



Head of Development (Capital Campaigns) **RECRUITMENT PACK**

Thank you for your interest.

Our people are at the heart of National Museums Liverpool (NML) and each employee makes a difference every day. Together we create memorable experiences for everyone and challenge expectations.

We pride ourselves on being a place for everyone where we can be our true selves in a supportive environment to do our best work. We are always aiming higher, aspiring to be more representative of the communities we serve and through our people, we are building a culture which embeds trust, respect, and inclusion helping us to evolve as an organisation every day.

With seven extraordinary museums and galleries housing and caring for 4m+ objects of international importance, exciting exhibitions, exquisite events, and imagination-inspiring learning we're certainly never dull. We hold in trust and safeguard some of the world's greatest museum collections, which are universal in their range – everything from archaeology and ethnology, natural and physical sciences, fine and decorative arts, maritime, social, and industrial history.

Whether you work in our shops and cafes, at our events, in our visitor experience, engagement, producing and communicating teams, curating, or caring for our collections you can be sure of an interesting, engaging and encouraging environment in which to thrive and be proud of.

You should find everything you need in this recruitment pack to help you decide whether you share our values and possess the right skills, experience, and knowledge to be successful in this role. Don't forget to explore liverpoolmuseums.org.uk where you'll find a whole host of other information that will help you discover more about who we are and what we do.

We look forward to receiving your application.

Laura Pye
Director

What you'll find in this recruitment pack

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Mission

Creating memorable experiences for everyone - challenging expectations.

Vision

National Museums Liverpool (NML) is a group of very different and wide-ranging museums and galleries; established more than 150 years ago as a complement and counterbalance to the museums in London and brought together in 1986 as a nationally funded group as a symbol of hope and regeneration and because of the global importance of our collections.

We are seven exceptional museums and galleries, sharing important stories from ancient times to today through our more than four million objects.

As an organisation we are **Welcoming, Honest and Educational**, and as a team we are **Trustworthy, Respectful, and Inclusive**.

By 2030 we want to be the best museum "league" in the world. A league recognised as the best of the best, like the Champions League, the NFL, or the Premiership, we want our museums and galleries to be places that everyone wants to see and that all stakeholders want to be associated with. In our buildings and online we will have world-class displays and engagement programmes that make everyone feel welcome. 'Off the pitch' our world-class collections and colleagues will be supported to be their best and given great facilities. We will embrace the fact that each 'team' in our league is unique with its own fan base and individual stars; but collectively we want to be a league that all museums will aspire to be part of, and which is recognised externally as being a leading example.

In delivering this vision by 2030...

- we will have the most representative audience and colleagues' profiles within the museums sector in the UK.
- we will engage over ten million people each year: more than four million visitors to our museums and galleries and a further six million through digital engagement, touring exhibitions, and outreach.

- we will be a place where people want to work, are happy to work and proud to work together we will generate over £50,000 a day, more than half our turnover, through commercial business, grants, and gifts.
- we will ensure that we provide great facilities to look after our valuable collections and colleagues, with accommodation fit for the next 30 years.
- all schools in the Liverpool City Region will visit at least one of our museums and galleries each year.
- our museums and galleries will celebrate their unique identities and collections, play to their strengths, delight their different audiences, and make us proud.
- people will recognise us as a valued leader of cultural and economic growth for the city, city region and north of England and as one of the world's finest museum groups.

Aims

To achieve our mission and vision we will focus on six strategic aims:

- Be more representative
- Be more self-sufficient
- Provide memorable experiences
- Partner and influence
- Engage and empower
- Be more Sustainable

We recommend reading our Strategic Plan to find out more about our ambition.

Useful Links

- [Our Story](#)
- [Our Venues](#)
- [Strategic Plan & Annual Performance](#)
- [Senior Staff](#)
- [Board of Trustees](#)
- [RESPECT Group](#)
- [Partnerships](#)
- [Reports & Policies](#)

Head of Development (Capital Campaigns)

Directorate	Strategy & Major Projects
Department	Capital Development
Reporting	Executive Director of Strategy & Major Projects
Salary	£45,600
Contract	Permanent
Working Hours	37 hours per week (with evenings and weekends required periodically)
Probation Duration	6 months
Holiday Entitlement	30 days plus public holidays
Location	Liverpool, Hybrid
Closing Date & Time	Thursday 17 th April 2025 at 12 Noon
Interviews	TBC

About the role

Reporting to the Executive Director of Strategy & Major Projects, you will lead a dynamic and effective fundraising function to support the outstanding and important work delivered by teams across the National Museums Liverpool (NML) group, in-line with our strategic priorities, and helping drive our financial sustainability.

The role holder will lead the implementation of the relevant aspects of NML's recently established combined fundraising strategy that are designed to realise a step-change in driving income from public and private sources, whilst ensuring it remains responsive to the philanthropic climate for the future.

Job Purpose

The [Waterfront Transformation Project](#) reflects our ambitious capital plans for our waterfront sites, and is the first pillar, of three, over the next few decades, with a total project cost of c. £78m +. The priorities in the first pillar, will see the transformation and redevelopment of the International Slavery Museum (ISM), Maritime Museum (MM), Canning Quaysides and Dry Docks, Museum of Liverpool and our Historic Dockside Buildings. This initial phase for the International Slavery Museum is moving forward with generous support of £9.9million from The National Lottery Heritage Fund with thanks to National Lottery players, in addition to the UK Government's Levelling Up Fund for the Museum of Liverpool, and the first phase of Canning Quaysides and Dry Docks and Historic Dockside Buildings. To achieve our goals, we have also embarked on an ambitious £5m+ fundraising campaign from charitable trusts and foundations, individuals and companies with further funds to be raised from other public sources.

As a fundraising expert, you will have a wide-ranging understanding of the strategic, tactical, ethical, technological and compliance issues current in fundraising leading major campaigns, with demonstrable results in achieving significant income generation (minimum six figure sums).

We're looking for candidates, for each opportunity, to join us who possess enviable leadership qualities, well-established networks and outstanding fundraising skills and experience derived through leading a similar function of complex nature within a medium to large-scale arts, culture or heritage organisation.

You'll have a demonstrable track record of getting the best out of a team, embedding fundraising as part of organisational culture as well as meeting fundraising targets and analysing performance.

Are you ready to do your best work yet?

What you'll be doing – Key Responsibilities

- Support the Executive Director of Strategy & Major Projects in the management and development of the department, the on-going successful implementation of the fundraising strategy and annual delivery plans.
- Lead the development of the overall respective fundraising campaigns, including planning and delivering, ensuring organisational-wide buy-in, and collaborating with the wider fundraising team to plan fundraising approaches, engagement events etc.
- Work collaboratively with the Director, Executive Directors and Board of Trustees to provide sound advice and guidance on matters relating to fundraising, and to identify and cultivate significant major donors.
- Manage, coach, develop and coordinate the fundraising team to deliver effective activity to realise strategic priorities and objectives, and meet annual fundraising targets.
- Work with the Chair of the Development Committee, and its members, to support their effectiveness in their pursuit of fundraising for strategic priorities as well as elevating the reputation and increasing advocacy for National Museums Liverpool.
- Work collaboratively to:
 - devise and implement plans to engage existing supporters, and the effective and impactful delivery of supporter relationship management and benefits
 - ensure effective coordination and collaboration of key fundraising functions to realise the priorities.
 - cultivate new potential major donors, corporate partners, trusts, foundations and high-net-worth individuals.
- Liaise with colleagues across the organisation to develop high-quality and effective proposals and plans to support applications and approaches to secure funding from private and public sources.
- Lead relationships with key funders and individuals, including but not limited to developing relationships with DCMS, NHLF, LCRCA, LCC etc, as agreed.
- Oversee the engagement of existing supporters, and the effective and impactful delivery of supporter relationship management and benefits.
- Oversee the cultivation of new potential donors, corporate partners, trusts,

foundations and high-net-worth individuals, defining effective supporter journeys.

- Oversee the effective and timely evaluation, monitoring and reporting for fundraising activity. Oversee the effective research and due diligence for fundraising activity.
- Oversee the development, implementation and management of technology, processes and the rigorous compliance in-line with ethical giving, GDPR and the Fundraising Regulator code of practice.
- Oversee the development events programme to achieve high-quality supporter engagement, relationship building and advocacy in Liverpool, and other locations including but not limited to London.

You'll be expected to:

- Adhere to the standards expected of all public services as defined by the HM Treasury publication "Managing Public Money". Those standards are honesty, impartiality, accountability, openness, accuracy, reliability, transparency, objectivity, integrity, and fairness.
- Assist in developing and implementing our commitment to Equality, Diversity & Inclusion and promote non-discriminatory practices in all aspects of work undertaken.
- Continue to grow knowledge and skills through undertaking professional development, which is established with your manager through an annual performance development review.
- Fully understand all of our policies and procedures and actively use them in your day-to-day work - including Security, Health & Safety, Equality & Diversity and Safeguarding. You will actively uphold the Museums Association Code of Ethics.
- Undertake additional duties from time to time, as required.

People Management

- Lead, motivate and inspire teams, setting standards for performance and outcomes.
- Take responsibility for performance management, training and development of Development Team members

Impact & Influence

- Provide specialist advice to the Chief Executive, Executive Directors and Board of Trustees.
- Embed a culture of fundraising across the organisation, and the effective implementation of Theory of Change.
- Lead on shaping fundraising priorities across the organisation in the medium to long-term.

- Develop, manage and maintain strategic relationships with a broad range of stakeholders including but not limited to funders, businesses, specialist consultants, community stakeholders, sector professionals and partners.

Communication & Networking

- Ensure effective communication and engagement internally and externally.
- Represent the organisation internally and externally, including attending key conferences and events locally, nationally and internationally.

Resource Management

- Effectively forecast and monitor budgets, analysing performance and ensuring we meet agreed income targets per year.
- Identify and manage risk, and effective mitigation and controls.
- Manage the fundraising teams' priorities, and capacity, to support annual priorities.
- Oversee and lead key relationships with consultants and agencies, as agreed.

Experience & Knowledge

- Significant experience in successfully leading a dynamic and multi-faceted development / fundraising function with a revenue and/or capital focus, in a complex medium to large-scale arts, culture or heritage sector.
- Strong experience developing and implementing organisational fundraising strategies.
- Demonstratable experience leading teams to achieve significant (minimum six figure sums) income levels, from public and private sources.
- Experience developing and maintaining relationships with significant funders, donors and partners etc.
- Experience leading the development of complex and compelling applications. Strong knowledge of fundraising best practices including but not limited to GDPR, Fundraising Regulator code of conduct etc.
- Experience managing complex budgets including forecasting and reconciliation.
- Excellent knowledge of the fundraising landscape in the UK, with some knowledge of international philanthropy.
- Excellent knowledge of software solutions to support fundraising – prospecting, cultivation and engagement.

Skills

- Excellent persuasive case-making skills.
- Excellent financial management skills.
- Excellent communication skills (written and oral) with an excellent standard of written English.

- Excellent presentation skills (internal and external).
- Excellent planning and problem-solving skills with the ability to work collaboratively in a fast-paced environment.
- Excellent negotiation skills.
- Ability to work under pressure and balance multiple priorities.
- Ability to assimilate information quickly and develop a significant level of knowledge and expertise on a wide range of subjects.
- Proficient using Microsoft Office 365 applications (i.e., Microsoft Word, Outlook, Excel, and PowerPoint)

Behaviours & Competencies

- Performance focused with a clear sense of purpose.
- Creative, adventurous, and innovative.
- Resilient, calm, and professional under pressure.
- Empowers, inspires, and develops the capability of others and encourages collaboration.
- Shapes and influences current and future practice.
- Enthusiastic, self-motivated, proactive, and innovative approach to working in a hybrid working environment as a team member.
- Ongoing commitment to learning and developing new knowledge and skills to support continuous professional development as required for the role.
- Performance focussed with a clear sense of purpose.
- Encourage interaction and trust across teams.

Additional Information

- Location: Hybrid working – including both the use of in-venue hot desking and meeting facilities in Liverpool city centre and working from home.
- DBS Check: Basic level

We are a Disability Confident Committed Employer committed to actively promoting and implementing equality of opportunity in all that we do. We value diversity and treat everyone fairly and equally. We ensure our recruitment process is inclusive and accessible and welcome applications from all backgrounds. We support our staff through unexpected life changes providing an employee assistance programme and reasonable adjustments enabling employment.

This job description is a guide to the nature of the work required of the prospective employee. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.

Employee Benefits

- Civil Service Pension Scheme
- 35% staff discount in all our Café
- 25% staff discount in all our Shop
- Employee Assistance Programme
- THRIVE Buddy Scheme
- Employee Recognition Schemes (Good Deed Feed & GEM awards)
- Employee Benefits Portal: High Street discounts, retailer discounts, locally negotiated discounts, Cycle to Work Scheme, Travel Loan Scheme, Eyecare Scheme
- Access to The Charity for Civil Servants
- Access to the Civil Service Sports Council (CSSC)
- Recognition of two Trade Unions

Staff Groups & Committees

- Equality Diversity & Inclusion Group (EDIG)
- Global Ethnic Majority (GEM) Staff Group
- Disability and Mental Health Staff Group
- Emeriti Staff Group
- LGBTQ+ Staff Group
- THRIVE Engagement Committee
- Ethics Group
- Environmental & Sustainability Task Force
- BAME Staff Group
- Black Lives Matter Task Force

How to Apply

If you're still interested in becoming part of National Museums Liverpool, then what are you waiting for? You can apply for this role through our online recruitment platform in advance of the closing date.

Don't forget to provide an up-to-date CV along with a supporting statement that outlines why you're suitable for this role - highlighting relevant experience, knowledge, and skills in response to the requirements outlined in the job description.

If you require an alternative method for application or assistance with our online recruitment platform, contact the People team on Recruitment@liverpoolmuseums.org.uk.