



RECRUITMENT PACK

HEAD OF DEVELOPMENT



OLD ROYAL
NAVAL COLLEGE
GREENWICH



WELCOME FROM THE CHIEF EXECUTIVE

Thank you for your interest in becoming our new Head of Development.

This is a new and exciting position on our senior leadership team which has a key role to play in helping to shape our overall organisational development.

Conserving the Old Royal Naval College – Sir Christopher Wren's riverside masterpiece – for the benefit of the nation has been at the core of our mission since we were established in 1997 and we continually respond to the exciting challenges of this significant responsibility. Twenty-five years later, the Old Royal Naval College site is used intensively for education, learning, filming, discovery, spectacular programming and ceremonial occasions. We are also the landlord for University of Greenwich's flagship campus and Trinity Laban Conservatoire of Music and Dance.

Described by UNESCO as being of 'outstanding universal value' the Old Royal Naval College is the architectural centrepiece of Maritime Greenwich World Heritage Site. Boasting over 500 years of rich history, it is a gem we must preserve for future generations to experience and enjoy. We want as many people as possible to feel that this is a place for them, a cultural destination and an educational campus.

Our award-winning £8.5m Painted Hall conservation project, completed in 2019, is the template for our future ambitions to conserve and protect this historical site and unlock more of the Old Royal Naval College's hidden spaces. As our Head of Development, you will lead on developing and delivering our new fundraising strategy. We are seeking an experienced fundraiser who will grow and diversify our income from a blend of supporters, including Trusts and Foundations, individuals, legacies, corporate sponsors and through our established Patron scheme and American Friends.

You will be creative and strategic; an experienced self-starter with a successful track-record of growing sustainable income and securing four to five figure gifts and the skills to lead and develop a high performing team. With strong financial acumen and interpersonal skills, you will be as comfortable writing compelling funding applications as you will communicating in person. Working closely with senior colleagues and the Board of Trustees, you will also ensure excellent supporter stewardship and embrace our mission and values of a collaborative approach.

As a cultural heritage and educational destination based in a truly global city, we are looking to reflect its diversity at all levels across our organisation and actively welcome applications from underrepresented communities for this role. If you offer the skills and qualities we are seeking and align with our vision and values, I very much look forward to hearing from you.

Matthew Mees
Chief Executive



ABOUT US

The Old Royal Naval College was established in 1997 as a charity to conserve the magnificent Baroque buildings and grounds for present and future generations and to provide opportunities for wide and diverse audiences to enjoy and share its significance.

The site is of recognised significance locally, nationally and internationally due to the nature of its architecture, above and below ground, and its position within the UNESCO Maritime Greenwich World Heritage Site. The site is an intrinsic part of the townscape for local people and operates as a significant tourist destination; 1.2 million people visit the site each year.

Our ambition is to become an extraordinary cultural destination which inspires local pride and world-wide acclaim – a place which creates rich and memorable cultural experiences. We inspire and engage the public in heritage and creativity. We conserve and protect the Old Royal Naval College for the nation.

Our strategic objectives are to create and encourage:

- **Exploration:** engage visitors via a site-wide historic, architectural and spiritual experience.
- **Spectacle:** inspire the public via a stimulating artistic programme.
- **Stewardship:** conserve the fabric of our buildings, grounds and archaeology.
- **Independence:** grow a cultural business which secures our sustainable future.

The Old Royal Naval College comprises a number of heritage attractions and conference / event venues, namely: The Painted Hall, The Chapel of St Peter & St Paul, Visitor Centre (Pepys Building), learning spaces including the Clore and the Mews schoolroom, Admiral's House, Skittle Alley & Ripley Tunnel, and Queen Mary Undercroft. The grounds and visitor routes including points of interest / photo opportunities.

OUR VISION

- **Bold** – We're proud of what we have and confident to shout about it. We're adventurous with our offer and we lead our partners for everyone's benefit.
- **Embracing** – We're warm and approachable, welcoming diverse people and ideas, and creating a positive, nurturing environment.
- **Resourceful** – We're flexible in our approach, resilient and responsive to new opportunities.
- **Imaginative** – We make inventive use of our resources to realise our potential.

WHAT WE DO

We are a heritage attraction, a place of worship, learning space, retailer, concert venue, film set, picnic venue, entertainment space, conference venue, wedding venue, exhibition space, performance space, and we have a pub / bar / restaurant. Our offer covers the daytime and night time economy. Our engagement programme ensures that visitors enjoy and have memorable experiences here and includes tours, talks, 'Late' events, recitals, concerts, family activities, debates, festivals and markets. We are a space for local people, students of the University of Greenwich and Trinity Laban, and tourists from the UK and worldwide. Everything we do is guided by our values bold, imaginative, embracing and resilient.

For a general overview of the work of the Old Royal Naval College (ORNC), please visit our website at: www.ornc.org.

OUR CHARITY

The Greenwich Foundation for the Old Royal Naval College was established in 1997 as a charity to conserve the magnificent Baroque buildings and grounds for present and future generations and to provide opportunities for wide and diverse audiences to enjoy and share its significance.

In addition to a substantial conservation programme, the Old Royal Naval College has a popular public programme of concerts, festivals, talks, tours and events. Its award-winning learning programme, volunteer and community engagement programmes ensure that it holds a central place within the local community. Today, the Old Royal Naval College relies on philanthropic support to achieve its goals of conserving the buildings to the highest possible standard and making the site accessible to the widest possible audience.

GREENWICH PALACE

Henry VIII, Elizabeth I and Mary I held their courts at Greenwich Palace, one of the most important Royal Palaces in the country.

A vast palace complex, Greenwich Palace was arguably the main Royal palace throughout the Tudor period. Henry VIII, Elizabeth I and Mary I were all born here; Henry enjoyed jousting here and his wife, Anne Boleyn, was famously arrested here; even Shakespeare performed here as an actor to Elizabeth I. Now the palace lies beneath the Old Royal Naval College. Archaeological digs have unearthed multiple artefacts from the palace and are now on show.

THE ROYAL HOSPITAL FOR SEAMEN

The classical buildings that make up the Old Royal Naval College today - including the iconic twin domes - were built for purpose as the Royal Hospital for Seamen, and date back to the 17th century.

Designed by England's most famous architect, Sir Christopher Wren, the buildings were built to house naval pensioners, retired veterans of Britain's navy. The grand Painted Hall was created for them to dine in and painted by Sir James Thornhill between 1707 and 1726 at the pivotal moment when the United Kingdom was created and became a dominant power in Europe.

THE ROYAL NAVAL COLLEGE

Elite naval officers from across the world studied at the Royal Naval College between 1873 and 1997.

In 1873 the Naval College in Portsmouth acquired the buildings of the old Royal Hospital for Seamen in Greenwich – and so the Royal Naval College was established. In an age of world wars and developing technology, the Royal Naval College provided state of the art training for promising young officers. It would also see thousands of Wrens trained here during World War II.

The Navy left in 1997, and the Old Royal Naval College is open for the public to visit.



JOB DESCRIPTION

Job title:	Head of Development
Reports to:	Chief Executive
Direct reports:	2 x Development Managers Database and Gifts Officer
Key Relationships:	Director of Estates and Conservation Head of Visitor Experience and Commercial Head of Learning, Interpretation & Collections Senior Management Team The Board of Trustees External Development Partners American Friends of ONRC

ROLE PURPOSE:

Following the completion of the Painted Hall project in 2019, the Development Department has been through a period of transition. With a potential NHLF and other similar bids we need resource and support to carry and enable the projects. This is an exciting opportunity for a forward thinking strategic fundraiser to develop a strategy to raise funds for these projects and develop all aspects of our fundraising activity.

This role is a member of the senior management team and is a key contributor to developing the strategic business plan and responsible for delivering it. They are also a key leader in role modelling our organisation values and culture, developing an inclusive, collaborative and high performing team.

The Head of Development will identify and cultivate major prospects with the aim of soliciting 4-7 figure gifts in support of ORNC priority projects and oversee the growth and maintenance of strong relationships with current supporters of all levels and develop long term relationships with all those interested in supporting our work in the future.

They will work with the Chief Executive, Senior Management Team, Trustees and senior staff to expand the ORNC's network of supporters and advocates at the highest levels of influence and make peer approaches to prospective supporters.



MAIN RESPONSIBILITIES

ROLE SPECIFIC

1. KEY TASKS

- 1.1 - Together with the Chief Executive develop the Foundation's major donor fundraising programme in support of capital campaign deadlines.
- 1.2 - Develop the Foundation's institutional fundraising programme in support of capital and activity with major players such as the NLHF, Arts council and Art Fund.
- 1.3 - Develop and implement solicitation plans for individual prospects, managing a personal portfolio of Major Gift prospects through identification, cultivation to stewardship.
- 1.4 - Refine the case for support and written proposals for individual solicitations, making high quality presentations tailored specifically to meet donors' personal interests
- 1.5 - Manage the Development Manager (Patrons and Individual Giving) and oversee all prospect research activities including identifying, assessing and prioritising individual and corporate prospects
- 1.6 - Manage the Development Manager (Trusts and Foundations) and oversee all activities including identifying, assessing and prioritising the submission of Trusts and Foundation applications and stewardship of all grantors
- 1.7 - Manage the Database and Gifts Officer and ensure that the Foundation's CRM system's data is maintained and able to provide quality monitoring reports
- 1.8 - Ensure management systems are in place to deliver and manage a pipeline of major gift prospects for capital, endowment, and other projects
- 1.9 - Oversee the stewardship of major donors, ensuring outstanding donor care and encouraging further involvement, to ensure a high level of retention and repeat donations
- 1.10 - Oversee the relationship with the American Friends of the ORNC
- 1.11 - Develop and constantly refine a long-term calendar of in-house events geared towards our fundraising and development needs, ensuring high standards of customer service and quality consistent with our brand
- 1.12 - Prepare quarterly Trustee board papers.
- 1.13 - Any other duties associated with this role that may from time to time be required by the Chief Executive

2 MANAGEMENT

- 2.1 - Manage the Team's budget to ensure expenditure within budget.
- 2.2 - Monitor staff performance and development, set objectives and conduct annual appraisals.
- 2.3 - Support professional development and talent planning across the Team.
- 2.4 - Co-ordinate and motivate the Development team and manage the organisation's resources effectively and efficiently.
- 2.5 - Co-ordinate specific projects as defined by the Line Manager or above.

ALL EMPLOYEES

1. LEADERSHIP

Work with colleagues to strengthen the Foundation's capability, culture and resources so that we can collectively deliver our vision and mission with confidence.

1.1 - Support collective leadership, knowledge sharing and relationship building across the Foundation.

1.2 - Act in accordance with the Foundation's current and future policies, procedures, guidelines and relevant codes of practice, which aim to ensure the highest possible standards of professionalism. For example, Data Protection, Employment Law, Equality, Diversity and Inclusion, Safeguarding, Health and Safety.

1.3 - Undertake any other duties as appropriate that are commensurate with the post as may be determined from time to time by the Line Manager, or above. It should be understood that this job description may change as the Foundation develops following discussion and agreement with the post holder. The post holder will have full opportunity to discuss and be active in changes or developments.

2. VALUES

Set an example for all colleagues by embodying and exemplifying our values in all your work:

Bold | Imaginative | Embracing | Resourceful.

2.1 - Observe high levels of professionalism and treat stakeholders and colleagues with courtesy, respect and dignity, always.

2.2 - Work co-operatively with colleagues, including providing cover during absence as may be requested by your Line Manager or other colleague as delegated.

2.3 - Actively participate as a manager of the Foundation including being available for staff and other meetings as required.

2.4 - Avoid any action or behaviour which may conflict in any way with the Foundation's values or which may bring our organisation into disrepute.

3. SELF-DEVELOPMENT

Ensure continuous self-development, both professionally and personally, through training, supervision and other appropriate means.

3.1 - Develop and maintain the range of skills appropriate to the post and to keep up-to-date with good practice, publications and issues relating to your area of work or the Foundation as a whole.

3.2 - Attend appropriate training (workshops, courses / conferences and other appropriate events), as agreed with your Line Manager or above.



PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- A successful track-record of securing gifts from individuals, Trusts and Foundations or companies (four-figure sums and above) and managing a portfolio of major donor relationships
- Experience of managing relationships with multiple stakeholders in a complex environment, including senior colleagues such as directors, trustees, and Chief Executives
- Experience of developing and implementing fundraising strategic plans
- A firm understanding of philanthropy and the fundraising sector in the UK with knowledge of local and international fundraising trends
- Experience of writing high-value proposals
- Familiarity with the gift request process as it relates to major donor's, including identification, research and development of strategies for approaching a varied portfolio of donors
- Experience of setting and monitoring budgets, with an excellent understanding of the scope and purpose of CRM databases
- Demonstrable experience of managing, appraising and motivating staff
- Knowledge of the legislative framework in connection with donations and data – taxation legislation, fundraising regulation and GDPR

DESIRABLE

- Experience of comprehensive fundraising campaigns
- Experience of US fundraising

SKILLS AND ATTRIBUTES

- A demonstrable commitment to the Foundations' values
- Highly motivated and proactive, with excellent interpersonal skills
- Ability to work within a high-performance environment and to deliver KPI's as defined
- Excellent written and oral communication skills
- Ability to work autonomously with limited support
- A logical thinker and strong problem solving skills
- Accurate with strong attention to detail
- Discreet with an understanding of the need to maintain confidentiality
- Respect for equality of opportunity, diversity and inclusion with practical ideas for their implementation within the scope of post



TERMS OF APPOINTMENT

SALARY

The salary for this role is £55,000 - £65,000 per annum on a full-time permanent basis.

LOCATION

Old Royal Naval College, 2 Cutty Sark Gardens, Greenwich, London SE10 9LW

PENSION

Matched contributions up to a maximum of 10%.

ANNUAL LEAVE

25 days annual leave plus bank holidays.

The organisation values diversity and is committed to making appointments on merit by fair and open processes, in accordance with its equal opportunities policy.

HOW TO APPLY FOR THIS APPOINTMENT

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Hannah Chapman at Hannah.Chapman@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/gnc-head-dev/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: 26th May 2023

First round interviews with Starfish: w/c 12th June 2023

First stage interviews with Old Royal Naval College: 26th June 2023

Second stage interviews with Old Royal Naval College: 30th June 2023