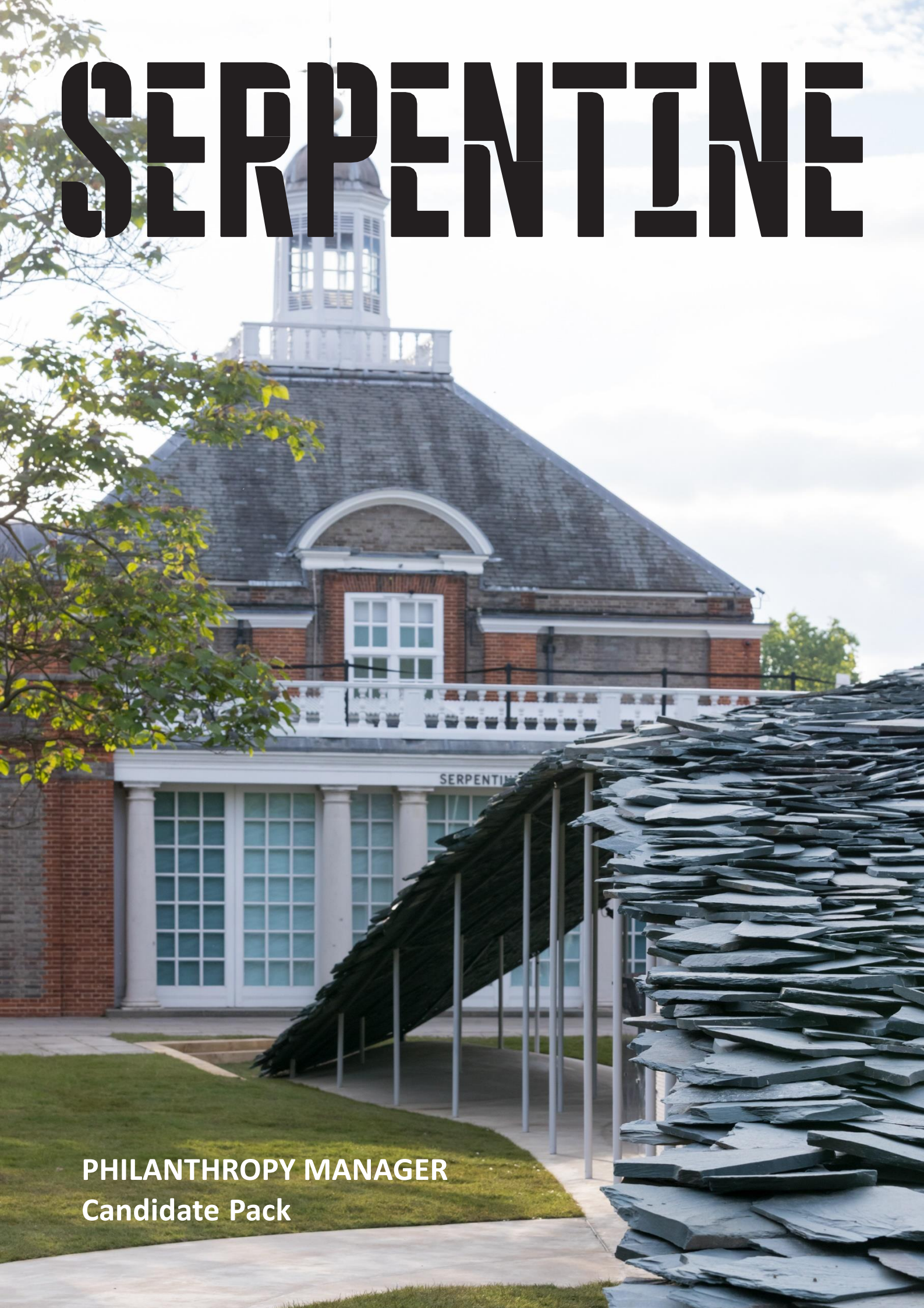
SERPENTINE



PHILANTHROPY MANAGER
Candidate Pack

“Serpentine is set apart in the art world by its boldness and innovation. It takes on big ideas and makes them happen.”

Michael R. Bloomberg

AN OPEN → LANDSCAPE FOR ART & IDEAS ←



Ian Cheng, *BOB* (Installation view, Serpentine). © 2018 Hugo Glendinning



Listening Session: Arthur Jafa with Steve Coleman, Morgan Craft, Micah Gaugh, Melvin Gibbs, Jason Moran and Okwui Okpokwasili. Melvin Gibbs photograph by Krystal Neuvill.



The Magazine at Serpentine North Gallery. Photograph © Harry Richards @reportography
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SERPENTINE

Championing new ideas in contemporary art since 1970, Serpentine has presented pioneering exhibitions for half a century from a wide range of emerging practitioners to the most internationally recognised artists of our time.

Across two sites only five minutes apart in London's Kensington Gardens, Serpentine presents a year-round, free programme of exhibitions, education, live events and technological innovation, in the park and beyond.

Proud to maintain free access for all visitors, Serpentine reaches an exceptionally broad audience and maintains a deep connection with its local community.

Marking its 50th anniversary, Serpentine looks to the future with a programme responding to the urgent issues of today. Key themes are: ecology and the climate emergency, equity and inclusion, education, architecture and the impact of digital and new technologies.

With the leadership of Bettina Korek, our Chief Executive, and Hans Ulrich Obrist, our Artistic Director, this is an exciting time to join Serpentine. As a member of the Development team, you will have the opportunity to work with colleagues across the organisation from programming and communications to visitor experience, facilities, finance and HR.

→ THE ROLE

We are looking to recruit an experienced to Philanthropy Manager to join our busy fundraising team.

As Philanthropy Manager you will work closely with the Head of Philanthropy to plan and deliver the Serpentine's major gifts fundraising strategy to maximise giving from individual donors to support our exhibition, education, civic engagement, live and digital programmes. You will also manage philanthropic relationships with individual donors.

You will enjoy and thrive working in a multi-disciplinary, dynamic environment, where no two days are the same. You will have excellent interpersonal skills with the ability to build relationships with a variety of stakeholders and have a track-record in cultivating and stewarding individuals to secure significant gifts. You will also have line management responsibilities, so an interest in line managing is important although prior experience isn't essential.

Serpentine has pledged to promote anti-racism in all that we do: the content of our programmes, the culture of our workplace, the diversity of our staff and the experiences of our audiences. Since 2020 we have been working with diversity and inclusion consultants who are leading a programme of change that involves staff and leadership at all levels of the organisation and will be sustained for the foreseeable future. We are committed to equity and inclusion, because these values are right and just. We look forward to receiving applications from all and particularly those from under-represented groups as we embark on the next chapter of Serpentine's history.



Serpentine South Gallery. Photograph © Harry Richards @reportography

JOB DESCRIPTION

Job Title:	Philanthropy Manager
Department:	Development
Main Job Purpose:	Manage the planning and delivery of a fundraising strategy to maximise philanthropic giving from individuals to support Serpentine's core artistic programme. Actively manage a pool of individual donors to cultivate, steward and solicit donations for exhibition, education, civic engagement, live and digital programme.
Reports To:	Head of Philanthropy
Direct Reports:	Philanthropy Executive
Liaises With:	All levels of contact, internal and external

MAIN DUTIES

Major Donor Fundraising

- Work with the Head of Philanthropy to plan and deliver the major gifts fundraising strategy for the Serpentine's core artistic programme.
- Lead on a variety of individual fundraising approaches matching fundraising opportunities and projects with prospects and current supporters.
- Proactively cultivate and manage a community of individual donors to support exhibitions, education, civic engagement, live and digital programmes.
- Work collaboratively with the Patrons team to identify opportunities to solicit project specific donations from our existing members or donors.
- Draft approaches to individual collectors and philanthropists.
- Actively engage with the Programmes team to obtain information about developing projects, distilling information to create compelling fundraising proposals
- Maintain a strategic awareness of trends and developments in major gifts fundraising.
- Attend Serpentine events as appropriate.

Management and Administration

- Manage, motivate and develop the Philanthropy Executive.
- Manage donor care, thanking donors in a timely and efficient manner, provide effective stewardship and ensure that donors receive appropriate accreditation.
- Ensure accurate records are maintained through the Serpentine's CRM system.
- Ensure all personal details are managed in line with General Data Protection Regulation (GDPR).
- Work closely with the Finance team to ensure donations are managed efficiently.

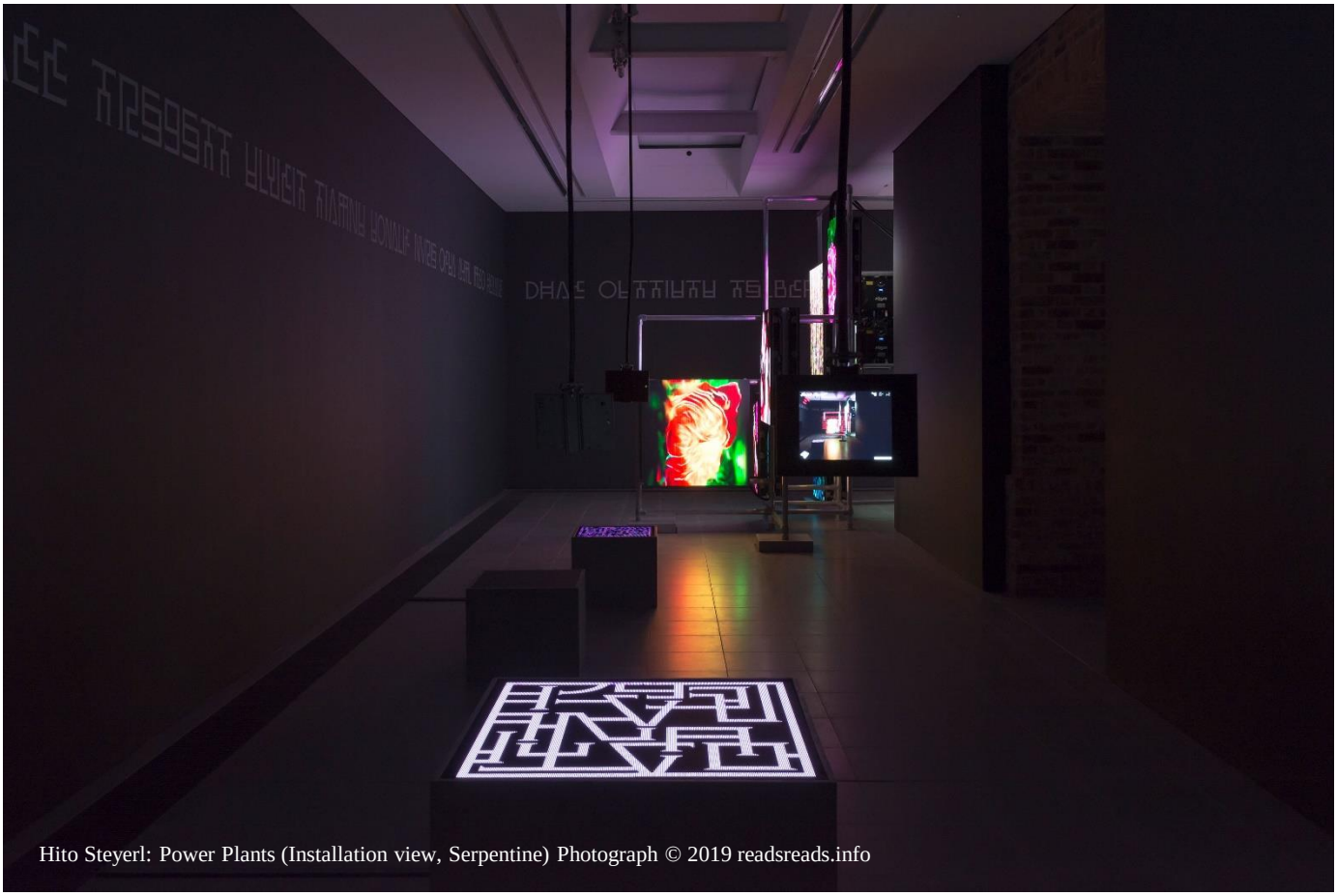
Other Duties

- Actively support and demonstrate the Serpentine's commitment to becoming an organisation that embraces equity, diversity and inclusion.
- Adhere to and actively contribute to all Serpentine policies, including Dignity at Work and Health & Safety
- Any other activities relevant to your role and are necessary for the smooth operation of the Development team and its strategic objectives.

This job description is a guide to the nature of the work required of a Philanthropy Manager and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in the future.



COS x Serpentine Park Nights 2019: Carrie Mae Weems. Photograph: Hugo Glendinning



Hito Steyerl: Power Plants (Installation view, Serpentine) Photograph © 2019 readsreads.info

PERSON SPECIFICATION

You will have:

- A track-record of securing significant gifts from individuals, ideally at the 5 figure+ level.
- Previous experience of contributing to or participating in strategy development, devising and implementing plans for major gifts fundraising.
- Proven experience of donor management and stewardship.
- Pro-active, resourceful and entrepreneurial approach to fundraising.
- Ability to take initiative and work autonomously.
- Excellent written communication skills with ability to convey information clearly and concisely.
- Demonstrable networking skills with an ability to act as a representative and advocate for Serpentine and communicate effectively at all levels.
- Excellent interpersonal skills and good at working collaboratively as part of the wider Development team..
- A highly organised and flexible approach to work, ability to plan and prioritise a varied and busy workload to deliver agreed outputs to tight deadlines.
- Previous experience using Salesforce or a comparable CRM system.
- Knowledge of data protection legislation.
- An interest in and commitment to the Serpentine's work.

Desirable

- Previous line management experience.
- Knowledge and understanding of the arts market and the key philanthropists and collectors within this sector, both in the UK and internationally.
- Previous experience fundraising from individual donors for a contemporary public art institution.



Serpentine North Gallery. Photograph © Harry Richards @reportography

GENERAL INFORMATION

Salary
The salary is circa £35,000 per annum dependent on skills and experience.

Hours
Our normal office working hours are 10am to 6pm, Monday to Friday, although the jobholder will be expected, within reason, to work such hours outside these periods as are necessary for the proper fulfilment of the role.

We are currently operating a hybrid working model with a minimum of 3 days per week in the office.

Duration of Appointment
This is a permanent appointment.

Probation
This appointment is subject to a 3 month probationary period.

Annual Leave
The annual leave entitlement is 25 days per annum rising to 30 days after 5 years' service. In addition, staff receive 8 Bank Holidays per annum.

Pension
Participation in Serpentine's auto-enrolment pension scheme. You can opt out if you wish.

Other Benefits
After completion of your probationary period, we offer other benefits including discount on certain products such Limited Editions; access to our employee assistance programme; season travel ticket loans and a Cycle2Work scheme.

Closing Date
The closing date for completed applications is MIDDAY 18 April 2022.



Serpentine Big Family Weekend, 2019. Photograph: Rob Harris

Front Cover: Serpentine Pavilion 2017 Designed by Francis Kéré
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