



Job description

Job title	Major Gifts Manager, Legacies (Maternity Cover)
Department	Development
Contract	Fixed Term maternity cover (12 months)
Salary	£39,790 per annum
Hours	36 hours per week
Location	Tate Britain
Reporting to	Head of Major Gifts

Background

Tate's vision is to serve as artistically adventurous and culturally inclusive art museums for the UK and the world. We deliver this through activities in our four galleries across the UK (Tate Liverpool, Tate St Ives, Tate Britain and Tate Modern), our digital platforms and collaborations with our national and international partners. At the heart of Tate is our collection of art, which includes the national collection of British art from the 16th century to the present day, and international modern and contemporary art from 1900 to the present day, spanning all continents. We seek to expand access to the collection and deepen understanding of art in all its diversity.

Tate is a leading global institution, and we influence critical thinking about art practice. Tate is committed to maintaining free entry for audiences to our collections. We see access to art for everyone as a universal human right and we see our galleries as sites of creative learning. We want to champion the importance of making art and encourage people to explore the many ways in which art is created and develop their own creative potential.

We want to welcome audiences that better reflect the towns and cities in our nation and attract a diverse international public. Our reach is already powerful. We intend to increase its impact across society, with art that resonates around the world.

Everyone who works at Tate has a role to play in achieving these goals. We offer exciting work built around our love for art, and have a strong commitment to equality, diversity and inclusion, with the aim to have our workforce and audience as diverse as the communities we serve. And everything we do is only possible thanks to our fantastic colleagues, who really know their stuff, support each other and want to do the best for our audiences.

We hope you will consider joining our team.

You can find further information about Tate on our website: www.tate.org.uk.

About the role

You will lead and grow our legacy income streams, developing and delivering strategies that inspire our supporters to leave a gift in their Will or in memory of loved ones.

You will manage the strategic relationship development of pledged and prospective legacy donors across legacy gifts of cash and works of art.

About your team

The Development Major Gifts team is responsible for fundraising for Tate to enable its mission with a primary focus on core activity across sites including exhibitions, displays, learning and conservation as well as other activities. It achieves this through active funding campaigns with major donors, trusts, foundations, public sector bodies and, of course, legacy gifts, providing well as best-in-class stewardship of all Tate's major supporters.

You will also have a close working relationship with Individual Giving and Collection Development team, who manage all acquisitions of works of art into the National Collection.

What you will gain

Motivated, and skilled people are key to our continued success, and we want everyone at Tate to have the opportunity to develop and thrive. In this team, you will be encouraged to contribute your ideas, realise your potential, and learn new skills and knowledge. There is a particular desire to see a growth in cash legacy gifts and we look forward to developing this area with you.

What you will do (Main Duties and Responsibilities)

Strategy & Management

- Working with the Head of Major Gifts, devise and implement Tate's strategy to grow legacy giving, with an emphasis on increasing income from cash legacies.
- Support the Head of Major Gifts in developing a marketing plan and creating resources to promote Legacy giving and maximise income from key audiences with a sustained year-round campaign.

External Relationships & Fundraising

- Proactively manage a portfolio of pledged and potential legacy donors, assessing donor aspirations to identify links with Tate's institutional priorities and progressing short- and long-term cultivation plans to secure planned gifts and bequests of cash and art.
- Plan and deliver cultivation and solicitation meetings with pledged and potential legacy donors involving Tate senior management and external volunteers, including generating effective briefing materials, drafting informed and well-targeted proposals, and ensuring appropriate follow-up.
- The Major Gifts Manager, Legacies oversees the relationship with Arts Council England (ACE) on Acceptance in Lieu (AIL) causes, Cultural Gift Scheme (CGS) and manage all of these applications, as well as co-ordinate communication between

Curatorial teams and ACE, and keeping other Development Managers abreast of developments.

- Act as first point of contact of legacy donors, prospects, executors and solicitors including responding in a timely and appropriate manner and liaising to manage incoming legacy gifts, ensuring a smooth process for the administration
- Deliver a world-class stewardship programme for legacy pledgers and the families or representatives of legacy donors, including management of Tate's honorary Legacy supporters' group, the 1897 Circle. This includes attending out-of-hours events as necessary, capturing and recording donor intelligence and feedback.
- Have an understanding of the accessibility needs of donors and deliver and seek out bespoke stewardship that aligns with their individual needs.

Internal Relationships & Collaboration

- Build strong working relationships with colleagues across Tate to promote the objectives of the legacy programme and ensure productive cross-team collaboration. Cross-team collaboration will be required for:
 - Identify legacy prospects and delivering legacy campaigns for Tate Members
 - Coordinate the development, production and distribution of marketing material related to legacy giving.
 - Keep up to date with professional best practice and current taxation issues to provide advice to donors and colleagues.
 - Work with curators on works of art legacies.
 - Maintain consistent stewardship across Tate's various donor groups and related activities, and effective sharing of contacts, information and expertise.
 - Collaborate with the Events and Membership teams to coordinate a legacy stewardship and prospect programme of events across the year.
- Be point of contact for both Tate's external Legacy Ambassadors and Director Champion, providing briefings, liaison and following up on actions.
- Coordinate with the Stewardship Officer, Projects Officer, Collections Development and Major Gifts Administrator to ensure high-level stewardship and accurate administration of gifts is complete.

Operational

- Adhere to best practice in prospect cultivation, solicitation and stewardship, ensuring that the appropriate Tate ethics and donation policies and practices are followed.
- Manage the research process for legacy donors and prospects, making effective use of Tate's prospect tracking systems and ensuring accurate recording of data.
- Oversee, monitor and manage Legacy pledges and gifts received, including quarterly forecasts and reporting to stakeholders.
- The progress of acquisitions through Tate's internal processes, ensuring timely and appropriate communication with donors offering legacy gifts of works of art.

What you will bring to the team

- A strong knowledge of the management and administration of legacy gifts to charities, or similar organisations.
- Demonstrable experience in fundraising, donor relations and/or marketing, preferably with experience of legacy fundraising.
- An ability to navigate complex, nuanced and sensitive conversations with individuals who are planning their estate.
- Demonstrable experience of relationship management and a personal track record of successfully maintaining and growing a strong network of contacts.
- Excellent written and presentation skills, with the ability to craft accessible and compelling cases for support, tailored for a range of audiences, and to explain complex information clearly and simply.
- Excellent time management and prioritisation skills, with the ability to juggle a range of projects involving multiple stakeholders and deliver agreed outputs to deadline.
- Excellent interpersonal skills, with the ability to communicate confidently and diplomatically with people at all levels both externally and internally.
- A proactive and entrepreneurial approach, with the ability to work unsupervised on daily tasks and to use initiative to achieve results in a fast-paced environment.
- A team player, with the ability to work flexibly, positively and creatively with colleagues to achieve shared goals.
- High degree of computer literacy including knowledge of Microsoft Office packages and video-conferencing software.
- Experience of using Customer Relationship Management (CRM) databases to record and manage supporter data and the ability to ensure best use of CRM systems within your team.
- Experience of creating an inclusive and respectful culture within a team and applying the principles of diversity and inclusion in building and maintaining relationships with colleagues, advocates, and partners/donors.
- An interest in and commitment to the work of Tate.

The requirements listed here are guidelines, not hard and fast rules. You don't have to satisfy every requirement and we welcome candidates who bring transferable skills. Applying gives you the opportunity to be considered.

Tate for all

Diversity and Inclusion

Our jobs are like our galleries, open to all.

Our aim is to become a truly inclusive organisation with a workforce and audience as diverse as the communities we serve. This is fundamental to Tate's future success and our ability to continue to contribute to culture and society in the UK.

We want our workforce to be more representative of all sections of society at all levels in the organisation. The range of perspectives and experience diversity brings is an asset to our organisation and we want to create an inclusive, welcoming environment for visitors, artists and all those who work at Tate. Tate expects all employees to contribute to this aim as part

of their role. More information about diversity and inclusion at Tate can be found on our [website](#).

Our Values

- **Open:** we're welcoming, generous-spirited and inquisitive, with an open-source attitude that thrives on collaboration.
- **Bold:** we have the courage of our convictions, we're willing to take imaginative risks: we aren't afraid of failure - so long as we learn from it.
- **Rigorous:** we'll win people's trust if we're accountable for our actions and excellence underpins everything we do.
- **Kind:** we value and respect each other, our partners, and our visitors, striving to make every encounter memorable and enriching.

Employee Benefits

- Birthdays off each year
- 25 days leave per year, rising to 27 (pro rata for part time colleagues).
- A pension scheme with generous employer contributions.
- Life Assurance and Income Protection for DC scheme members.
- Interest-free Season Ticket Loan.
- Cycle to Work scheme – enabling you to buy a bike in a tax efficient way, for travelling to and from work.
- Rental deposit scheme – an interest free advance to help towards the cost of a deposit for privately rented accommodation
- Discounts in the Tate Restaurants and Cafes.
- Access to Tate Benefits which offers access to discounts in high street stores.
- Access to a 24/7 Employee Assistance Programme to support you with any work, personal or family issues. This includes telephone-based support, as well as comprehensive online resources.
- Free entry to paying exhibitions at Tate Galleries. Opportunities for family and friends to visit the major exhibitions out-of-hours.
- Discounts on items purchased in the Tate shops.
- Free access to a number of other galleries and museums throughout the UK on production of a valid staff pass.
- Free access to other galleries and museums abroad through the International Council of Museums (ICOM) membership

Safer Recruitment

Tate is committed to providing a safe environment for all those who work at Tate and all those who come into contact with Tate as visitors to the galleries, as participants in Tate activities, and online. The safe recruitment of all those who undertake work on behalf of Tate is the first step to ensuring that we are fulfilling this commitment.

All positions at Tate are offered subject to the following conditions:

- Receipt of satisfactory references covering the last 3 years of your employment or education.
- Health clearance
- A satisfactory Disclosure Check.

- Proof that you are legally entitled to work in the UK

You can find out more information about our pre-employment checks and what they mean for you in our 'Guidance Notes for Applicants' document.

How to apply

Our opportunities are open for you to apply online. Please visit:

www.tate.org.uk/about/workingattate/ to create an account by registering your details or, if you are an existing user, log into your account.

For all opportunities we ask candidates to complete an online application form for the vacancy they are interested in. If you need an application form in an alternative format please call us on 020 7887 4997. Once you have submitted your application you can keep track of its progress by logging into your account.

The closing date for the submission of completed application forms is 8 October by midnight. Interviews will be held from 19 October.

Where vacancies attract large volumes of applicants, we reserve the right to close this vacancy early. Therefore, if you are interested, please try to submit your application as early as possible.

