



# Fundraising Officer

The Cynon Valley Museum Trust (CVMT) is a charity formed in 2015 responsible for the operation of the Cynon Valley Museum. The mission of the CVMT is to *“promote the education of the local community and beyond in relation to the local history, cultural heritage and the arts of the Cynon Valley”*.

## Details and purpose of the role

**Job Title:** Fundraising Officer

**Reporting to:** Museum Manager

**Salary:** £23,500 FTE (£11,750 pro rata)

**Term:** fixed term contract until 11<sup>th</sup> December 2020. 0.5 FTE (18.75 hours per week)

**Details:** flexible working hours are available, some evenings and weekends required

The role of the Fundraising Officer is focussed on generating income for the CVMT. As an independent charity, the CVMT must raise in excess of £25,000 each year just to keep the doors open. This is partly done through a number of in-house schemes, such as the Museum Shop and Galleries, but the Fundraising Officer's role is concentrated on external income generating schemes, such as large events, corporate support, and membership schemes.

## Responsibilities

### Business development

- Manage and promote the Museum's corporate sponsorship scheme
- Manage, research and develop new business opportunities for the Museum
- Advocate for the Museum in business networks
- Work to achieve the aims and objectives as set out in the Business Plan

### Fundraising

- Work with the Museum Manager to set and review the Fundraising Strategy
- Develop a case for support that meets the needs of various audiences
- Identify and develop appeals to support ongoing work as well as special projects
- Develop an online fundraising element of the Fundraising Strategy





#### Grant funding

- Support the Museum Manager in formatting grant funding applications
- Lead on small project-based funding with the staff team
- Research and source new and potential grant funds for the CVMT

#### Event management

- Develop new and existing events for the CVMT calendar which can generate income
- Work with other members of the team to source partners for these events
- Work with the contracted marketing professional to successfully market the CVMT's events

#### Management of membership schemes

- Manage the Friends of the Museum Scheme and Corporate Support Scheme
  - Develop the schemes to attract new members
  - Promote members only events, perks and discounts
- Network locally and regionally with businesses and other organisations to promote the benefits of the schemes.

#### Building Manager responsibilities

This position is flexible and there may be times when the Fundraising Officer is the only member of paid staff on site. During this time, you are required to act as Building Manager which includes:

- Overall responsibility for the security of the building
- Representative of the Museum in the event of complaints, complex enquiries or emergencies.
- Supervision of the volunteers
- Ensuring the museum is clean, tidy and provides a high-quality visitor experience





## Person specification

	Essential	Desirable
Experience & Knowledge		
Experience of working in a busy environment with a small team and limited resources	✓	
Demonstrable experience of generating income through diverse grant funding opportunities	✓	
Event management experience	✓	
Experience of diversifying income streams through innovative event programmes		✓
Experience of working with businesses and developing corporate relationships	✓	
Experience of working with volunteers		✓
Experience of marketing and promotion		✓
Knowledge of groups and networks across the Valleys and South Wales		✓
Skills		
Excellent organisational skills	✓	
Ability to communicate effectively with business people and the corporate sector.	✓	
IT skills, specifically including Word and Excel	✓	
Clear and distinct communication skills	✓	
An innovative approach to problem solving	✓	
Customer care skills	✓	
Good research skills	✓	
Attributes		
A flexible individual who must be willing to work towards the overall aims of the CVM	✓	
A knowledge of the local history of the Cynon Valley		✓
Ability to speak Welsh or the willingness to learn		✓
A passion for heritage and the arts	✓	

