

GARDEN MUSEUM

Role:	Campaign Manager: Endowment, Legacies and Anniversary
Location:	Garden Museum, London, SE1 7LB Some flexible working is supported; however, the postholder will be expected to be at the Museum two days per week.
Contract type:	Freelance contract – 149 days across 12 months (equivalent to 3 days per week)
Fee	£350 per day
Line manager:	Director

1. Introduction

For the first time in our history, the Garden Museum is growing an Endowment Fund, Ever Green. We are seeking to appoint a Campaign Manager on a freelance basis for 12 months to push our Endowment and Legacy fundraising to the next stage as the Museum gears up for its 50th anniversary in 2027-28.

We are an independent Museum and rely on our commercial operations (our award-winning Café, shop, venue hire and admissions) and fundraising to generate income. The Museum's turnover is c.£4m, of which Development represents c30%.

Ever Green, our Endowment, will help us keep innovating and growing. In 2023 we were awarded funding from Fidelity UK Foundation to launch our Endowment campaign, including the creation of an Impact Report, fundraising material and a film. Since then, we have raised £550,000 for our Endowment Fund from over 130 generous supporters. The income this enables is ringfenced across five key purposes:

1. Our collection and new acquisitions
2. Our Archive of Garden Design
3. Our advocacy and commitment to urban greening
4. Our education and learning programmes
5. Our work to inspire and train the next generation of gardeners

This role will lead the next step in our Endowment journey. Working with the Director, the postholder will turn the learnings from our first three years into a year of growth and lay plans for the future. This includes managing our programme of Endowment fundraising trips and events, arranging meetings with key prospective donors and strengthening stewardship. Alongside Ever Green sits our newly created legacy scheme, *Leaving a Gardener's Legacy*; the postholder will be responsible for growing legacy pledgers and introducing an annual stewardship event. Looking ahead to 2027/28, the Museum celebrates the 50th anniversary of

its founding by Rosemary Nicholson and we see this anniversary as a key milestone for both campaigns. As such, the postholder will develop a clear strategy and deliverable plan to engage prospective Endowment and Legacy supporters through anniversary activity and opportunities.

Working in a small team, the Campaign Manager will be an experienced freelance fundraiser, a self-starter, and able to take initiative and work independently. This is a rewarding and busy role with plenty of scope to shape and develop.

Ever Green gives this special place stronger roots, and more fertile ground to keep growing, innovating, and protecting and promoting the power of gardens, now and for generations to come.

2. The Garden Museum

The Garden Museum (GM), located in Lambeth, was founded in 1976 and is now London's busiest centre of ideas, research and celebration about the design, history and culture of gardens. It is a place where garden paths meet, from art and architecture to food and fashion, literature and design, and community.

Since we re-opened in June 2017 after an £8.2 million restoration, refurbishment and extension thanks to a major grant from the National Lottery Heritage Fund, the GM has grown from strength to strength. Five galleries of garden history and an archive of garden design are housed within a former medieval and Victorian church. The modern extension is formed of two pavilions for learning and a café opening on to a garden, designed by Dan Pearson. Temporary exhibitions explore gardening stories, from Derek Jarman's Dungeness garden (Exhibition of the Year 2021) to our recent Seeds of Exchange dedicated to the relationship between English botanist John Bradby Blake (1745-1773) and his Chinese interlocutor Whang At Tong 黃遏東. The Museum and its award-winning Café are overseen by a Director and a Senior Management Team of five. Additionally, we have a fantastic team consisting of approx. 33 permanent staff, plus a number of casual staff and volunteers.

The Museum has a very strong track-record in fundraising. Our redevelopment was supported by over 100 charitable trusts and foundations, and during the pandemic our emergency appeal and Director's Sponsored Swim raised over £524k from over 1,000 individuals. We now have more members than ever – 2,000 Friends and 120 Patrons - and are keen to expand these groups even further in the coming years. The Museum has a sister-site, Benton End in Hadleigh, Suffolk, the former home and art school of Sir Cedric Morris and Arthur Lett-Haines, which we are reviving with the support of the National Lottery Heritage Fund. Closer to home, we are creating Lambeth Green, a new public garden designed by Dan Pearson and horticultural training hub for our Lambeth's youth people, in partnership with Lambeth Council and TfL. This fundraising is led by our Director and Director of Development (0.8FTE), supported by an Individual Giving Manager (0.8FTE), Trusts and Foundations Manager (0.4FTE), and Friends Officer (0.2 FTE). The postholder is expected to work closely with this team but also have the confidence and attitude to act independently.

3. Role, responsibilities and deliverables

3.1. Endowment and Legacies

- Oversee the delivery of all Endowment and Legacy fundraising activity.
- Manage and deliver international fundraising trips for major donors to raise funds for Ever Green (note: the postholder is not expected to attend the trips, which are led by the Director and supported by specialist travel agencies). Recent destinations have included private gardens in Morocco, Provence and Majorca.
- Identify and deliver new mechanisms for Endowment and Legacy fundraising that can be executed within the 12-month contract and/or sustained beyond.
- Work with the Director to plan and manage approaches to key supporters via correspondence and in-person meetings.
- Maintain and improve effective stewardship of Endowment donors.
- Work with the Individual Giving Manager to grow the *Leave a Gardener's Legacy* campaign.
- Coordinate an annual celebration event for the legacy pledgers group.
- Manage all communication with, and stewardship of, legacy pledgers.
- Identify prospective legacy donors through prospect research.
- Lead the creation of new opportunities for Endowment donations across our site and digital platforms.

3.2. 50th Anniversary Preparations

- Research, identify and prepare opportunities for Legacy, Endowment and other major giving during our 50th anniversary year (2027/28). This should include events and opportunities designed to engage existing and new supporters with Ever Green and *Leaving a Gardener's Legacy*.

3.3. General responsibilities

- Manage gifts in line with best practice, incl. logging gifts in Donorfy and ensure all donors are thanked appropriately.
- Report on progress to the Museum's Trustees when required.
- Engage supporters and prospective supporters at Museum events (for example, opening receptions) as required.
- Support the Museum's GDPR compliance, including monitoring for changes in law.

4. Skills and experience required

Our ideal candidate will be an experienced development professional with a track record of successful fundraising via Endowment, Legacies or Individual Giving. While cultural/arts/horticultural experience is not essential it would be an advantage.

4.1. Essential

- Demonstrable development experience.
- Demonstrable experience leading fundraising campaigns.
- Excellent written and verbal communication skills.
- Experience stewarding donors.
- Strong understanding of, and experience in managing and preparing, budgets.
- Demonstrable expertise in fundraising compliance and best practice.
- Ability to work independently, efficiently and with initiative.

4.2. Desirable

- Understanding of legacy and/or endowment fundraising.
- Good understanding of the cultural fundraising landscape.
- Event management experience.
- Professional arts, heritage and/or horticultural experience.

5. Application Process

Please email a CV and covering letter outlining your interest, skills and experience in relation to the job description to: recruitment@gardenmuseum.co.uk

Please ensure you mark the subject line: **CAMPAIGN MANAGER**, and include details of two referees in your application, who we can contact if you are selected for interview.

Closing date for applications: **Monday 22nd June. 10am**

First interviews will be held at the Garden Museum on **16th July**, with second interviews, if required, held on **22nd July**.

6. Equal Opportunities

The Garden Museum aims to be an inclusive organisation where everyone is treated with respect and dignity, and where there is equal opportunity for all. The Garden Museum respects and values diverse characteristics. We are committed to positively engaging and celebrating the differences of our diverse staff and users, to enable us to achieve our aims within the organisation and the external community.