

GARDEN MUSEUM

Job Description

Title: Corporate Development Manager

Reporting to: Director

Purpose of job

The Garden Museum is the only museum in Britain dedicated to the design, history and art of gardens.

We are looking for a Corporate Development Manager with experience in securing and managing corporate support in a museum, charity, or arts and heritage environment.

The Museum is an independent charity with no core public funding. Therefore it has had to be successful in income generation (from admissions, retail, café, and wedding receptions and private functions) and ambitious in fund-raising (from individuals, membership, trusts and foundations) in order to carry out its work in learning and exhibitions, in making a collection of art and artefacts of garden history, and in creating an oasis in central London.

This role has been funded by the Heritage Lottery Fund's new initiative of a 'Resilient Heritage scheme' which aims to help smaller organisations meet new business challenges in a changing economy.

After a prestigious and innovative £7.5 million restoration, refurbishment and extension, the Museum will reopen in May 2017 after 18 months of closure. The reopening is the ideal opportunity to develop a new corporate clientele in exhibition sponsorship, a Corporate Patrons scheme, and private hire and events. The Corporate Development Manager will be designing a corporate strategy which will bring the museum in line with other arts and heritage institutions, but one which is bespoke to the nation's only museum of gardens. They will manage a fixed budget and be responsible for generating corporate income.

Background to the Development Project

The Garden Museum's redevelopment has been funded by the Heritage Lottery Fund, 55 charitable trusts, and over five hundred individuals, with a major contribution by Lambeth Council towards its community outreach.

A major aim of the project has been to create the right corporate offer; the Museum has long been popular for wedding receptions and book launches but, due to the facilities, has not always been suitable for corporate bookings, despite its proximity to Westminster and several business districts. The Museum's corporate offer will be strengthened by the redevelopment project, which includes major improvements in facilities and services, in addition to a high-profile new restaurant. The Corporate Development Manager will use the museum's combination of historic restoration and new facilities as a platform or springboard for generating a new stream of income.

Main tasks

The prospective candidate is expected to develop corporate support in the following areas:

- a) Corporate hire for events
- b) Sponsorship of three major exhibitions per year at £30,000 each
- c) Corporate Patrons, including benefits for families which are particular to this unique small museum

Build relationships and contacts

- a) Establish relationships with corporate organisations interested in sponsoring exhibitions and public programmes
- b) Establish relationships with corporate organisations interested joining the corporate membership scheme

Marketing

- a) Undertake a marketing strategy and devise a plan to utilise a set budget in the delivery and promotion of marketing materials with the Marketing Officer and Venue Hire Manager
- b) Assist the museum team with the launch of the new museum and all related events in exhibiting the museums to a wider audience

Budget Management

- a) Manage a strict budget for generating corporate income, and report regularly on corporate strategy finances
- b) Meet targets for corporate generated income

Training

- a) Train museum staff on how to approach corporate organisations and secure future corporate sponsorship
- b) Train museum staff to understand the language and needs of commercial organisations

Website and Digital

- a) Collaborate with the Press and Marketing Officer to create and update website content related to the museum's corporate sponsorship programmes
- b) Ensure that the museum's web presence is always accurate, engaging, distinctive and of high quality.
- c) Manage the development of the museum's in house corporate contacts database

General

- a) Be committed to health and safety and ensure familiarity with all of the museum's health and safety policies and procedures
- b) Be security conscious, ensure familiarity and co-operation with all museum security procedures and ensure you wear a security pass at all times when on museum premises

PERSON SPECIFICATION

Essential requirements

- Excellent writing skills in drafting contracts and proposals
- Educated to degree level or equivalent
- Excellent attention to detail, time management and project management skills

- Experience in managing corporate communications
- Experience in corporate fundraising in a charity and securing significant income.
- Experience evaluating and monitoring income through significant corporate sponsorships.

Desirable requirements

- Previous experience in the Museum or Arts sectors
- Knowledge of a strong database of corporates who work actively with Arts and Heritage organisations.

Hours of Work

Contract: 1 year fixed-term contract, 3 days a week; 09:30am to 6:00pm.

Remuneration:

£35,000 p.a. pro rata

Application:

To apply, please email recruitment@gardenmuseum.org.uk with your CV by Friday 10th February, 2017. Please add a covering letter of no more than 2pp outlining your reasons for applying for this position.

Equal Opportunity

The Garden Museum is working towards equal opportunities. It is the Museum's policy to provide equal opportunity for employment, career development and promotion to all who are eligible, on the basis of ability, qualifications and fitness for work. Applications are welcome from all qualified individuals irrespective of disability, age, race, gender, pregnancy or marital status. If you have a disability and need assistance if invited for an interview please let us know to ensure that necessary arrangements can be made.