**PART 1: JOB DESCRIPTION**

**JOB TITLE** : Development Coordinator

**GRADE** : F

Fixed term contract for 18mths (November 2019 – April 2021, further extension dependent on fundraising team securing sufficient income)

**POST NO** : 4255

**SERVICE UNIT** : Climate & Culture

**REPORTS TO** : Development Officer

**MANAGEMENT**

**RESPONSIBIITY FOR** : Volunteers as and when engaged

**LIAISON WITH** : Development Officer, Trusts & Foundations Officer, Graduate Placement: Development Assistant, student placements, Museum Management Team and whole RAMM team, Friends Committee, RAMM Development Trust Trustees, RAMM supporters.

**PURPOSE OF JOB**

Responsible for increasing RAMM’s fundraising potential through enhancing or developing offers for Members, Friends and Patrons and professionally managing these schemes. You will produce regular branded communications for these groups and work to develop a closer relationship between them and RAMM.

This will include:

Reviewing and creating new offers

Creating and compiling monthly/quarterly communications to these groups

Ensuring groups are receiving any associated benefits

Acting as the first point of contact for these groups

Administration related to these relationships

**MAIN ACTIVITIES**

In liaison with relevant RAMM team members or external stakeholders:

1. You will be responsible for developing RAMM's free digital Membership newsletter (which has been successfully trialled 1,200 Members). Learn current processes, develop and compile engaging content tailored to deepen and widen engagement. This will require using software such as Survey Monkey, Mail Chimp, Canva, Wordpress, Trello and RAMM’s Customer Relationship System – Harlequin
2. Compilation and circulation of Members monthly digital newsletter
3. Stewardship of current Members and creating innovative ways to recruit new Members
4. Develop an excellent working relationship with the Friends Committee becoming the key contact between them and RAMM. Familiarisation with current offer, processes. Work with the Friends Chairman and relevant committee members to support and enhance the monthly newsletter and maintain webpages
5. In close liaison with the Friends Committee discuss how best to diversify the Friends offer and align its brand more closely with RAMMs. As part of developing the Friends offers, work alongside RAMM colleagues to identify suitable activities which could be included or develop and support suitable activities
6. Create a new Patrons offer including the creation of a quarterly communication
7. Work with external designers to produce marketing deliverables in relation to Friends and Patrons, digital communications templates, Friends/Patrons application forms, website pages
8. On-going stewardship of Members, Friends and Patrons, ensuring any benefits offered by these schemes are being received and encouraging a deeper relationship between these groups and RAMM. This will on occasion include evening and weekend work
9. Work closely with the Development Officer to record supporters engagement with RAMM
10. Lead and support cultivation events
11. Actively engage with fundraising, keeping up-to-date with issues, trends and best practice
12. Any other duties appropriate to the responsibilities of the post

**DATE LAST UPDATED: 13.09.2019**

**PART 2: PERSON SPECIFICATION**

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| --- | --- | --- | --- |
| E | Essential | T | Testing |
| D | Desirable | I | Interview |
| A | Application | R | References |
| C | Certificates |  |  |

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| **SELECTION CRITERIA** | **ESSENTIAL/****DESIRABLE** | **METHOD OF ASSESSMENT** |
| **QUALIFICATIONS** |  |  |
| GCSE, grade A – C or equivalent in English and Maths  | E | A,C |
| Educated to A-Level or equivalent  | E | A,C |

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| **EXPERIENCE/KNOWLEDGE/SKILLS** |  |  |
| Minimum 18 months experience of looking after supporters (or customers) | E | A,I,R |
| Experience of marketing and tailored communications  | E | A,T,I,R |
| Experience of creating engaging content for supporters (or similar)  | E | A,T,I |
| Knowledge and understanding of branding and the importance of good design in supporter communications | E | A,I |
| Experience of developing ‘supporters packages’ | D | A,I |
| An understanding of Gift Aid, including the Benefit Rule | D | A,I |
| Fundraising/experience of working in an arts/cultural environment | D | A,I,R |
| Enthusiasm for arts/culture and the benefits such an offer can have on its audiences | E | A,I |
| Great IT skills including experience of working with (or similar software) Survey Monkey, Mail Chimp, Canva, Wordpress, Trello, Customer Relationship Management Software for recording/tracking support | E | A,I |
| Excellent verbal and written communication skills with the ability to communicate to a wide variety of people | E | A,I |
| Able to build and sustain excellent working relationships with colleagues and external stakeholders, supporters  | E | A,I |
| Great time management skills, accurate with an attention to detail | E | A,I |

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| **ATTITUDE** |  |  |
| Positive, self-motivated, ‘can do’ attitude | E | A,I |
| Proactive and able to exercise initiative judging when to seek advice | E | A |
| Must be able to work well in a team, and independently  | E | A,I |
| Professional and friendly  | E | I |