

The National Gallery

Head of Philanthropy



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Background Information

The National Gallery exists so that people can engage with great art

Established in 1824, the National Gallery constitutes a living legacy of humanity's highest cultural achievements in painting and is an inestimable resource for understanding the world as we have inherited it. It tells a coherent story of European painting spanning seven centuries and reflects how artists and the societies in which they lived have responded to myth and religion, history and contemporary events, landscape and the human form, and to the tradition of art itself.

The National Gallery has an important role to play in enabling people to understand and negotiate the changes that society is undergoing by providing long-term historical perspective, mediated access to works of art of great significance and beauty, and a safe environment for reflection on questions of identity, beliefs, and on the relationship between the past and the present.

We who currently have responsibility for the Gallery want to share this resource, and our enthusiasm for it, with the widest possible audience.

From its inception the National Gallery has been free for all to visit. We believe that free admission represents a commitment to the public which must be reaffirmed and developed, a commitment to visitors of all ages, from Britain and abroad, and from all walks of life. Millions of people now visit the National Gallery every year and we reach many more online. We are committed to the idea of the National Gallery as a place of learning and enjoyment, and we aim to realise the Gallery's potential as a source of inspiration for this and future generations.

Structure

The Gallery has charitable status, and is a non-departmental public body sponsored by the Department for Culture, Media and Sport (DCMS). The Director acts as the Accounting Officer.

The Gallery is governed by a Board of Trustees, who hold the pictures in trust on behalf of the nation.

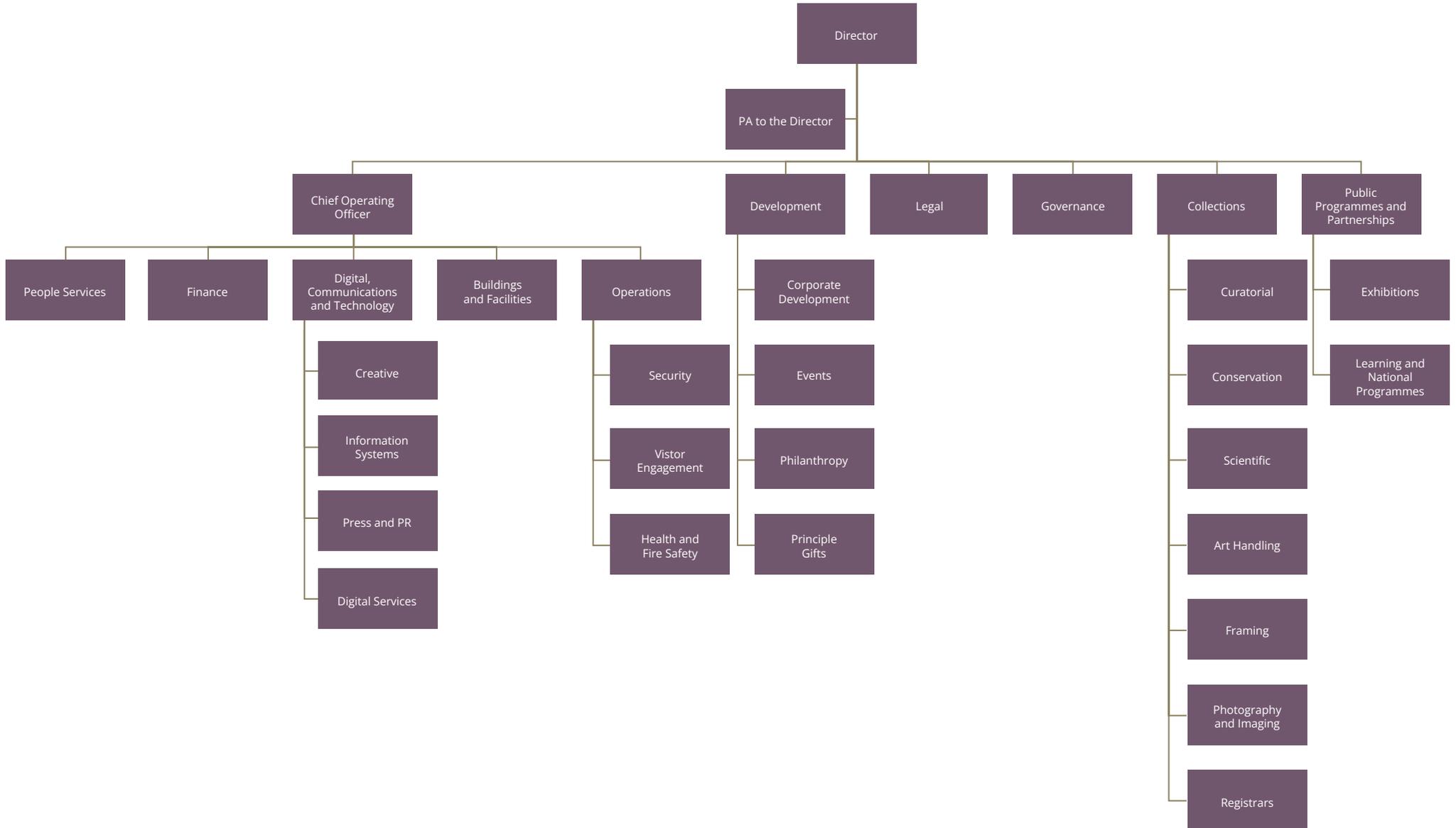
Under the overall leadership of the Director, the Gallery's employees work across the following structure:

- **Collections:** Curatorial, Art Handling, Conservation, Scientific, Collection Registrars, Framing and Photography & Imaging.
- **Chief Operating Officer:** People Services, Buildings & Facilities, Operations, Finance, and Digital, Communications and Technology.
- **Development:** Principal Gifts, Philanthropy, Development Operations and Corporate Development.
- **Public Programmes and Partnerships:** Exhibitions, Learning & National Programmes and the Research Centre.

The Gallery currently employs approximately 280 full-time and part-time employees with plans for further growth over the coming year. A significant portion of the Gallery's services is handled by a range of commercial partners, who provide in-house and front-of-house services. The Gallery is supported by the activities of the National Gallery Company Ltd, a commercial entity which contributes financially to the National Gallery. It is owned and operated by the National Gallery Trust, an independent Trust which generates and manages additional charitable contributions to the National Gallery.



Organisation Chart





Strategic Priorities 2021 – 2026

Dr Gabriele Finaldi, the National Gallery's Director, has articulated a new, ambitious vision for the Gallery, clearly identifying its strategic priorities until 2026. In the last generation, the Gallery has become renowned as a dynamic institution, growing our visitor numbers and broadening our audiences, acquiring major masterpieces, introducing a strong exhibition programme, blazing a trail in museum art history, adopting innovative research and public-facing technologies, and seeding the international museum community with our curators and educators. More recently, we have committed to a strong contemporary art strand, an ambitious programme of digital transformation, advancing intellectual leadership and increasing our levels of self-generated income. All of this has been or is being achieved.

In 2024, the National Gallery will celebrate its 200th anniversary and we are about to launch 'National Gallery 200: For the Nation, For the World'. At its heart it is a celebration of the nation's masterpieces, and a re-dedication of the Gallery to the people who own it - the citizens of this country and all who hold it dear. NG200 will involve a series of capital projects to make the building fit for purpose in its third century. These will be accompanied by an unprecedented and diverse public programme at the Gallery, on Trafalgar Square, across the UK and digitally around the globe. We will celebrate the

National Gallery as a centre of excellence and world-class scholarship, funding strategic investment in our environmental, organisational and financial sustainability that will underpin the Gallery's long term flourishing.

The National Gallery has always been free to visit. It is this overarching commitment to our visitors of all ages, and from all backgrounds and walks of life, that the Gallery wants to re-affirm and extend, as we look ahead with ambition and excitement to its next century. Together, the NG200 capital and public programme will have a major impact in supporting the Gallery's core purpose to deliver public benefit by increasing access to and enjoyment of its collection alongside the diversity, reach and range of its visitors.

The full document for the Gallery's Strategic Plan is available [here](#).

Our Values

In 2019 we asked our people to describe what Values were important to us as employees of the National Gallery; what did they think they were then, and what did they want them to be.

Values are the how and why we do things and behave in a certain way; they are how we behave individually and collectively, and they are part of our organisational identity.

The chosen final Values are where we want to be and what we want our organisational culture to be. They describe what is important; they affect what we choose to do and how. They are how we must strive to behave as Gallery employees, and how we expect others to, regardless of job grade or department.

Our Values drive and support this commitment and behaviours:



The Department

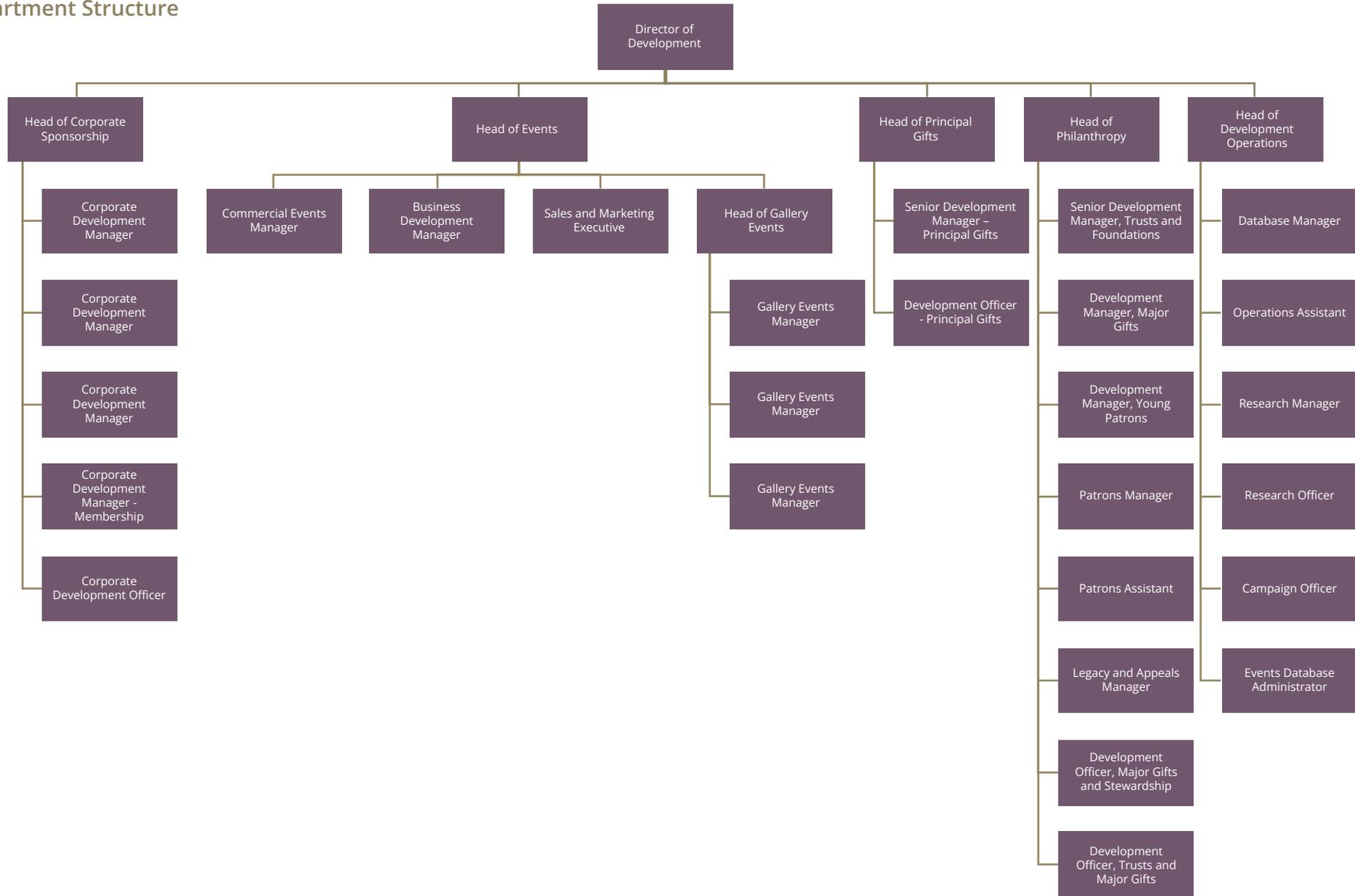
The Development Department is made up of 34 staff with responsibility for generating income from the private sector in support of the mission of the Gallery; so that people can engage with great art.

Each year the Department raises a minimum of £9 million from a combination of individuals, grant-making trusts and companies to support the Gallery's core activities such as exhibitions, conservation, framing, education, public programmes and digital activities. This is alongside acquisition fundraising to acquire new works of art, which may be as much as £100 million.

This summer we will launch our Bicentenary campaign, NG200: For the Nation, for the World, the largest fundraising campaign in the history of the National Gallery.

By joining the department, you will be part of a high-performing, energetic and motivated team that contributes significantly to the work of the Gallery.

Department Structure



The Role

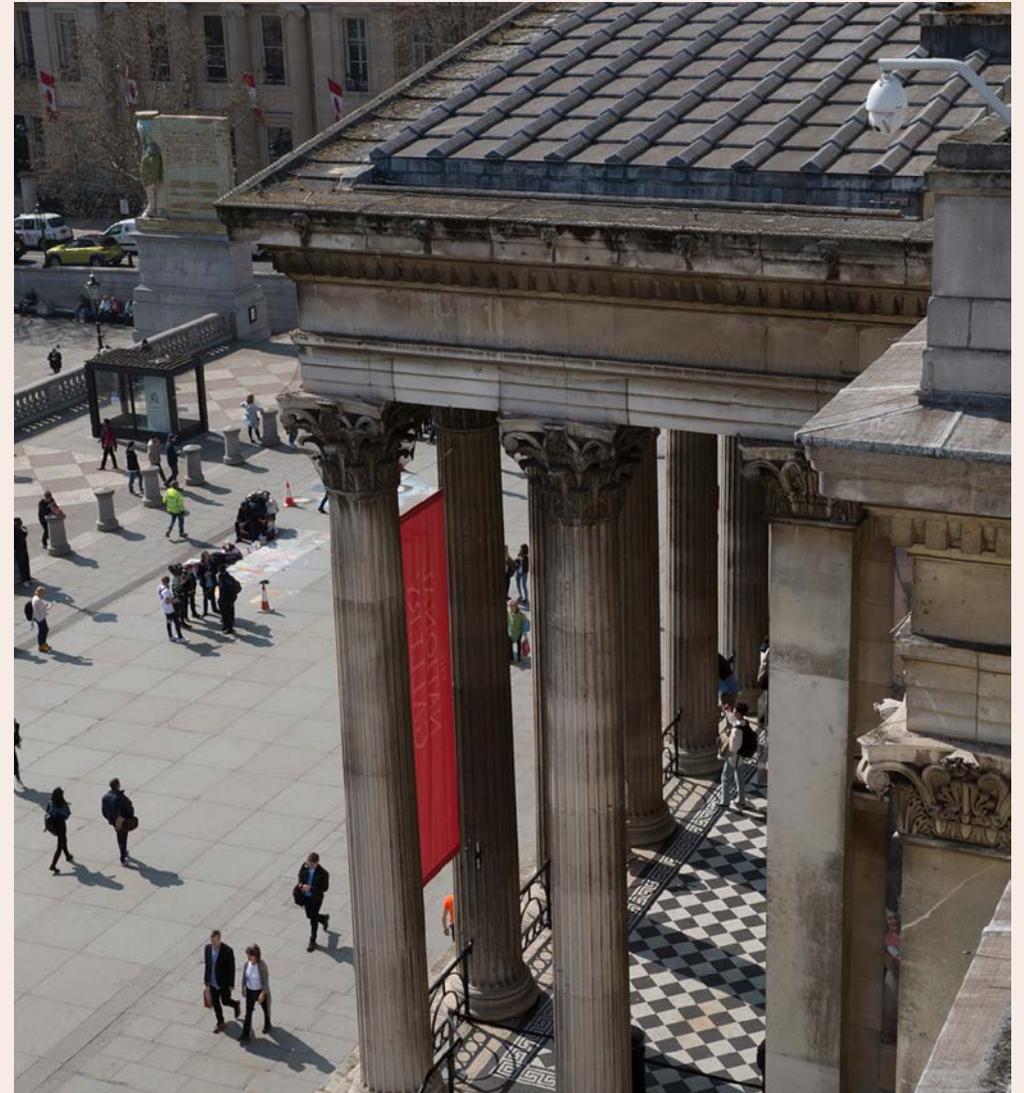
Job Context

The Head of Philanthropy will significantly increase charitable support from individuals and grant-making trusts by leading the full range of fundraising activity across these sources, towards revenue, acquisition and NG200, working in close collaboration with the Head of Principal Gifts. They are responsible for:

- developing and implementing the fundraising strategy to significantly increase income from visitors, individual donors, patrons, major donors, legacy pledgers and likewise from trusts;
- supporting the Gallery's relationship with private lenders to increase the giving of works of art; and
- inspiring and leading a team of individual and trusts & foundations fundraisers.

Job Purpose

This role will enable the delivery of the National Gallery's Strategic Plan 2021-2026, achieving the challenging fundraising targets set for the coming years both for ongoing gallery activity and for NG200, the Gallery's Bicentenary campaign. The post-holder will play a leading role as a senior member of the development team, overseeing a team of 11, enabling the team and the department to achieve its fundraising ambitions.



Key Responsibilities

The Head of Philanthropy will lead activity relating to individual and trust giving to raise significant income towards the annual target and working with the Head of Principal Gifts, secure funds for the NG200 Campaign. They will be responsible for the following:

Strategic development and delivery

- Develop the strategy for individual giving to include major gifts, patron schemes, legacy giving, supporter groups, lower level giving appeal, visitor fundraising and international fundraising, and creating a ladder of giving as well as recognition opportunities and packages of benefits.
- Grow supporter groups and fundraising from the US and other international countries.
- Developing inspiring cases for support of funding projects.
- Expanding volunteer networks, creating opportunities for donor recruitment and engagement.
- Develop the strategy for trust giving from public foundations, statutory and other public sources of funding, including identifying UK, EU and international sources of funding and

working with Gallery Directors to match potential sources of funding to potential areas of activity.

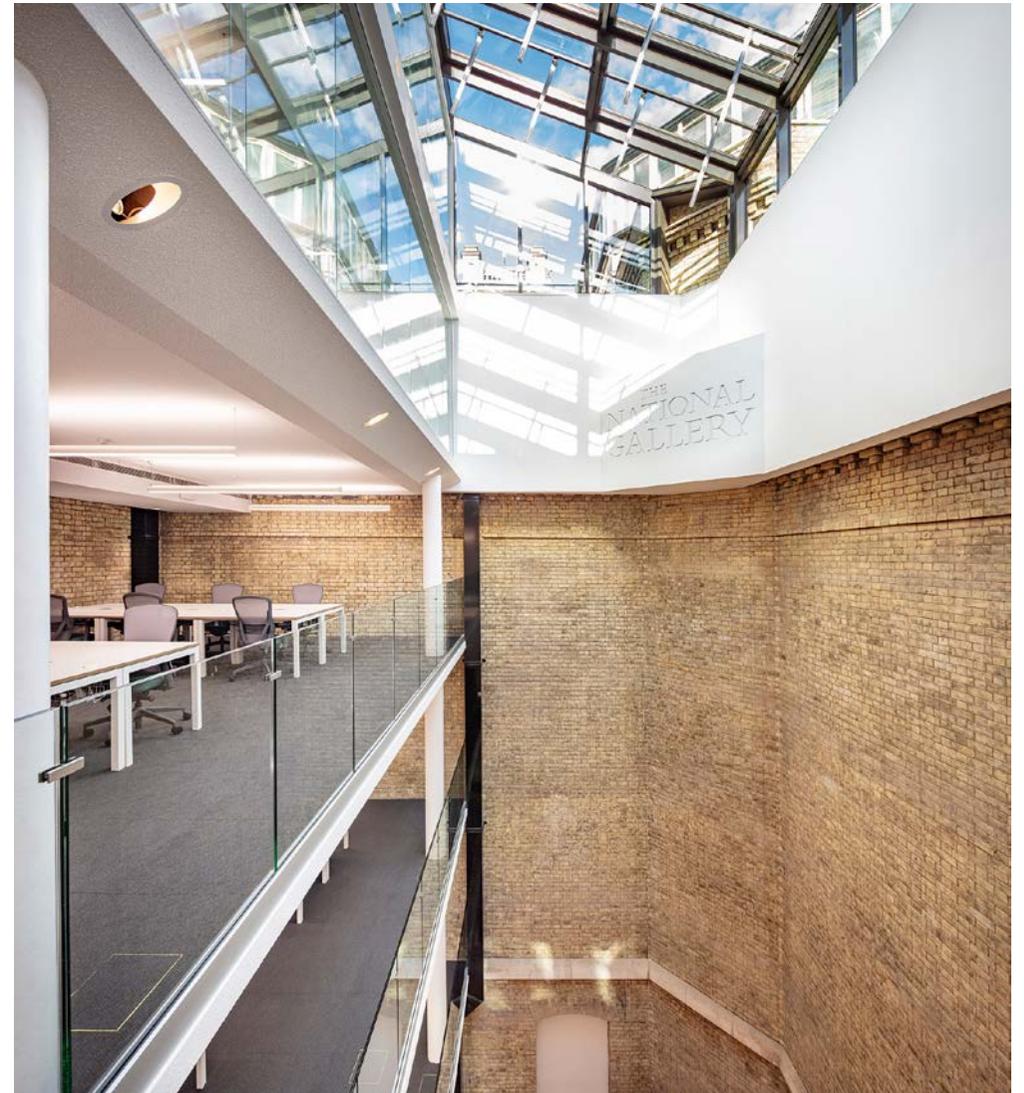
- Collaborate with Directors in developing Gallery activities that will attract mid/long-term funding.
- Deliver the development strategy against annual objectives.

Leadership

- Inspire, motivate and support the Philanthropy Team: the 2 Development Managers (Major Gifts), Senior Development Manager (Trusts and Foundations), the Legacy and Appeals Manager and the Patrons Manager and Young Patrons Manager.
- Recruit, induct and manage staff. Undertake on-going performance management through regular reviews and annual appraisal to ensure that objectives and the highest standards of performance are achieved.

Major donor development

- Initiate and cultivate long-term donor relationships to secure major gifts to meet agreed targets:
- Work closely with the Director, Curatorial team, Chair, Trustees,





Development Committee and others in the planning of individual donor solicitation plans, ensuring that their contacts and expertise are leveraged to maximum benefit.

- Working with the curators, support the development of long-term relationships with collectors and lenders to increase the giving of works of art.
- Produce proposals and make verbal presentations tailored specifically to meet a donor's personal interests.

Senior management team responsibilities

- Contribute to the Development strategy as a whole and to the efficiency and effectiveness of the Development Department.
- Ensure that information on past and present donors, collectors and lenders is updated and maintained in compliance with data protection legislation, to provide a complete and accurate record of the history of each supporter's relationship with the Gallery.
- Contribute to the annual planning and reporting process, providing regular reports of progress against objectives.
- Manage and report against income and expenditure budgets.
- Ensure that all income is handled as tax effectively as possible.

- Ensure management systems are in place and are effective in supporting the work of the Philanthropy team.
- Attend and assist with cultivation events and meetings with supporters as appropriate.
- Work to integrate development activities across all National Gallery departments.
- Act as an ambassador for the National Gallery.

Key deliverables (targets)

- The Head of Philanthropy will lead the team to securing its annual fundraising target of £5million towards the Gallery's core activities, contributing towards the wider development team targets for ongoing costs and for the NG200 fundraising campaign.

Key relationships

- Develop and maintain strong relationships with internal and additional external stakeholders, including the Chair of Trustees, Board of Trustees, and Development Committee, prospects and donors to the Gallery; staff across the Gallery from all departments, including curators and senior staff, and other contacts who could help influence relationships with donors and prospects.

Person Specification

Key skills, experience and knowledge

1. Significant knowledge and success in fundraising from individuals in the arts or charitable sector, with experience of securing gifts at the 6-figure level or more, from donors in the UK and overseas.
2. Ideally, bring knowledge and experience of securing gifts from Trusts & Foundations.
3. Exposure to both revenue and campaign fundraising activities.
4. Outstanding leadership skills and experience to inspire confidence, engage and motivate staff to achieve aspirational targets and excellent results.
5. Significant strategic planning experience, with the ability to implement a plan and deliver the objectives to meet financial targets.
6. Detailed knowledge and practical experience of running patrons and membership programmes.
7. Strong negotiating skills and the ability to build strong relationships and influence at the highest levels.
8. Strong skills in financial management including budgeting and monitoring return on investment.

Abilities and attitudes

1. Results driven, proactive, resilient and determined: thrives on having responsibility for a team and for meeting ambitious fundraising targets.
2. Highly personable and professional with a highly developed sense of self awareness and excellent communication skills, with the ability to establish credibility amongst colleagues, Trustees and supporters.
3. Strong interpersonal skills and the ability to network and influence at the highest levels.
4. The ability to manage and prioritise their own workload and support their team on the effective management of their portfolios.
5. An inspiring, approachable and supportive manager and clear communicator, who is able to get the best out of their team.
6. Someone who finds solutions to problems, for themselves and the team, and brings a growth-mindset, with the ability to deal with complex issues and challenges that arise when managing relationships with Gallery supporters.

7. A team player: with an inclusive, collaborative approach to achieving organisational goals.
8. Someone who works openly, is responsible, and can be flexible in their approach. This is in terms of how they work with senior management and their team, but also with other internal and external stakeholders and colleagues.

Additional criteria

- This role involves regular attendance at breakfast events, evening receptions and dinners, and the potential for occasional weekend work and overseas travel.

Diversity and equal opportunities

- To value and respect your colleagues and members of the public regardless of their background.
- To cooperate and contribute to measures introduced by the Gallery to ensure equality of opportunity and encourage diversity.



Next steps

Terms

Contract

Permanent, working full-time (35 hours per week).

This post is on the Gallery's Band G. The salary is £55,105 pa per annum.

Pay Review

Pay increases are dependent upon government public sector pay policy and affordability, and the Gallery's pay settlement arrangements.

Employees can enjoy the following benefits:

- Occupational defined benefit scheme (Civil Service Alpha, details available through the Civil Service website); transfer from another Civil Service employer with an existing scheme (eg Classic) will be recognised.
- Annual leave entitlement begins at 248.5 hours pro rata (including Public and privilege holidays), rising to 283.5 hours (inclusive) at five years' service.
- Flexible benefits from one months' service, including discounts, holiday trading, cycle to work and other benefits which vary from time to time according to availability via the Gallery's 'Palette' scheme.

- Flexible working arrangements and hybrid working.
- Participation in the reciprocal arrangement between cultural institutions for free entry.
- Employee discount in the Gallery's retail and catering outlets, as well as a number of outlets in the vicinity of Trafalgar Square.
- Free tickets to Gallery exhibitions, up to four to share with friends and family.
- Employee Assistance Programme and Occupational Health, including annual 'flu vaccination, subject to availability.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the essential measurement criteria outlined on page 6.
3. Details of your notice period and names of two referees who cover at least 3 years of employment, preferably five, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Employment & Academic History

Due to the value of our collection the Gallery undertakes extensive pre-employment screening, including a criminal record check. As part of our security screening process we need to account for all of your time over the past 3 years and will verify the information provided. However we are interested in all of your relevant work experience so please provide us with your career history.

Equal Opportunities Monitoring

The Gallery is committed to equal opportunities for all job applicants and employees. Our policy is that no job applicant or employee should receive less favourable treatment than another on grounds of gender (including gender reassignment), sexual orientation, marital or family status, civil partnership status, race, colour, nationality, ethnic or national origins, religion or similar belief, disability, age or trade union membership or any other condition or requirement which cannot be shown to be justifiable.

Information you provide such as ethnic origin, gender and disability will be used solely for monitoring purposes and identifiable information will not be disclosed.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director at Richmond Associates.

First interviews with the National Gallery will take place on **26 July**, with final interviews on **1 August 2022**.



Closing date for applications is 09:00 on Wednesday, 6 July 2022.

Please send your application to **Kate Tilley**, Business Support Assistant:

- ✉ info@richmond-associates.com (preferred)
- 📍 Richmond Associates
7-10 Adam Street
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- ☎ +44 (0) 20 3617 9240