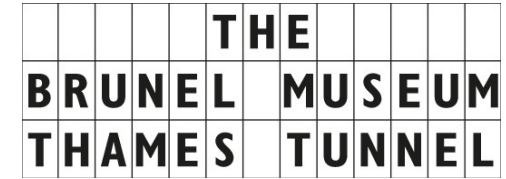


• September
2024

Brunel Museum Fundraising and Advocacy Manager



Welcome



Thank you for your interest in the Brunel Museum.

This is an exciting time to be joining the museum, with the redevelopment of the museum via the Brunel Reinvented Project about to get underway.

This brand new role is an exciting opportunity to shape fundraising strategy at the Brunel Museum and ensure a sustainable future for the organisation. You'll take a holistic view of fundraising, across a range of activities.

You'll be a key part of a small and supportive team that works collaboratively to ensure the success of the organisation.

Please take a look at this pack which contains further information on the role, and the museum.

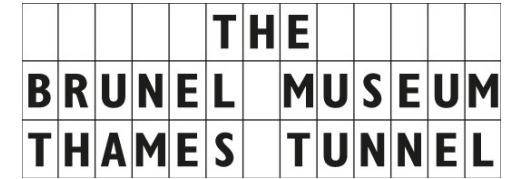
If you have further questions or would like to have a chat about the role, please just get in touch with me directly.



Katherine McAlpine
Director
Brunel Museum

Katherine.mcalpine@thebrunelmuseum.com

About the Museum



OUR MISSION

To preserve and share widely the ground-breaking stories of the Thames Tunnel project and the outstanding achievements of the Brunel family and their relevance to our lives today. We inspire communities through exploration, learning and performance.

WHAT WE DO

The Brunel Museum showcases the local story of the Brunel engineering family and how they changed the world. It is on the site of the world's first tunnel under a navigable river, and was opened in 1843.

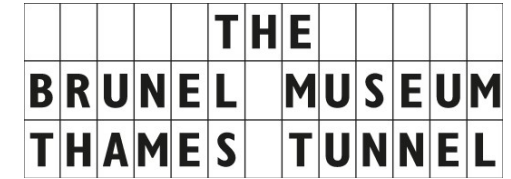
The tunnel was built using the newly invented tunnelling machine invented by Isambard Kingdom Brunel's father, Marc Brunel. Today it is still in operation, as part of the London Overground railway network.

Located in Rotherhithe, the Museum is an educational charity. Trustees and staff are committed to widening community involvement with the Museum and to inspire people to explore, learn, share and enjoy our story of innovation and perseverance.



About the Museum

Museum Team



DIRECTOR

Brunel Museum Director, Katherine McAlpine, leads the team of dedicated staff and volunteers who help run the museum.

STAFF

Our small team of fantastic staff run the museum day-to-day activities.

VOLUNTEERS

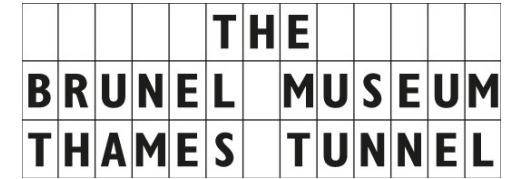
Our volunteers are at the core of what we do here at the Brunel Museum. Our dedicated volunteer team serve as expert Thames Tunnel tour guides, manage the museum shop and facilities and help oversee school visits and museum events.



More information on the team and volunteers is here: <https://thebrunelmuseum.com/about/>

About the role

Practicalities

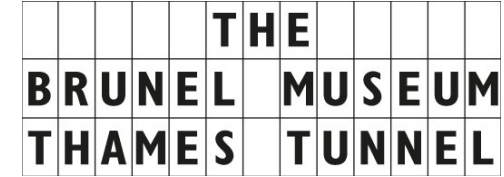


- **Reporting to:** Director
- **Hours of work:** 3 or 4 days per week
- **Salary:** £30, 000 to £35, 000, pro rata
- **Annual leave:** 28 days per year (pro rata) plus Climate Perks Journey Days
- **Location:** The role is remote, with onsite team meetings at least once per month.



About the role

Responsibilities



General responsibilities

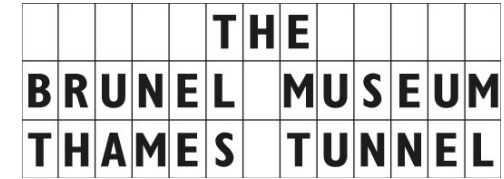
- Communicating with Board
- Communicating with Team

Individual Giving, Membership and Legacies

- Identify new prospective donors and develop and implement cultivation plans to solicit their support
- Lead on the development and delivery of individual giving campaigns, including those led by the Museum and external campaigns such as Big Give Christmas Challenge
- Cultivate relationships with existing donors, increasing the level of their gift
- Build relationships with new donors
- Relaunch the Brunel Museum's Membership scheme ahead of the reopening in summer 2025, identifying key membership benefits and promoting the new scheme
- Write copy for donor emails, monitoring their success
- Managing the Museum's online fundraising platforms such as Crowdfunder and Big Give while ensuring new and existing regular donors are appropriately thanked and have inclination to support in the future.
- Develop and lead on a legacies campaign

About the role

Responsibilities



Trusts and Grants

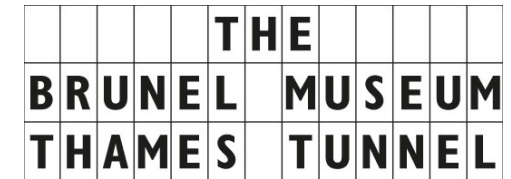
- Work with the Director to develop an overarching Fundraising strategy
- Managing a portfolio of Trusts, Foundations, and organisational donors, delivering impactful stewardship (e.g. programme visits, impact reporting) to meet all reporting requirements.
- Research new Trusts and Grant prospects to support Museum activity
- Remain abreast of Museum activity to maximise funding opportunities
- Build and maintain relationships with existing funders
- Lead on the reporting back to major funders
- Support other members of the team to develop their bid writing ability, building capacity within the Museum

Corporate Fundraising and Legacies

- Work with the Director and trustees to develop the new corporate fundraising strategy

About the role

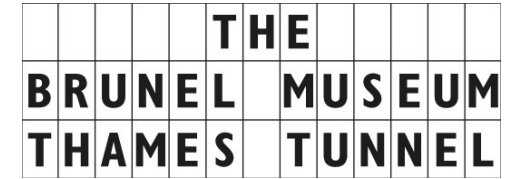
Skills & Qualifications



- ESSENTIAL:
- Proven track record of generating income through one of more of the following fundraising activities:
 - Individual Giving
 - Membership schemes
 - Trusts and Grants
 - Corporate fundraising
 - Legacies
- Good written communication, including to be able to draft emails to donors to maximise chance of success, and to write successful funding bids
- Analytical, to be able to identify patterns in donations and memberships to help direct resources

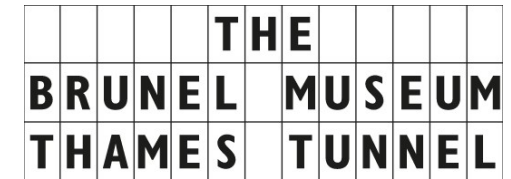


About the role Benefits



- The Museum appreciates flexibility from its staff, and endeavours to do the same. If you require flexibility in this role, please do not hesitate to get in touch.
- In addition to 28 days holiday (pro rata for part-time), each employee is entitled to up to 2 additional days per year as Climate Perks Days.
- A seasonal flu voucher scheme
- Contributory pension scheme which includes a 5% employer pension contribution
- Access to a confidential employee assistance programme

Application Process



HOW TO APPLY

Please apply by sending the following two documents to the Katherine McAlpine, Katherine.mcalpine@thebrunelmuseum.com

- a short (no more than one page) statement setting out why you are interested in the role
- a CV (no more than two pages)

Both documents should be in PDF or Word format.

The deadline for applications is <<< **9am Wednesday 16 October**

TO FIND OUT MORE

If there is anything we can do to make the recruitment process more accessible and inclusive for you, if you would like support in communicating your skills, experience or enthusiasm, or if you would like to find out more about the role, please contact the Director katherine.mcalpine@thebrunelmuseum.com

INTERVIEWS

Interviews are expected to take place w/c 21 October

