

Capital Fundraising Manager

We are looking to appoint someone to play a key role with Trowbridge Town Hall at a transformational time for the organisation.

They will lead the fundraising to match the principal grant from the Future High Streets fund.

This is intended as a full-time role though we will also consider proposals from consultancies.



About us

Trowbridge Town Hall Trust is a charity, formed in 2012. It manages the historic building at the heart of the town, restoring and reenergising it as a creative and civic hub.

The building is used for choirs, dance classes, yoga, community meetings and markets. It's home to the Free Range Café and ten creative studios. We have a gallery for visual art exhibitions and programme live music, comedy, theatre and film.

We're a small core team of 7 people, led by our Director, to whom this role directly reports, along with three freelance programmers (visual arts, film, performance) and a freelance fundraiser.

The charity turns over around £300,000 a year, with key stakeholders Wiltshire Council and Trowbridge Town Council providing core grant support.

The organisation is about to embark on a multimillion-pound development, with key funding from the Future High Streets Fund, to restore the building, increase its use and catalyse development of the town centre.

The Town Hall Trust's vision is for a creative, cohesive and confident town.

About Trowbridge

Trowbridge is a former mill town with a rich industrial heritage. It is Wiltshire's county town, home to around 40,000 people.

The town is home to a growing cultural community, with whom the Town Hall Trust collaborates. This includes Drawing Projects UK, Court Street Gallery and Trowbridge Museum (which has just reopened following a £2 million development).

Trowbridge is on a direct train line to Bath and Bristol.



About the capital project

Trowbridge Town Hall is in urgent need of restoration. Its exterior walls and roof are in an increasingly poor state of repair while its mechanical and electrical services are at the end of their useful life. There is limited access into and within the building for disabled people and those with access needs. The alterations made converting the building into a Magistrates' Court in the 1970s limit its use.

In 2020, we developed plans for a full restoration of the building with consultants Plann. This contributed to the project securing £8.1 million from £16.3 million funding for Trowbridge through the Future High Streets Fund.

We are now working in partnership with Wiltshire Council to deliver this project.

Following a scoping report carried out by consultant Jacqueline Kingsley, the Trust has set a target of £2 million to be raised from lottery funders, trusts and foundations, and individuals. Conversations with key funders have already taken place.

The project will complete in 2025.

About this role

This is a new role. It has been created to give the organisation the best chance of securing additional funding to realise the transformational capital project.

The person appointed will report to the Director, and will work closely with the Communications Manager, Project Manager (both new roles), and trustees.

Initially this role will have no direct reports, though the Capital Fundraising Manager may work closely with the freelance grant fundraiser.

The intention is to grow the fundraising team as more funding is secured.



Key responsibilities

The following is not an exhaustive list but gives a general overview of the role's responsibilities.

Strategies

- Develop a comprehensive fundraising strategy, with a compelling 'case for support' and an action plan
- Lead on delivery and administration of the strategy and action plan
- Develop supplementary plans for Trusts and Foundations, High Net Worth and low level giving
- Work closely with Wiltshire Council Economic Development team to secure funding from government or lottery sources
- Put in place robust measures for evaluating and reporting on impact of funding
- Ensure funding requirements are communicated clearly and promptly to the Board's Capital Subgroup and the project delivery team

Lottery Funders

- Lead on applications for National Lottery Community Fund, National Lottery Heritage Fund and Arts Council England, drawing on input from the Director and trustees
- Manage relationship with funders including providing prompt and accurate information as required
- Attend meetings with funders as requested by the Director

Trusts and Foundations

- Lead on all applications to Trusts and Foundations, including pre-meetings and writing of funding bids
- Manage reporting and gift processing for all Trusts and Foundations
- Ensure effective communications with and about funders

High Net Worth

- With trustees and external consultants, identify and cultivate relationships with key prospects
- Strategically utilise Director and trustees to best effect to cultivate high level gifts, including produce compelling proposals
- Effectively steward donors and other key stakeholders
- Manage all gift processing administration, including ensuring donors are thanked and credited appropriately
- Communicate donations publicly when appropriate

Low Level Giving

- Design and deliver a low-level capital fundraising campaign

- Create marketing materials to promote campaign internally and externally
- Produce a programme of fundraising events
- Develop opportunities for a regular giving scheme, converting one-off donors/capital donors to long term supporters
- Implement a new CRM system ensuring all data is GDPR compliant
- Produce and deliver an effective communications plan to cultivate and steward supporters

Legacy

- Support the creation of a fundraising department post-development



What we're looking for

We're looking to work with someone with proven fundraising experience, specifically in the charitable sector, and with the ability to secure funding from a wide variety of sources.

You may have worked on a capital project before and you will certainly have a key understanding of the different requirements involved here compared to funding other charitable or cultural activity.

You will be someone who sees the opportunity to play a key role in a project that is defining for Trowbridge and could be pioneering for towns across the country.

About You

Skills

You must have/be:

- Persuasive, compelling and engaging
- A multitasker
- A creative thinker and problem solver
- Self-motivated
- Diligent, with excellent attention to detail
- Exemplary interpersonal skills
- An understanding of the potential of cultural and/or civic buildings in town centres
- Ability to set and meet ambitious targets
- Excellent communication skills, both written and verbal
- Ability to present to a variety of different groups
- Ability to work effectively with staff and volunteers with limited experience
- Ability to work under pressure and observe strict deadlines
- Good with finances and budgets
- An interest in culture, community, and heritage

Experience

You must have the following demonstrable experience:

- Fundraising in a not-for-profit organisation of similar scale or larger
- Securing funding from, and maintaining good relationships with, at least one of the three lottery funders identified above
- Writing successful bids to Trusts and Foundations
- Managing effective relationships with individual donors
- Creating and delivering successful campaigns utilising a mix of grant funders and individuals
- Budget management
- Evaluating and reporting on funded projects

You may have some of the following experience:

- Securing capital investment from lottery funders
- Writing successful capital bids to Trusts and Foundations
- Working on heritage projects
- Working with community organisations
- Commissioning work from external consultants
- Working with a board of trustees
- Knowledge of the local funding landscape

What we can offer

We're committed to providing support to enable the person recruited to grow with the role. This will include paying for – or contributing to – training and mentoring.

Our Board includes experienced managers and leaders from the business, public and not-for-profit sectors.

Details

This opportunity is funded initially by the Architectural Heritage Fund.

This is either:

A fixed-term, full-time salaried role.

You will work 37.5 hours a week. We are flexible on how and where these hours are worked, though we would expect you to work in the office for at least two days a week.

The initial contract is for 12 months with an expectation that funding is secured to extend it for a further 30 months.

The salary level is **£40,000-£45,000**.

Or:

An opportunity for a consultant to tender to deliver the work outlined above.

You will need to show clearly how the work can be delivered within the timescales and explain how you will work with the organisation.

Due to the initial funding envelope, we would envisage paying between **£3,000 and £4,000 a month**.

To apply

Please send a CV and covering letter. Each document must be no more than two sides A4.

Applications should be sent to info@trowbridgetownhall.com with the subject line 'Application for Capital Fundraising Manager'.

Your CV should include all qualifications and training, and two references.

Your covering letter should respond directly to the About You section, with examples. You may want to indicate what training, if any, would benefit you.

You must also submit a completed Equal Opportunities form.

If you've any questions in advance of an application, please e-mail david@trowbridgetownhall.com.

Closing date for applications is **17th January 2022**.