

Job Description:

Individual Giving Manager

Contract

Full-time, permanent

Rate of pay

£30,000 to £34,000 dependent on experience

Key dates

The Festival runs for 18 days every August.

2020 Festival: 15 - 31 August

Programme launch: Thursday 11 June

Public ticket sales open: Saturday 27 June

Background

The Edinburgh International Book Festival is a world-leading celebration of books and ideas. We are a charity that champions freedom of expression and we are dedicated to bringing leading and emerging international, British and Scottish authors and thinkers together to inspire each other and audiences through a diverse programme of public events.

In recent years, debate, discussion, performance and interactive events have become prominent features of the Festival, complementing the more traditional interview-style events and readings, and contributing to the Book Festival's reputation as a powerful forum for the public to exchange views with writers and experts on a wide range of issues: social, ethical and political as well as literary and cultural. At the heart of the Book Festival's activity is an integrated approach to creative learning and education with the aim of expanding participation in democratic discussion, fostering a love of reading and developing engaged, knowledgeable audiences of all ages and backgrounds.

The first Edinburgh International Book Festival took place in Charlotte Square Gardens in 1983 with around 30 author events; now it stages over 900 each August, attracting around 250,000 visits, making it the largest public celebration of the written word in the world. The Book Festival takes place in a temporary, tented Festival Village, created and built each year in Charlotte Square Gardens and neighbouring George Street.

The Book Festival's Children's Programme offers a comprehensive series of author events, activities and workshops for audiences ranging from babies to young adults, attracting audiences of 20,000 each year. In addition, an extensive schools programme is created especially for primary and secondary pupils, attended by around 14,000 school children.

Through an award from players of People's Postcode Lottery, the Book Festival has expanded its activities to create a programme of live literature events and mini-Festivals in communities around Scotland across the year.

The Edinburgh International Book Festival has an annual turnover of around £3.4 million. Around 15% of income comes from Creative Scotland, City of Edinburgh Council and the Scottish Government. The rest is raised from ticket sales and the sales of books through the Book Festival's highly successful independent bookshops and from corporate sponsorship, trusts, foundations and individual donations.

The Edinburgh International Book Festival is a founder member of Festivals Edinburgh, the organisation created by Edinburgh's 11 major Festivals to support joint strategic development and maintain the festivals' position as global leaders.

The team

The Book Festival has a permanent staff of 29 throughout the year, expanding rapidly over the summer to a peak of around 170 staff during the Festival itself.

All permanent staff are encouraged to play a role in the ongoing development of the organisation and are involved through several full-team planning and debrief meetings during the year. The heads of each department form the Strategy team.

The role

The Development Team is responsible for raising nearly 50% of the income needed to deliver the Book Festival and associated year-round work each year. Therefore, the team is integral to ensuring the Book Festival's ongoing success and ability to meet its targets and goals.

The Individual Giving Manager is a new role within the Development Team at the Book Festival. Individual giving represents the fastest-growing private sector income source for the Book Festival, with a 35% increase in monies raised from individual donors since 2016. The creation of this new post represents an increased investment in the Book Festival's fundraising capacity and presents an excellent opportunity for an ambitious individual to make their mark within the organisation and help take our fundraising ability to a new level.

This is an exciting time to join the team, and the postholder will be expected to make a significant difference to its continued success, by supporting the acquisition of new donors and excellent stewardship of existing ones.

The Individual Giving Manager will be responsible for managing the Friends and Patrons schemes: overseeing the smooth delivery of benefits to our supporters, encouraging them to renew and, where possible, increase their support. They will also be closely involved in the strategic planning and management of individual giving campaigns, including delivery of an annual appeal. The postholder will also assist in the planning and implementation of an updated Legacy Giving campaign strategy and the public-facing elements of other future campaigns. They will support the Head of Development in the management and delivery of the Festival's Benefactors scheme, managing a portfolio of relationships with key donors, and identifying and cultivating new prospects.

We plan to recruit a permanent Individual Giving Officer in early 2020, who will manage the day-to-day administration of the schemes. The Individual Giving Manager would line-manage this member of staff and work closely with them to ensure high standards of donor communication and stewardship are met.

Key responsibilities

Friends and Patrons

- Manage the Friends and Patrons schemes, with a strong focus on delivering excellent donor care and maximizing income from the schemes.
- Line manage the Individual Giving Officer to ensure smooth running of the schemes, and in particular the Advance Booking period in June.
- Responsible for planning a stewardship programme for Patrons and donors including a diary of events, thanking donors for their gifts, newsletters, ebulletins and other communications.
- Recruitment of new supporters including marketing the Friends scheme and meeting agreed targets for Friends memberships and producing marketing materials as required.
- To work closely with the Marketing Team to produce materials which align with the Book Festival's other communications activity and are in keeping with our brand
- Work with the Head of Development, evaluating the effectiveness of each scheme on an annual basis including monitoring income and expenditure and membership numbers as well as monthly statistical reports.
- To liaise closely with colleagues and contractors - including those in the Box Office, Marketing and Operations teams, and our website developers to ensure smooth running of the Book Festival's advance booking period, ensuring that supporters receive timely communications and are able to book tickets successfully.

Benefactors & Major Gifts

- Managing relationships with a portfolio of Benefactors and working to increase the value of individual donations received.
- Researching and cultivating new potential members to the scheme.
- Maintaining Benefactor details on the VIA and ThankQ databases - updating details and inputting new info for all individual donors including Gift Aid declarations.

Appeals & Campaigns

- To assist the Head of Development in determining the strategic purpose, messaging and targets of all appeals and campaigns targeted at individual donors.
- To research and segment data for all recipients of fundraising appeals.
- To manage the development, branding and production of all print materials and communications that go alongside the annual individual giving appeal.
- To work alongside the Marketing team to ensure that all appeals have an online presence across social media platforms and the Book Festival website.
- To assist the Head of Development in planning and implementing an up-to-date Legacy Giving strategy with key targets and campaign strategy.
- To implement a contactless donation strategy in time for the 2020 Book Festival.

CRM system management

- Lead on the ongoing integration of ThankQ (our CRM system) to ensure its consistent use, and maximise its effectiveness to the Book Festival

Other

- Deputising for the Head of Development as required
- Keeping abreast of developments in fundraising, and in particular individual giving
- Attendance at Book Festival fundraising and other Festival events
- Be part of the team that delivers Sponsors' benefits during the Festival
- Contributing to the work as a whole of the Book Festival Development team

Person specification

This is a varied, busy and creative post, requiring a high degree of organisation, flexibility and professionalism. The successful candidate will possess the following:

- Three years' experience of fundraising in individual giving
- A demonstrable track record in successful fundraising from individual donors
- Experience of managing key donor / stakeholder relationships with autonomy
- An ability to form positive working relationships and build rapport quickly with donors and colleagues
- Exemplary communication and presentation skills, written and oral
- Excellent attention to detail
- Ability to work with autonomy, and to prioritise a busy workload, problem solve and work to deadlines when under pressure
- Ability to motivate others and inspire commitment to the Book Festival
- Experience of using databases, ideally fundraising databases such as ThankQ or Raiser's Edge
- Strong data analysis skills
- A flexible positive attitude and a willingness to carry out physical duties during the Festival
- An interest in and awareness of the cultural sector
- A genuine commitment to the aims and values of the Edinburgh International Book Festival
- A commitment to embedding equality, diversity and inclusion across all aspects of development and delivery

Terms and conditions

The post is based at 5 Charlotte Square, Edinburgh and at the Festival site in Charlotte Square Gardens and on George Street during August. Normal hours of work are 9:30am-5:30pm, Monday to Friday outwith Festival time, with additional hours required at peak times of year and during the Festival itself when staff should expect to work 6-7 days a week. Time off in lieu will be given for weekend days worked outside normal working hours.

Employees receive 28 days of paid holiday per annum, consisting of an allowance of 22 days and 6 public holidays across Easter, Christmas and New Year. There is a discretionary shutdown of the office over the Christmas period in addition to annual leave.

The salary for this position will be in the region of £30,000 to £34,000 per annum. It will be paid on the 28th of each month in arrears by bank transfer. The Book Festival will pay a contribution of 5% of salary into our approved, auto-enrolment pension scheme. Employees may make voluntary additional contributions through payroll.

We are committed to making the Book Festival as accessible as possible to supporters, customers, participants and staff. If you have any specific access requirements or concerns, please let us know and we will do our best to meet your needs.

The Edinburgh International Book Festival is an equal opportunities employer, an Investor in People and a Real Living Wage employer.

How to apply

Please read the job description carefully and complete the online application using the links on our website: <https://www.edbookfest.co.uk/about-us/jobs>. Please ensure you upload a copy of your current CV and an application letter. Your letter should outline your suitability for the post and why you wish to work at the Book Festival. You may include any other information to support your application.

For further information, please contact Helen Chomczuk, Head of Development on helen@edbookfest.co.uk Please note the Book Festival offices are closed from Friday 20 December 2019 to Monday 6 January 2020.

Closing date for applications: Monday 20 January 2020, 5pm

Interviews: early February tbc

Interviews will be held in a central Edinburgh venue (venue tbc)

The Edinburgh International Book Festival Ltd has its registered office at 5 Charlotte Square, EH2 4DR and is a company limited by guarantee (no SC 79939) with charitable status (SC010120).