

Leith School of Art  
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## **FUNDRAISING & DEVELOPMENT CO-ORDINATOR**

### **Introduction**

Now in its 31<sup>st</sup> year, Leith School of Art (LSA) in Edinburgh is an independent college of the visual arts which has built an outstanding reputation for the quality of its courses.

The School was founded by Mark and Lottie Cheverton “to create a School with a vital artistic life where both tradition and innovation work together allowing students to produce work of distinctive quality and character”. Their Christian faith was at the root of the inclusive, holistic ethos and strong sense of community that characterise Leith School of Art today.

Another distinguishing characteristic of the School is the unusually high tutor-student ratio, which enables each student to be nurtured and challenged to reach their full artistic potential in the broader context of their learning and flourishing as a whole person. Our high tutor/student ratio not only ensures students are closely supported and enabled to thrive by teachers, but provides an intimacy of scale for which the School is both renowned and cherished. We believe that our size and commitment to teaching set us apart as an organisation and make being a student with us a rewarding, vibrant, and in many cases, life-changing experience.

LSA offers a varied range of intensively taught and highly structured courses from full and part-time Year-long courses, including our highly regarded Foundation Course and Painting and Drawing courses, to our Short course programme, which includes day & evening classes, weekend workshops and an annual Summer School. Our artistic ethos is to forge a balance between tradition and innovation whilst teaching a fundamental grounding in art and design. All our tutors are practising artists, which ensures high calibre teaching, inspires our students and contributes to the creative energy of the School.

For a comprehensive description of the School and its courses please visit our website at [Leith School of Art](http://www.LeithSchoolofArt.co.uk), where the current prospectus and further information can be found.

### **Job Summary**

LSA was founded and continues to operate as a charity aiming to encourage and welcome all those who want to learn about art and design, irrespective of age, ability or personal circumstances. Our Charitable Activities include an Assisted Places Scheme; Community Classes; Graduate Residency programme; and Schools Outreach Project. These activities open the door to many for whom the opportunity to learn about, and practise art, would otherwise be beyond reach.

As Fundraising & Development Co-ordinator you will work closely with the Principal and the Business Manager. You will also be working closely with the administrative team at LSA, and key in engaging staff to become invested in fundraising. Initially your focus will be on:

- Building and developing relationships with individual donors, including Patrons and Friends
- Researching, planning and writing funding propositions to help grow income from corporate partners, charitable trusts and foundations;

- Developing the School's digital fundraising strategy and:
- Developing and implementing a strategy to increase income from legacies

Your contribution will align with the overall vision, strategy and development of LSA, which is being driven by the senior management team and Board of Directors.

This will translate into development of current and new income streams, increase in voluntary income, securing new and effective partnerships which is key in today's competitive fundraising climate, and maintaining and building relationships with our valued supporters.

This is a challenging and rewarding role with the prospect to make a real and lasting contribution to the future of Leith School of Art.

## **Role Description**

The key areas of responsibility are:

### **Strategy**

- In consultation with the senior management team create and implement a robust and dynamic fundraising strategy, generating income from a variety of different sources including:
  - Online Giving
  - Individual Donations
  - Legacies
  - Trusts and Foundations
  - Partnerships - Public and Corporate sectors
  - Supporters of LSA.
- Produce compelling proposals, cases for support, letters, presentations and applications.
- Respond to School priorities by focussing efforts on the most appropriate fundraising activities to maximise income generation.
- Co-ordinate all approaches to these sources and other fundraising activities within the School recognising that the Principal will be the key contact for certain significant relationships.
- Lead the Fundraising Development Committee.
- Contribute to Finance & Fundraising Sub Committee

### **Relationship Building**

- In consultation with the Chair of LSA Friends & Patrons develop and build relationships with the Patrons of LSA. This includes scheduling regular communications, administration of membership and financial records, and organising special events.
- Build and maintain relationships with other LSA Supporters, including the Friends of Leith School of Art, and the wider community.
- Develop and build relationships with individual donors, trusts and foundations, and partnerships in the local community and beyond.

### **General Responsibilities**

- Prepare and maintain the Patrons' and Friends' brochures online and in print form, and other publications (e.g. Spectrum newsletter) as necessary, to promote the School's range of fundraising and charitable activities.
- Within LSA's overall marketing approach contribute to promoting, publicising, and increasing the profile of the School; making use of website, social media, PR, newsletters, etc.

- In consultation with the Business Manager provide the fundraising report for Board meetings with occasional attendance.
- Promote the Aims of the School and attune any fundraising campaign with those principles.
- Ensure all activity adheres to OSCR guidelines and that best practice is followed, as well as keeping up to date with current fundraising regulations and changes to charity law.
- Process the School's annual Gift Aid claim.
- Carry out any other reasonable duties as and when required.

## **Person Specification**

### **Experience**

- Successful fundraising in the charity/public sector.
- Working within an arts, or education sector.
- Building relationships with major funders e.g. Lottery, Robertson Trust.
- Digital fundraising.
- Introducing and running successful fundraising campaigns.
- Track record of increasing the income of organisations.
- Ability to represent financial information accurately to funders.
- Ability to manage a varied and demanding workload.
- Ability to work on own initiative.

### **Knowledge**

- Educated to degree level or equivalent.
- Fundraising qualification (desirable).
- A working knowledge of, and experience in the arts sector (desirable).
- Confident in use of social media, website maintenance and fundraising software.

### **Skills**

- Flexible and adaptable team player.
- Ability to manage and respond to change with enthusiasm and positivity.
- Ability to deal with confidential matters and situations with sensitivity and discretion.
- Excellent command of written and spoken English and high level of numeracy.
- Excellent communication and administrative skills, with a demonstrably methodical, organised approach.
- High level of I.T. skills.

### **Personal Qualities**

- Commitment to quality and high standards.
- Commitment to students from all backgrounds.
- A positive attitude in keeping with the ethos of Leith School of Art.
- A willingness to collaborate, working in harmony with other members of staff.

## **Terms of Employment**

**Reports to:** Business Manager

**Key Relationships:** Working closely with the Principal, the Business Manager and the administrative team.

**Hours of Work:** 3.5 days per week

**Salary:** £27,000 circa. (FTE)

**Probation Period:** Three months

**Annual Leave:** 40 days (FTE)

## **How to Apply**

Please send a copy of your current C.V. along with a covering letter explaining your suitability to the post to:

*Mary Slater, Business Manager. Email: [Mary@LeithSchoolofArt.co.uk](mailto:Mary@LeithSchoolofArt.co.uk).*

*Should you have any questions please email in the first instance, or telephone 07843 961301.*

Please refer to the job description and person specification when completing the application.

*Closing date: 14<sup>th</sup> June 2020*

*Proposed start date: early July 2020*

In the light of the foreseeable Coronavirus restrictions, it is likely that interviews will take place via Zoom video conference.