



Royal Botanic Gardens
Kew

Candidate Pack
Executive Director of
Development

Welcome

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

Our mission at Kew Gardens and Wakehurst throughout our 250-year history is to understand and protect plants and fungi, for the wellbeing of people and the future of all life on Earth. Yet that life is in crisis. The unprecedented rate of degradation means we are living through an age of extinction, but we know the next decade is critical to reverse this trend. Our aspiration is to end the extinction crisis and help create a world where nature is protected, valued and managed sustainably. We lead by example and are advocates for environmental responsibility, using our voice to call for an end to biodiversity loss and for natural habitats to be restored.

In March 2021, we launched our 10-year strategy to deliver our mission to protect plants and fungi for the future of all life on Earth. To deliver our mission, we have five priorities. These commitments are based on how we believe we can best deploy our expertise and other assets to make a distinctive and substantial contribution to tackling global challenges. We will work with the governments in the UK and around the world to shape and support global work to protect nature. Time is running out. We must stop biodiversity loss - RBG Kew will use all its resources to overcome this global emergency.

We are now seeking an Executive Director of Development to help us fund this critical mission. This is a compelling opportunity for a visionary and engaging fundraising professional to implement a campaign that will impact and influence the future of one of the most urgent challenges of our time.

Already operating at a senior level, you will bring a strong track record in delivering growth in fundraised income, ideally with experience of delivering a successful and significant campaign. Importantly, you will also demonstrate tangible passion for the work of RBG Kew and understand the complexity of our work, with the ability to represent Kew at the highest levels nationally and internationally and articulate our purpose and influence powerfully, persuasively and dynamically.

Strategic and collaborative in your approach, you will bring proven experience of developing and managing bespoke, complex and nuanced relationships with major donors and other senior stakeholders. With high levels of emotional intelligence and maturity of judgement, you will bring excellent people management skills and the ability work effectively with the highly talented professionals at RBG Kew. With a flexible and entrepreneurial approach, you are someone who will spot opportunities for us; creative in your thinking but with an approach that is backed by rigour and evidence for change.

I am committed to working closely with you, as are colleagues and our Trustee Board. If you believe you have the qualities we are looking for and share our commitment to championing RBG Kew and its Manifesto for Change, we would be very pleased to hear from you.



Richard Deverell
Director, Royal Botanic Gardens, Kew



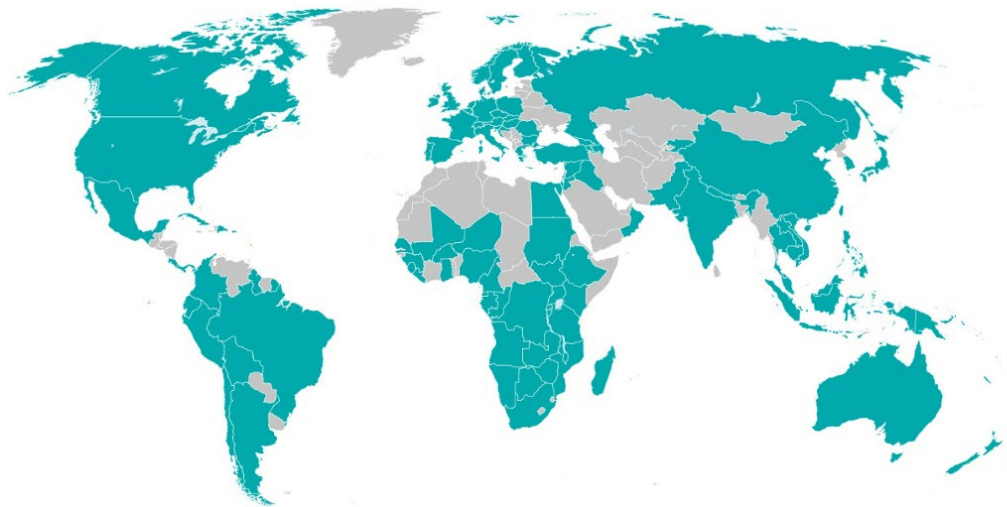
About the Royal Botanic Gardens, Kew

RBG Kew is a world-famous scientific organisation, internationally respected for its outstanding collections as well as its scientific expertise in plant and fungal diversity, conservation and sustainable development in the UK and around the world. Kew Gardens is a major visitor attraction. It was made a UNESCO World Heritage Site in July 2003 and celebrated its 260th anniversary in 2019. Wakehurst is [Kew's wild botanic garden](#) in Sussex, home to Kew's Millennium Seed Bank, the largest wild plant seed bank in the world, as well as over 500 acres of designed landscapes, wild woodlands, ornamental gardens and a nature reserve. Combined, Kew Gardens' 132 hectares of landscaped gardens, and Wakehurst, Kew's wild botanic garden, attract over 2.5 million visits every year.

The Kew Madagascar Conservation Centre is Kew's only overseas office and third research centre.

RBG Kew receives approximately one third of our funding from Government through the Department for the Environment, Food and Rural Affairs (Defra) and research councils. Further funding needed to support RBG Kew's vital work comes from donors, membership, commercial activity and ticket sales.

Kew Science's purpose is to help stop biodiversity loss and develop nature-based solutions to some of humanity's biggest global challenges. Kew scientists work with collaborators in over 400 institutions from more than 100 countries to help find solutions to urgent global challenges. You can read about examples of work and find out more about projects in Madagascar, Africa, Asia and Oceania, Latin America/Caribbean and UK and Europe [here](#).



Our manifesto for change 2021-2030

RBG Kew's ultimate goal is to end the extinction crisis and contribute to creating a world where nature is protected, valued by all and managed sustainably. In the wake of a global pandemic, and with the future of the planet in peril, the strategy represents a public commitment by RBG Kew to do everything in its power to reverse the environmental devastation of biodiversity loss and climate change.

To deliver this mission, [Our manifesto for change 2021-2030](#) centres around five key priorities for the coming decade. These commitments are based on how RBG Kew believes it can best deploy its expertise and other assets, including Wakehurst, its wild botanic garden in Sussex, to make a distinctive and substantial contribution to solving these global challenges.

1

Deliver science-based knowledge and solutions to protect biodiversity and use natural resources sustainably. Our scientists will identify and strive to protect species of plants and fungi globally, as well as revealing those that could be new sources of food, medicine, fuel or materials.

2

Inspire people to protect the natural world. We will promote and provide access to knowledge, ideas and beautiful gardens that motivate individuals to be advocates for nature.

3

Train the next generation of experts. The world needs brilliant scientists and horticulturists. We commit to training students from the UK and around the world.

4

Extend our reach. RBG Kew is a public body and charity with global collections and influences. We must be for everyone, disseminating our knowledge and collections both physically and digitally for global benefit.

5

Influence national and international opinion and policy. We will speak with confidence and prominence to advocate policies aligned with our mission. We will be an exemplar of environmental responsibility in all that we do, including by exceeding net-zero carbon emissions to become climate positive by 2030.



Job Description

Job title:	Executive Director, Development
Reports to:	Director of RBG Kew
Responsible for:	Fundraising across all income streams of individual donors, corporations, trusts & foundations, and patrons, at a local, national and global level. Delivery of a successful Kew campaign.
Direct reports:	Overall team of c. 35 with 3 direct reports.
Key Relationships:	Director of RBG Kew Executive Board of RBG Kew RBG Kew Trustees Foundation Council (i.e. the development board) Senior Volunteers

Role purpose:

Successful delivery of RBG Kew's fundraising campaign

Main responsibilities:

- Lead the Development team (c. 35 staff) to develop and implement a robust and innovative fundraising campaign that aligns with the vision, values and mission of RBG Kew.
- Represent RBG Kew internally and externally for the purposes of increasing RBG Kew's resources and profile nationally and globally.
- Lead the relationship with RBG Kew Foundation Council Chair and Members
- Contribute to the overall leadership of RBG Kew as a member of the Executive Board.
- Work collaboratively with colleagues across the organisation to ensure that the work of the Development department is fully integrated and supports the delivery of RBG Kew's overall objectives.
- Lead and motivate the Development team to deliver results and be proactive in developing staff, building confidence and living RBG Kew's values. This includes setting long and short-term targets and ensuring delivery.
- Manage the annual expenditure and budgets for the department.



Person Specification

Knowledge and Experience

- Proven track record of having successfully delivered in a senior leadership role in a fundraising department. You will have shaped and implemented fundraising strategies that have delivered a step change in income and ideally, have successfully led and completed a major campaign.
- Proven track record of developing effective relationships with key stakeholders in similarly complex organisations.
- Strategic, clear thinker and tactical operator with sound business planning skills, including experience of financial and risk management.
- Proven experience of developing and managing complex and nuanced relationships with major donors and other senior stakeholders, which require a bespoke approach and a high level of emotional intelligence and judgement.
- An experienced people leader and manager with success in creating, leading, inspiring and motivating a high performing, multi-disciplined team and collaborating with a wide range of colleagues and stakeholders.

Skills and Abilities

- An inspirational and collaborative leader with sophisticated influencing and negotiating skills, able to establish vision and purpose, and promote cooperation across a team of highly professional staff across RBG Kew.
- Excellent people management skills and a track record of developing high-performing individuals and teams across a range of different disciplines.
- Able to deliver to demanding deadlines in a complex environment.
- Able to represent RBG Kew nationally and internationally at the highest level and be respected within peer networks.
- Entrepreneurial flair and the ability to spot income generating opportunities and push the business forward to increase income.
- Ability to engage with an international network of supporters and a willingness to undertake overseas travel.

Values and Behaviours

- Visionary with the imagination to paint a bright future and turn RBG Kew's mission into reality.
- Confident, authoritative and approachable manner.
- Resilient and resourceful in solving problems and coming up with solutions.
- Passionate about and committed to the aims and work of RBG Kew.
- Strong self-starter with the ability to anticipate issues and complexities.
- Contemporary and inclusive leadership; calm and decisive under pressure.



Terms of appointment

Salary

The salary for this role starts at £130,000 per annum on a full-time permanent basis.

Location

RBG Kew

Annual Leave

25 days, excluding bank holidays, on entry rising to a maximum of 30 days after 6 years' service.

Family Friendly

RBG Kew Enterprises (Development) supports its employees in achieving a work-life balance and we have a range of schemes and policies in place to support well-being and wider needs:

- Generous and comprehensive family friendly policies: maternity, paternity and adoption leave, career break.
- Employee Assistance Programme: The Employee Assistance Programme offers advice and counselling via a confidential phone line and an extensive website with help sheets. Advice subjects include everything from addictions to work-life balance.
- Family pass: RBG Kew Enterprises (Development) employees are entitled to free admission to the Gardens at Kew and Wakehurst for two accompanying adults and two children on presentation of their staff pass.
- Civil Service Sports Club (CSSC): Employment at Kew provides the opportunity to join CSSC, a not for profit organisation aimed at public sector workers positively promoting health and well-being in the workplace. CSSC aims to help you to have fun, get active, try out new hobbies or activities and experience the great diversity of the Civil Service. CSSC organise hundreds of events, activities and special offers for you every year.
- Vodafone Employee scheme: RBG Kew Enterprises (Development) member of staff and up to 5 of their family and friends are entitled to a discount on any Vodafone tariff.

Pension Benefits

RBG Kew Enterprises offer a Group Personal Pension Scheme through Royal London, with an employer contribution of 8% of salary. This is a non-contributory unless you decide to make a voluntary contribution as a % of salary. If you do decide to make a contribution, Enterprises will match your contribution up to a further 2%, making the total possible employer contribution 10%.

Life Insurance

Life Assurance is with MetLife and is 2 x annual salary for all employees of RBG Kew Enterprises (Development).

Training & Development

We provide comprehensive and continual training throughout your career, across all levels of the organisation. RBG Kew Enterprises (Development) will assist with the funding of relevant training, development and further education.

Access to Flexible Benefits Portal

All employees have access to a flexible benefits portal, mylifestyle, which allows you to select a number of flexible benefits to suit your lifestyle. Through the website you can also access discounts at hundreds of different retailers.

Terms of appointment

Season Ticket Loans

An interest free Season Ticket Loan is available for all employees on permanent and fixed term appointments. The loan is paid back via monthly payments deducted from your salary.

Cycle-to-work Scheme

The salary sacrifice cycle-to-work scheme is part of Kew's flexible benefits package and gives you the opportunity to purchase a bike for cycling to work at little over half the normal cost. The scheme is open to all permanent employees and those on fixed term contracts for at least 1 year.

Payroll Giving – Tax Efficient Charitable Donations

Payroll giving is part of Kew's flexible benefits package and you could make tax efficient charitable donations direct from your pay.

Eye Care Scheme

If you use a computer or other display screen equipment for a significant portion of your job, you are eligible to participate in the eye care scheme. This scheme provides self-service vouchers that can be used as payment for eye tests, and where eligible a free pair of frames or discount from the optician's range.

Free access to museums, galleries and gardens

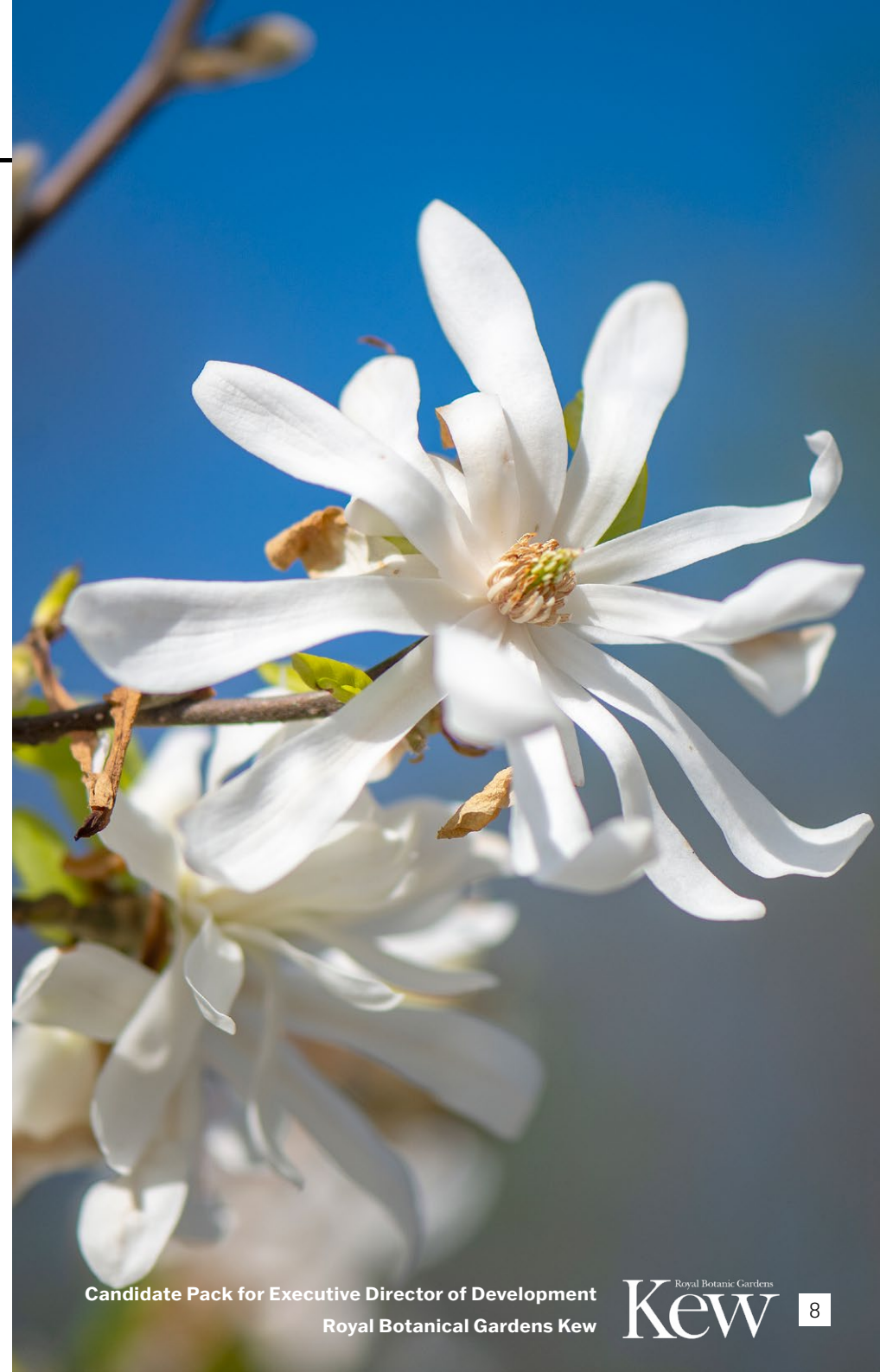
National museums, galleries and gardens that offer free admission to RBG Kew Enterprises (Development) staff members on presentation of a staff pass.

Local Business Offers

Some local businesses offer discounts to Kew employees. Information is available on KewNet.

Discount on items purchased in the Kew Shops and Restaurants and Cafes

Kew offers a 50% lunch discount across all its restaurants and 20% discount on retail products.



Person Specification

To make an application, please go to <https://starfishsearch.com/jobs/kew-ex-dir-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: Monday 4th September 2023

Preliminary Interviews: w/c 11th September and w/c 18th September 2023

Final Panel Interviews: Friday 29th September 2023

