

JOB DESCRIPTION AND PERSON SPECIFICATION

Development Manager



Job title

Development Manager

Contract type

12 month, full-time contract, with the possibility of extension subject to funding and performance. Flexible hours and location possible for the right candidate. 25 days annual leave.

Salary

£30,000 plus matched 5% pension contribution

Job purpose

1) To support the Migration Museum's Head of Development including by managing the museum's relationships with grant-giving Trusts and identifying and developing new funding opportunities. The expectation is that the post-holder will generate three times their annual salary.

2) To support the Migration Museum's Head of Development and Head of Communications to deliver an effective Customer Relationship Management system so as to achieve maximum benefit from the museum's supporters and potential supporters.

Reporting to

Head of Development and Head of Communications

Location

London-based team. Remote working is welcomed but a willingness to travel to the Migration Museum in London regularly is required

Deadline for applications

Midnight 4 July 2021

Interviews expected

w/c 12 July 2021 to include a set task

BACKGROUND

The Migration Museum aims to fill a clear gap in Britain's cultural landscape by delivering a moving and inspiring permanent institution that puts our migration story at centre stage, where it belongs.

That is why we are shining a light on this essential British story, locating contemporary conversations within a historical context, and showing how the movement of people, both to and from this country over thousands of years, has always shaped who we are – as individuals, as communities and as a nation. Over the last few years, based in a number of temporary sites, we have rapidly grown our profile from small start-up to becoming a nationally recognised institution:

- Our vibrant cultural programme includes a number of critically acclaimed exhibitions delivered in partnership with a wide range of artistic and community partners, all with personal stories at their core: on subjects including pivotal migration 'moments' in British history from the Middle Ages to the present day; the 'Jungle' refugee camp in Calais; an immersive exploration of the experience of arriving and settling in Britain told through a series of 'rooms'; and an examination of the much overlooked story of the flip-side of immigration - 400 years of British emigration. In 2020 we grew our digital footprint with our first digital exhibition, *Heart of the Nation: Migration and the Making of the NHS* and a popular podcast series on the topic of emigration.
- Our innovative approach to public engagement has seen us bringing our offer to people, rather than the reverse, by locating our museum in the heart of a busy London shopping centre. We believe that we are truly breaking down barriers to access by presenting a stimulating cultural programme to large, diverse audiences in the spaces that people frequent.
- Our lively events within and beyond the walls of the museum explore complex ideas in enjoyable ways including through talks, comedy, music, dance, theatre, walks and more, and using popular themes such as family history, football and food.
- Our education programme reaches thousands of young people and community groups each year through sensitive, interactive workshops delivered at the museum. We participate in

curriculum debates and aim to embed the voice of young people in all aspects of the Migration Museum, including through a national competition for schools run in partnership with all major examination boards, whereby young people can design exhibits for the museum that reflect their studies.

- We convene a national knowledge-sharing Migration Network, aiming to increase and improve the telling of migration stories across the country, through a series of well-attended events delivered with regional museum partners.
- We have developed important delivery partnerships with academic institutions like King's College London and Oxford University, heritage organisations like the National Trust and Counterpoints Arts, corporates, funders, exam boards and more. We are further supported by more than 140 Distinguished Friends – eminent individuals from all walks of life and across the political spectrum.

Although the Pandemic enforced the museum's closure for most of the past year, we were nevertheless positive and productive in terms of creative development, partnership building and demonstrating the relevance of our work. We now have an unprecedented opportunity to demonstrate the potential of the Migration Museum both through our physical presence in a large retail unit of Lewisham Shopping Centre throughout 2021 and 2022 (when Lewisham will be London borough of culture) and by means of exciting digital and national creative public engagement projects with the potential to reach millions of people. We need to increase our annual income so that we can continue to grow, and develop the partnerships that will enable us to deliver the permanent Migration Museum in the next 3-5 years.

Over the next twelve months the Migration Museum seeks to:

- Increase annual income by 25%, including increasing Trust income by 10%, and major donor, academic and corporate income by at least 50%
- Develop a retail offer and other commercial opportunities at the Migration Museum in Lewisham and online that enable us to tell migration stories and promote our values through our products and shopping experience as well as generating 10% of annual income
- Develop and implement a new supporter communications strategy across email, social media and in-museum messaging
- Identify and engage prospective supporters for forthcoming key projects: an exhibition about the ways in which migration has shaped the NHS, to coincide with the NHS 75th anniversary in 2023; an exhibition about migrant and refugee entrepreneurs in 2022; a migration audio

experience in 2021/2; a collection of *100 Objects of Migration* in 2022; digital legacies for *Departures* and other previous exhibitions.

JOB DESCRIPTION

The Development Manager will be an integral member of our small, highly collaborative team, working with the Head of Development and Head of Communications in a role which will enable us to maximize income from Trusts and other donors and to support development of an effective Customer Relationship Management system and strategy. This role will involve researching and identifying funding opportunities, writing funding applications, narrative and financial reports, stewarding donor relationships and assisting with conceiving and delivering cultivation events and campaigns. The role will also entail implementing strategic communications to ensure that the museum's supporters and potential supporters are fully aware of the museum's outputs and achievements, and of the many ways in which they can provide support through funding, collaboration or amplifying our message.

The Development Manager will:

- Work independently and with the Head of Development to research and identify new Trusts and other sources (including corporate and academic) to approach for funding
- Draft high quality funding applications that appropriately represent the aims and values of the Migration Museum across our education, public engagement, cultural, social cohesion and national heritage sector support programmes.
- Support excellent stewardship of existing grants and donor relationships, compiling high quality reports and updates and maintaining appropriate, effective communications
- Work collaboratively with the museum's Head of Development to support key strategic grant applications, for example to Arts Council England and the National Lottery Heritage Fund
- Maintain close contact with all members of the museum team so as to be aware of forthcoming projects or collaborations that can be matched with funding opportunities as they arise
- Support the Head of Development and Head of Communications to establish a Customer Relationship Management system to maximise the museum's effectiveness and impact
- Identify current and potential audiences who will fund, support and advocate for the museum in various ways, tailoring sensitive and appropriate communications for different audiences.

These communications will include regular newsletters for different segments of the museum's subscribers detailing achievements, forthcoming events and opportunities to support

- Work with the Head of Communications and Digital Content Manager to draft and schedule social media campaigns and calls to action both on the museum's website and other platforms and in the museum itself
- Work with the Head of Development and Head of Public Engagement to deliver supporter cultivation events online or in the museum

PERSON SPECIFICATION

It is essential that the Development Manager understands both the challenges and opportunities of working with a small but highly skilled and motivated team pursuing an ambitious goal and of a 'start-up' type organisation with limited fixed infrastructure. They must be capable of working independently, identifying and acting on their own development needs and be a highly effective communicator. The successful candidate will have experience of working in a fundraising and/or marketing role in a relevant context in which they can demonstrate their contribution and success.

Essential:

- Demonstrable track record of fundraising from Trusts or other funders, including through speculative applications, together with an understanding of the relevant funding landscape
- Exceptional written and spoken communication skills, with the ability to communicate confidently and sensitively with a wide range of people and to tailor different messages for different audiences
- Exceptional interpersonal skills and the ability to build and manage relationships with people from all backgrounds
- Good organisational skills and a disciplined approach
- Excellent Excel skills, including the ability to use formulas and formatting functions confidently and to read complex spreadsheets
- Experience in presenting financial data, including income and expenditure reports and forecasts and project budgets, with strong attention to detail.
- Expertise and skills in creating presentations/pitch decks and other targeted communications materials
- Strong initiative and problem-solving skills, with a flexible approach and the ability to work unsupervised
- Willingness and ability to undertake routine and administrative tasks

- Familiarity and confidence in using a range of social media platforms (including Facebook, Twitter and Instagram, alongside others) ideally with experience in using these in a professional context
- Ability to work well under pressure, to deadlines, to prioritise tasks and adapt to last-minute requests.
- Understanding of, and commitment to, the aims of the Migration Museum including a sensitivity to controversial issues and the ability to deal with these tactfully and diplomatically
- Commitment to diversity and inclusion

Desirable:

- Experience of digital content creation
- Experience of co-delivering high profile events to a high standard
- Experience working with Wordpress or similar website content management systems
- Experience working with Mailchimp
- Experience using a segmenting approach to marketing
- Experience running Instagram Lives, Zoom conferences or similar live digital vents
- Knowledge of UK migration history

To apply for this position, please e-mail a copy of your CV, of no more than two pages, and a covering letter, of no more than 500 words, to the Head of Development, Georgina Lewis:

georgina@migrationmuseum.org

If you have any questions about the role, please contact georgina@migrationmuseum.org

Please complete the attached monitoring form and send to info@migrationmuseum.org with the subject title Development Manager Monitoring Questionnaire.

Shortlisted applicants will be invited to interview and asked to complete a task.