

Head of Fundraising

Candidate Pack
May 2023

**HIGHGATE
CEMETERY.**

WELCOME



Highgate Cemetery is one of the world's finest examples of the picturesque garden cemetery. It opened in 1839 in a semi-rural setting on what were then the outskirts of London. Before the days of public parks, there were few other opportunities for people to stroll in such a beautifully-designed landscape.

Although today internationally famous as a visitor attraction, Highgate remains a working cemetery. Thanks to its captivating atmosphere, its splendid site, and its distinguished occupants, it is still a much sought after cemetery in which to be buried. There are over 170,000 people in over 53,000 graves. Names such as Michael Faraday, George Eliot, Karl Marx, Claudia Jones, Lucian Freud, Beryl Bainbridge, Douglas Adams, Lizzie Siddal, Sidney Nolan, Sir Ralph Richardson and George Michael are just some of the better known.

Highgate Cemetery has changed considerably over generations reflecting great demand for burial space for many decades followed by declining revenues due to changing attitudes. With shortage of money came inadequate maintenance and unchecked growth of vegetation, while plots of land were sold off to raise funds. Increasingly the Cemetery was abandoned by its private owners until the advent in 1975 of the Friends of Highgate Cemetery Trust, the charity which cares for it today. Totally reliant on self-generated income, the Cemetery is kept alive by the continuing sale of graves and the admission charges of over 80,000 people who visit each year.

The Trust has recently embarked on an ambitious conservation and development project. Better facilities for visitors will enhance their ability to access, understand and enjoy the site. Better accommodation for staff, volunteers and equipment will help us look after this remarkable place. And better conservation and continuing care of our heritage assets will ensure that they survive for future generations to enjoy. These plans will provide a better environment, more conducive to reflection and contemplation, while enabling us to build a more sustainable financial future for the Cemetery.

Of course, these plans require funding. We are in the process of applying to the National Heritage Lottery Fund and we have designated £10m of our reserves. However, we need to embark on a fundraising campaign to secure additional funding for the capital costs and to increase our revenue income.

The Head of Fundraising role is a rare opportunity. It is a chance to be part of a small team making a significant difference to one of the UK's most important heritage sites. This role will establish and shape a new fundraising operation while building a new model for cemetery fundraising. If you have a background in navigating high-value relationships, are a confident and clear communicator with charm and diplomacy, have superb organisational skills, and a passion for heritage, we would like to hear from you. We are open to applications from a range of candidates and would be delighted to discuss a flexible working arrangements.

Such a precious site requires the skills of an outstanding team. We are confident that through this process we will find the right Head of Fundraising.

LIZ FULLER
Chair
Friends of Highgate Cemetery Trust

ABOUT THE FRIENDS OF HIGHGATE CEMETERY TRUST

Originally run as a profit-making venture for a private company, the London Cemetery Company, Highgate Cemetery ran into difficulties in the early 1970s. In 1975 local people formed the Friends of Highgate Cemetery Trust (FOHCT) to rescue it and today the Trust is responsible for managing the Cemetery, maintaining the precious balance of the appearance of romantic decay with the needs of conservation, while providing benefit to the public.

FOHCT Vision

Our vision is for Highgate Cemetery to remain an active burial ground. Carefully planned conservation works to the landscape including its monuments and other structures, together with new buildings and improvements of those that already exist, will make the Cemetery a better functioning and more rewarding place to visit as well as helping ensure its long-term sustainability.

FOHCT Mission

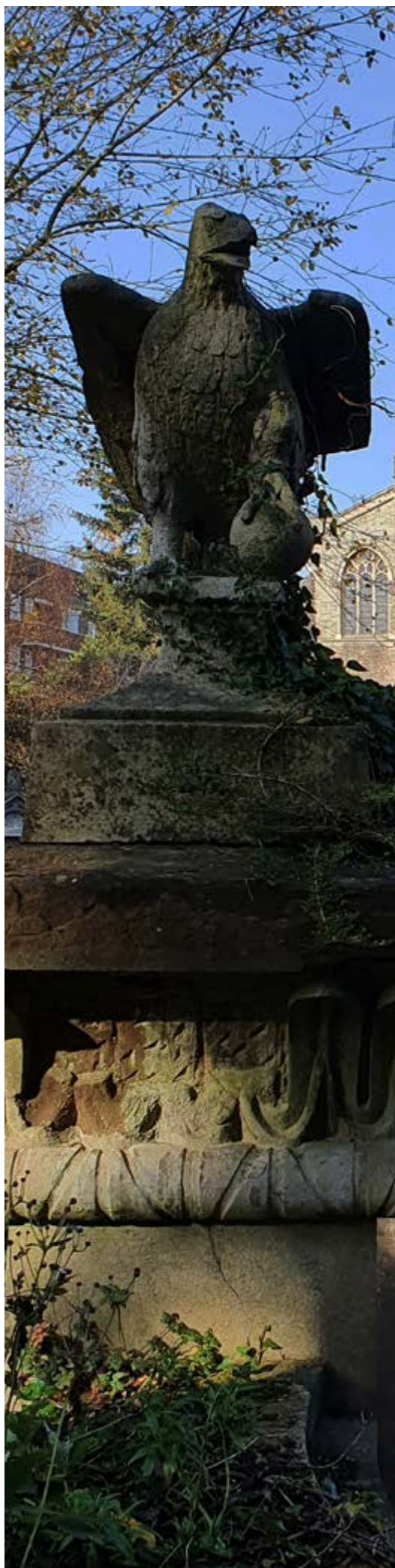
Our mission is to preserve and enhance the cultural significance of Highgate Cemetery while remaining financially viable through delivering our charitable objectives:

- to enable the public to appreciate enjoy and understand Highgate Cemetery
- to permit the Cemetery to be used as a place of public burial
- to conserve the Cemetery, its monuments and buildings

FOHCT Values

Highgate Cemetery is in essence a place of sanctuary. We are passionate about being enchanting, respectful, nurturing and visionary.

ENCHANTING • RESPECTFUL • NURTURING • VISIONARY



OUR FUTURE

Following the completion of our Conservation Plan in 2019 we have recently embarked on a major Conservation Project to make Highgate Cemetery a historic cemetery for the 21st century. Climate change, extreme weather, and new pests and diseases are undermining the historic landscape, reducing biodiversity, and eroding monuments and structures. At the same time, facilities for visitor and volunteers are in urgent need of modernisation and improvement. Addressing all these issues is a team led by landscape designers Gustafson Porter + Bowman and Hopkins Architects.

The Conservation Project will transform Highgate Cemetery over the next ten years, restoring and conserving the monuments and landscape, while carefully retaining its enchanting atmosphere. New facilities will enhance our education and community activity and provide a more comfortable environment for grave owners, offering space for reflection and contemplation.

Finances and fundraising

The Friends of Highgate Cemetery Trust is an independent charity funded entirely by self-generated income, principally from visitors and burials. In 2021-22 our total income was £1.7m including £627k from admissions, £633k from sale of burial rights, and £76k from member subscriptions, legacies and donations. The membership scheme is administered in-house and we do not currently externally fundraise.

As we embark on our new Conservation Project, the Trust needs to establish a sustainable fundraising operation. We need to maximise revenue income, professionalise our relationships with members and existing donors, and build the foundations for a future capital campaign to support our plans. We are currently in discussion with the National Lottery Heritage Fund to fund elements of the Project and we hope to submit a bid over the summer. If successful, we will need to raise matching funding from private sources over the next few years.

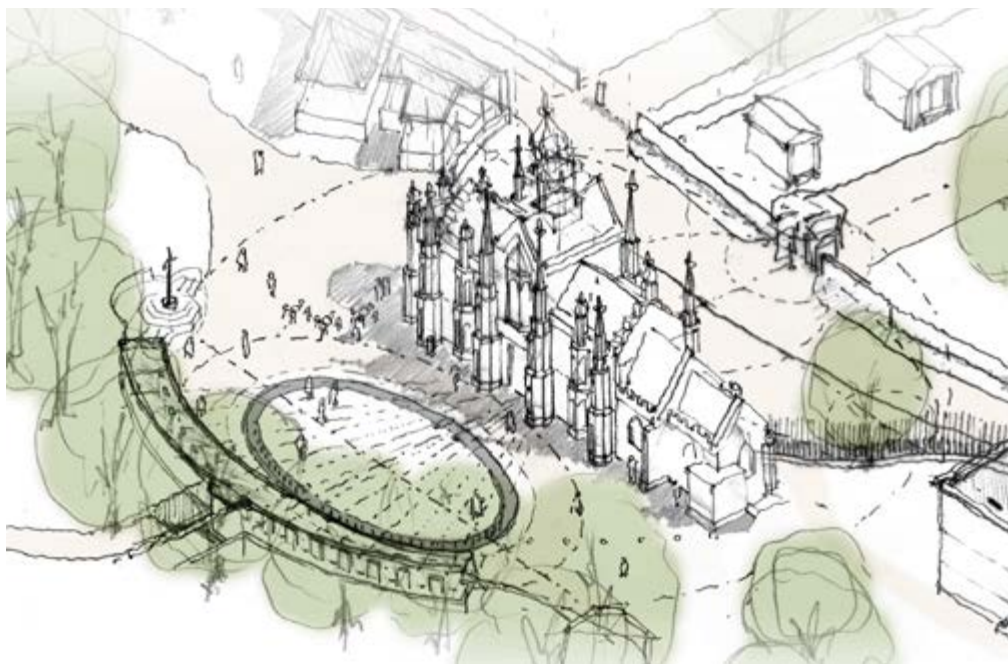
THE HEAD OF FUNDRAISING ROLE

We are seeking an experienced Head of Fundraising to join our team. This is a new role and an exciting opportunity to join the Trust at a pivotal moment in its history, playing an important part in Highgate's transformation to a 21st century cemetery. It is also unique opportunity to develop a new fundraising model for cemeteries, while shaping the role to suit your own experience.

As Head of Fundraising you would be responsible for establishing a fundraising operation from scratch, developing and executing fundraising strategies to meet our revenue and capital finance needs. You would work closely with trustees and the senior management team to identify potential donors, cultivate relationships, and deepen engagement from existing members and supporters.

You would be part of a small team of only fifteen staff at the Trust. As a member of the senior management team you will report directly to the Chief Executive, building funding relationships as well as contributing to the Trust's plans to widen its audiences and raise its profile as a charitable cause.

As a sole fundraiser you will need to work independently while also playing an active role as a team member drawing on the support of other staff as needed. While the role has no current line management reports, there is scope to grow the fundraising team in the future, subject to results.



Highgate Cemetery
Conservation Project:
An early sketch by Hopkins
Architects showing them
considering how to respond to
the underlying geometry of the
Cemetery

JOB DESCRIPTION

Reports to:	Chief Executive
Key relationships:	Chair and trustees, senior management team, Friends of Highgate Cemetery Trust members, donors and supporters, local networks and organisations.
Salary:	£50,000 – £60,000 per annum.
Contract:	Permanent full-time, 37.5 hours over 5 days a week. Based at Highgate Cemetery in North London. We will consider flexible working, including part-time and part-remote working.

Key responsibilities

- Develop and implement a revenue and capital fundraising strategy, identifying compelling propositions and packages, and setting and securing agreed targets, specifically from trusts and individuals;
- Review and refresh the current membership scheme to align with a new individual giving strategy;
- Identify and engage a pool of prospects, donors and canvassers, building relationships with volunteers and members, and exploiting existing data and networks;
- Work with the Board of Trustees to establish and manage a Fundraising Committee;
- Plan and execute fundraising events and campaigns to attract new donors and increase donations from existing supporters;
- Develop and implement donor recognition and stewardship programmes to ensure donors feel appreciated and valued;
- Write proposals and grant applications, and develop fundraising marketing materials;
- Develop and maintain a fundraising database to track donor information and giving history;
- Prepare regular reports on fundraising activities, including progress towards goals, donor acquisition, and retention rates;
- Stay up to date with fundraising trends and best practice, ensuring compliance and incorporate new ideas into current strategies;
- Implement professional fundraising processes including stewardship, prospect and donor tracking, gift aid and gift management, and financial reporting;
- Be an active member of the senior management team, contributing to organisational strategy and culture change;
- Contribute to advocacy and communications, building personal relationships with local networks and national heritage and visitor attraction organisations to raise the profile of Highgate Cemetery and communicate the Trust's charitable cause.

SKILLS, EXPERIENCE AND KNOWLEDGE

Essential

- Several years of fundraising experience, including personally securing philanthropic gifts of five and six figures and above;
- Experience of building strong relationships across a range of stakeholders;
- Excellent verbal and written communication skills, with the ability to write compelling fundraising appeals and grant proposals;
- Experience of managing expenditure and budgets;
- Highly self-motivated and well organised with an ability to work as sole fundraiser, operating strategically while willing to deliver day to day activity;
- Creative, ambitious, and resilient, with a passion for heritage;
- A team player, flexible and collaborative, willing to work in a small team.

Desirable

- Experience of fundraising for culture, heritage or the charity sector;
- Experience of delivering fundraising strategies for individual giving or trusts;
- Experience of implementing and managing a fundraising database;
- Understanding of fundraising regulation and good practice;
- Experience of charity marketing and communications;
- Knowledge of the local community, including networks and organisations.

OPPORTUNITIES AND BENEFITS

- 30 days holiday a year, plus bank holidays
- 8% pension contribution
- Employee assistance programme
- Travelcard season ticket interest-free loan



COULD THIS BE YOU?

Intrigued and excited? We would like to hear from you even if you don't meet all our requirements but still feel you could succeed in this role. Perhaps you are new to culture and heritage, returning to work after a career gap, or considering your next career step? We value candidates with a range of experiences. Please be sure to tell us why you are interested and what you could bring to his role in your cover letter.

TO APPLY

Please complete our online form at <https://highgatecemetery.org/news>. You will need a CV (2 pages) and a covering letter (1 page), outlining your interest in this role and why you are suitable. We value concision.

If you would like an informal conversation about the role before applying, please contact our fundraising consultant, Nicole Newman at nicole@nicoleneuman.co.uk or on 07904 911164.

DEADLINE FOR APPLICATIONS: 5PM 12 JUNE 2023

We will consider late applications if we can.

INTERVIEWS

1st round: 19 and 20 June 2023

2nd round: 7 July 2023

Friends of Highgate Cemetery Trust

Highgate Cemetery, Swain's Lane London N6 6PJ
www.highgatecemetery.org | info@highgatecemetery.org
Registered Charity No. 1058392. Company Limited by Guarantee.
Registered in England No. 3157806.



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