



Job Title:	Development & Marketing Director
Hours of Work:	37 hours, usually Monday-Friday, although occasional weekend working may be required
Reporting to:	Chief Executive
Key Relationships:	Internal: Chief Executive, Head of Marketing, Grants Manager, Development Officer, Executive Team, Chairman & Trustees, Fundraising Committee. External: Trusts, foundations, Grantmakers, individual donors, sponsors, Portsmouth Historic Dockyard, National Museum of the Royal Navy

Role

The role of Development & Marketing Director provides innovative, visionary, and strategic operational planning for all the Trust's development and marketing activities and is responsible for developing and implementing the Trust-wide fundraising strategy, achieving short and medium targets and longer-term objectives.

The Development & Marketing Director is an active and collaborative member of the Trust's Executive Team. They are expected to split their time 2/3 development 1/3 marketing.

They will be a board member of Mary Rose Trading Ltd (MRTL) and an integral part of PHD Operations LTD (Mary Rose and National Museum of the Royal Navy's Joint Venture) and responsible for driving revenue through Ticket Sales, Marketing and identifying new streams of revenue and opportunities for the Trust.

Responsibilities and duties:

Leadership, strategy, and planning

- Contribute to the development of the Trust's strategic business plan, specifically providing advice on the fundability of projects and initiatives, and their impact on visitor generation and MRT's profile.

- Develop and implement the Trust's fundraising strategy including, as appropriate, plans to raise funds from public funders, trusts and foundations, individuals, and the corporate sector.
- Together with the Head of Marketing, develop and monitor implementation of the Trust's marketing strategy including online/offline activity, PR, partnership activity with PHD, website & social media
- Ensure the Trust sets and delivers challenging but realistic fundraising targets which balance the short and medium term needs of the organisation with longer term sustainability.
- Raise funds for projects, acquisitions, core costs and the Trust's Permanent Endowment Fund.

Fundraising

- Plan and implement fundraising campaigns and appeals to fund specific projects, activities, collections, or items within the overall fundraising strategy.
- Constantly review, revise policies, and improve existing methods of giving including Patrons, major gifts (Flag Officers), gifts in wills, donation boxes, online giving etc.
- Research, develop and implement new methods of giving as appropriate to the organisation and fundraising strategy.
- Develop a Stewardship Framework and ensure all donors are thanked, acknowledged, and stewarded appropriately.
- Ensure follow-up reports are submitted to funders as required.
- Work closely with the Chair, members of the Fundraising Committee and other advocates to provide strategic guidance and support for fundraising approaches and cultivation, and to ensure all approaches are followed up appropriately.

Individual giving

- Build and maintain long-term relationships with the Trust's donors/funders ensuring their engagement with and commitment continues to grow.
- Reignite relationships with past donors/funders.
- Research, cultivate and develop relationships with new donors/funders.
- Develop and implement a Gift Acceptance policy to ensure due diligence is in place before funds are donated.
- Plan programmes of events to develop relationships with existing and potential donors/funders.

Communications for fundraising

- Develop and maintain the fundraising pages of the Museum's website.
- Develop fundraising marketing materials as required.

- Develop and deliver e-newsletters and other communications with donors.
- Advise on fundraising messaging used across the site.
- Ensure staff and volunteers understand and feel involved in the fundraising strategy and can communicate fundraising messages to visitors and other stakeholders.

Development management, resources, and administration

- Line-manage the Head of Marketing
- Manage the Development Office team including the Grants Manager, Development Officer, and any external consultants
- Work closely with the Chair of the Fundraising Committee to recruit and induct Committee members, prepare, and run meetings and encourage momentum to the Committee's fundraising efforts.
- Ensure all fundraising activities are undertaken in line with the Trust's Data Protection policy and the guidelines of the Fundraising Regulator.

Other duties

To undertake any other duties or projects commensurate with the nature and grade of this post as required by the organisation. The post holder will be prepared to work occasional weekend and bank holiday days, as these are the busiest times for the Mary Rose Operation, as well as occasional evening work.

The postholder is eligible for an Enhanced DBS check.

Person Specification:

1. Experience

Essential

- Minimum of 2 years' experience of senior leadership role.
- Successful record of raising funds from major Grantmakers and high net worth individuals.
- Evidence of successful cultivation of external and internal relationships
- Experience of setting up and delivering extensive major donor stewardship programmes
- Significant and evidenced success in setting and delivering stretching income targets.
- Significant and evidenced success of managing cost effectively, to deliver maximum profit.

- Experience in consumer research, market segmentation, marketing (especially digital) and PR that drives positive business results.
- Responsibility for setting and managing complex budgets.
- Ability to analyse business data and draw evidenced conclusions for implementation.
- Experience of strategic planning and translating high level strategic objectives into focussed personal objectives.
- Leading and managing a multifunctional team.
- Managing operational risk & compliance.
- Experience of working in a complex stakeholder environment.

Desirable

- Recent senior experience within a heritage or visitor attractions environment.
- Extensive track record of driving profitability across multiple income streams in an audience focused industry, while inspiring teams to deliver exceptional customer service.

2. Skills

Essential

- Strong commercial aptitude, results focussed, analytical and highly numerate.
- Strong team working, team building, and motivational skills, empathy and people focus.
- Excellent written and verbal communication skills
- Skilled in getting the best out of multifunctional teams.
- Negotiation and persuasion skills.
- Ability to juggle multiple priorities calmly & effectively.
- Innovative, lateral thinker.
- Customer and audience focussed.
- IT, digital/social literate.
- Experience of coaching and developing staff.
- Strong self-awareness and commitment to ongoing personal development.

Desirable

- Empathy with importance of Sense of Place & authenticity of Mary Rose experience.

3. Knowledge

Essential

- Clear understanding of fundraising and development sector
- Consumer Marketing
- Legal compliance
- Project Management.
- Marketing knowledge, especially in digital arena.

Desirable

- Museum, Heritage Industry