Student Placement Role Description 2016: Fundraising & Membership

Supervised by Evelyn Curtin, Individual & Corporate Giving Manager and working closely with Hannah Laws, Fundraising & Membership Assistant

The Horniman Museum and Gardens has been open since Victorian times, when Frederick Horniman first opened his house and extraordinary collection of objects to the local community. Our collection includes internationally important collections of anthropology and musical instruments, an acclaimed aquarium and a natural history gallery – all surrounded by 16 acres of beautiful Gardens offering breath-taking views across London.

Main purpose:
The Horniman Museum and Gardens is looking for a competent and enthusiastic student to support the areas of fundraising and membership and in particular our efforts to grow, steward and cultivate a variety of fundraising and membership income streams.

University placements in the Fundraising and Membership team assist with a variety of tasks and gain a practical hands-on insight into the breadth of activity undertaken within this area. In particular, you will be given opportunities to do research, develop communications, attend events and promote charitable giving at the Horniman.

Commitment:
Student placements in Fundraising are 2-3 days per week for 12 weeks.

Objectives:
Assist the fundraising team with relationship management, marketing and administration to increase revenue generation.

Main Activities:
- With guidance from the Membership Assistant, coordinate the reorganisation of the current membership filing system, scanning and organising data electronically and in hard copy. Scanning and categorising Gift Aid membership forms in particular will be a critical component of this placement, e.g. 1.5 days’ work per week.
- Review the Horniman’s online giving platform and make recommendations on suppliers based on detailed research and competitor analysis.
- Assist with the organisation and delivery of membership events including coordinating RSVPs, helping at the events and collecting donations at Members’ Busy Bees workshops.
- Draft content and develop an annual donors’ report, a new piece of communication literature.
- Undertake new corporate prospect research, identifying suitable companies to approach for sponsorship opportunities.
- Research potential trusts and foundations for the Horniman to approach for grants.

The role would suit someone who:
- Someone who is interested in a career in fundraising and who would like to gain practical experience.
- Has an interest in and enthusiasm for museums, heritage or the cultural sector.
- Strong communicator in both verbal and written skills.
- Is willing to undertake repetitive tasks.
- Team player but who is also flexible and has the ability to work independently.
- Has IT experience (e.g. Microsoft Office Suite)

What we can offer participants:
- The opportunity to work on discrete fundraising projects which they can demonstrate to future employers.
- Experience working as part of a small but dynamic fundraising and membership team.
- Training on the Museum's customer relationship management system.
- Travel expenses within Greater London will be reimbursed.