li>• Experience of using Spektrix CRM system</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of managing donors and funders and high standards of stewardship</li> <li>• Demonstrable experience or working with respectful manner and respectful fundraising</li> <li>• Computer literate with experience of MS Office software, and able to use databases accurate</li> <li>• Experience of managing staff/volunteers</li> <li>• Experience of working with marketing/liaison to acknowledge and deliver funding benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of setting up legacy/in memorial schemes</li> <li>• Experience of working to major capital projects and the National Lottery Heritage Fund, including reporting and grant management.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree-educated or with demonstrable experience of in-depth understanding of fundraising in an independent charitable organisation.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree and Postgraduate Fundraising qualification</li> <li>• In-service fundraising training</li> <li>• Membership of Institute of Fundraising</li> </ul>

<b>Skills</b>	<ul style="list-style-type: none"> <li>• Making successful applications for all types of fundraising within an arts/heritage/culture setting</li> <li>• Ability to define charitable benefits and outputs in fundraising</li> <li>• Experience of management of individual giving schemes, including memberships</li> <li>• Excellent donor stewardship</li> <li>• Excellent communication skills, written and verbal</li> <li>• Results focussed with strong desire to succeed</li> <li>• Ability to multi-task, prioritise and solve problems on own initiative</li> <li>• Ability to prioritise under pressure and meet tight deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of making compelling case for support for projects and fundraising</li> <li>• Understanding of the Environmental and sustainability context for fundraising</li> </ul>
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<p><b>Accountabilities</b></p>	<ul style="list-style-type: none"> <li>• The DM will increase charitable income to support plans for major improvements to buildings, facilities, and engagement at the Gardens</li> <li>• The DM will deliver funding to support the project, Public Education Programme and operational activities</li> <li>• The DM will be responsible for managing BBG's Development database in accordance with the relevant regulation</li> <li>• The DM will deliver donor benefits and acknowledgements</li> <li>• The DM will manage staff or volunteers as requested</li> <li>• The DM will steward donors and sponsors, liaise with marketing, and prepare material for BBG website</li> <li>• This role is part of the Duty Management Team reporting to the Chief Executive and will be on the Botanical Gardens Duty Manager rota</li> <li>• The DM will demonstrate a commitment to working as a member of the Gardens team, assisting with other activities, sometimes working overtime and in the evenings</li> <li>• The DM will demonstrate an active commitment to Equality, Diversity and inclusion.</li> </ul>	