

**Bethlem Gallery & Bethlem Museum of the Mind Recruitment
Fundraising Manager Job Pack
June 2021**

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Art and Value exhibition at Bethlem Gallery 2019. Photographer: Daniel Regan

Summary

Do you enjoy developing networks and relationships? Can you write inspiring text? Do you relish a deadline? We are looking for a new team member who is passionate about what we do and will take our fundraising to new levels.

This is a new role in which the Fundraising Manager will have the opportunity to develop and implement a fundraising programme and have a huge and positive impact on the work and future of Bethlem Gallery and Bethlem Museum of the Mind.

This is a 4-day/week role. The Fundraising Manager's time will be spent 3 days in the Gallery, and 1 day in the Museum, implementing their new fundraising strategies.

About the Gallery

Bethlem Gallery, established 1997, is situated on the grounds of The Bethlem Royal Hospital in Beckenham, Kent. Managed by a small, artist-focused team, the gallery provides a professional space for high-quality artwork and fosters a supportive artist-focused environment.

Exhibitions and events are programmed throughout the year presenting a wide range of mediums and contemporary practice. The gallery is an ideal platform for experimentation, collaboration and skills exchange. Collectively we strive to develop the careers, experience and expertise of the gallery artists by creating opportunities for professional development. Our successful artist-in-residence projects also work with patients and staff on site to improve people's experience of the hospital environment.

The Bethlem Gallery programme includes collaborations with Bethlem Museum of the Mind, artists in residence, interdisciplinary research and partnerships with arts organisations across the UK and beyond.

We campaign for access to the arts in healthcare environments and engage audiences in learning and debate on the subject of mental health and artistic practice.

Bethlem Gallery Projects is a not-for-profit company limited by guarantee and is linked to Maudsley Charity. Significant in-kind support is also given by South London and Maudsley NHS Foundation Trust. We are core funded by Maudsley Charity, and currently have live project grants from Wellcome Trust, Baring Foundation, and Arts Council England.

"Pills are ok, counselling is ok and it will get you back on the streets, but what keeps your mind alive is what you learn here. That's what it's about – keeping your spirit alive." – Lee, Bethlem artist.

About Bethlem Museum of the Mind

Bethlem Museum of the Mind cares for an internationally renowned collection of archives, art and historic objects relating to the history of the hospital and mental health care. The Museum aims to use its collections to contribute to the understanding and de-stigmatisation of mental illness and to promote a wider understanding of mental health treatment. The Museum relocated within the hospital site in 2015 and its new displays were shortlisted for Museum of the Year in 2016.

Bethlem Museum of the Mind is governed by a registered charity, the **Bethlem Art and History Collections Trust** (charity number 1013523).

Overview

Working closely with our Gallery team on three days a week and one day a week with the Museum team, the Fundraising Manager will implement our fundraising strategies. They will identify and secure new sources of funding, lead on funding applications, and manage the relationships with our existing funders including reporting. The Fundraising Manager will also lead on developing relationships with a range of supporters, including developing individual giving programmes and audience development.

This role will lead on the development of all funding streams, including Trusts and Foundations, corporate fundraising, fundraising events, and individual giving. The initial emphasis will be on bid writing. The Fundraising Manager will be responsible for building and overseeing the funding pipeline from identification, cultivation, solicitation, to stewardship stages of funders – both in person and via our online platforms.

The role will include working on some joint bids for the Gallery and Museum, as well as Gallery and Museum-specific bids. The role is split 3/1 across the Gallery and Museum because the Gallery has more fundraising work to do imminently as a big grant comes to a close.

Role details

Reports to: Director, Bethlem Gallery (3 days) and Director, Bethlem Museum of the Mind (1 day)

Direct reports: Volunteers

Location: Bethlem Royal Hospital / Remote working

Hours: Part-time (4 days or 30 hours per week). We are open to flexible working arrangements. Some evening and weekend work may be required.

Salary: £29,000 - 32,000 pro rata depending on experience

Contract length: 12-month fixed-term contract

This post is funded by Maudsley Charity, who core-fund both the Gallery and Museum.



OOMK workshop at Bethlem Gallery, Mental Health and Justice Project. Photographer: Manuela Barczewski

Who are we looking for?

We are looking for an experienced fundraiser who is comfortable writing grant applications and cultivating supporter relationships, who strongly believes in the work of the Gallery and Museum, and can take our income generation to new levels.

We want an excellent bid writer who is willing to get involved in other aspects of fundraising such as audience development where appropriate. We are looking for a team player sensitive to and confident working in our context.

This is a fantastic opportunity for someone to make a real difference to the work of the Gallery and Museum. Come and work with us!

Role & Responsibilities

Fundraising

- Implement Bethlem Gallery and Bethlem Museum of the Mind's new fundraising strategy (currently in development) – this will include writing and managing grant applications, developing supporter programmes and overseeing supporter relationships across the work of the Gallery and Museum.
- Build a database of new funding opportunities and contacts.
- Write and develop bespoke funding applications/bids to a high standard and in a timely way in order to secure relevant funds from a range of funders including trusts and foundations, institutional funders, and corporates

- Work with the Director and internal stakeholders to develop and coordinate specific project funding proposals and bids for each project and core costs
- Develop plans and cultivate potential relationships with trusts and foundations, corporates, and major donors
- Work on at least two joint bids for the Museum and Gallery
- Manage Fundraising interns and volunteers for specific pieces of work and research.

Strategic

- Collaborate with the Directors of both the Gallery and Museum to identify and keep track of funding needs and opportunities
- Facilitate the long-term vision for income generation, coordinating meetings with stakeholders as required
- Actively research and keep up to date with news and developments within the funding landscape in which Bethlem Gallery and Museum operates, proactively spotting and assessing new funding opportunities
- Ensure that the Gallery and Museum are effectively networking at local, regional, national and international levels, maximising awareness of the our work.

Communications

- Work closely with the digital manager on developing our profile and reach within the funding landscape.
- Working with the digital manager and the South London and Maudsley NHS Foundation Trust's comms team to ensure funders are appropriately credited and identify opportunities to promote our funding collaborations
- Work closely with the Gallery and Museum teams on fundraising communications that demonstrate our impact to current and potential funders.

General

- Communicate and collaborate with all internal stakeholders to gather necessary information with care.
- Communicate reporting and evaluation deadlines and requirements to the relevant team members.
- Ensure all fundraising information is well documented and saved on the shared drive.
- Comply with the Gallery and Museum's Equal Opportunities, Health & Safety, Safeguarding and other key policies
- Represent and advocate for the museum and gallery at events
- Ensure effective communications with internal and external stakeholders
- Undertake any other duties which may be reasonably required.

Person Specification

Experience

- A minimum of 3 years' experience working within a fundraising role
- A proven track record of writing successful funding applications to a range of funders
- Experience of cultivating and managing supporter and partnership relationships
- Experience of carrying out monitoring and evaluation of grant-funded projects
- Experience working within the arts/health and/or charity sectors

Skills

- Excellent written and verbal communication skills
- Strong IT and web skills
- Strong organisational skills
- Skilled in making Sales and understanding of negotiation techniques
- The ability to work independently and as part of a team
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Knowledge

- An understanding of Fundraising law including GDPR and how this applies in a fundraising environment
- Understanding of key issues in visual arts
- Understanding of mental health issues
- Understanding of health and social care sectors

Desirable

- Fundraising qualification/recognised accreditation

This position may include occasional evening and weekend work. The postholder would need to undertake a DBS check.

Benefits

We'll contribute 5% to your pension. You will be entitled to 25 days of annual leave plus bank holidays (pro rata). We offer flexible working hours. We also have monthly team reflexive practice sessions and access to NHS and cultural sector training opportunities.

How to apply

If you feel that you can make a difference and want to help build a stronger organisation, then we would love to hear from you.

We particularly welcome and encourage applications from people of colour, who are currently underrepresented within our team.

We are looking for a passionate fundraiser who is excited by the work we do. If you're worried you do not fit all the criteria but do have relevant fundraising experience that could make you a great candidate, we encourage you to apply. We welcome applications from people with a range of experiences and skills.

If you would like to arrange an informal chat about the role, please email Sophie Leighton at sophie.leighton@bethlemgallery.com

To apply for the role, you must be eligible to work in the UK.

To apply please send a CV and covering letter explaining how you meet the requirements of the job to director@bethlemgallery.com.

As an optional part of the application process, please download and fill out the Equality and Diversity Monitoring form, on our website [here](#) and send to info@bethlemgallery.com.

We welcome applications in written, audio or video formats. To submit applications in an alternative format, to request information in an alternative format or to discuss any reasonable adjustments in the recruitment process please email director@bethlemgallery.com.

Deadline: 5pm Wednesday 21 July 2021

Interviews will be held on Thursday 5 August 2021.