



Fundraising Manager, Re-Form Heritage

Stoke-on-Trent

Up to £30,500 per year (dependent on experience)

Permanent, Full-time

The Role

Are you looking for a new challenge? Are you an experienced fundraiser with a real desire to generate sustained support for the UK's heritage and regeneration sector? Re-Form Heritage are a young charity in a heritage world. We have big ambitions to protect, enhance and expand our existing regeneration success at Middleport Pottery and Harper Street.

Re-Form Heritage is a registered charity specialising in revitalising communities through the regeneration of their historic buildings. We restore heritage buildings at risk of decay and demolition where the resurgence of an existing use, or the introduction of a new use, will have a beneficial effect on the local community. The areas in which Re-Form Heritage works are often impacted by deprivation, underinvestment and inadequate infrastructure - places which will benefit most from the regeneration and economic growth we deliver. We are looking for a committed and engaged fundraiser with experience of working in the charity sector who can hit the ground running to develop early impact and quickly establish a complete fundraising offer and stewardship program. You would be Re-Form Heritage's first Fundraising Manager; you would have exciting scope to grow our fundraising offer alongside the growth of the broader charity.

About Us

Re-Form Heritage is an independent charitable trust limited by guarantee (Registered charity number: 1059662) with an aligned trading company, Re-Form Heritage Trading Ltd. Re-Form Heritage currently owns three sites:

- Middleport Pottery, Stoke-on-Trent, Staffordshire
- Harper Street, Stoke-on-Trent, Staffordshire
- Old Duchy Palace, Lostwithiel, Cornwall

The charity is currently actively exploring new regeneration opportunities with a focus on the west Midlands region. More information on our work can be found by visiting www.re-form.org.

Middleport Pottery is the principal asset in the Re-Form Heritage portfolio and currently represents a large proportion of staff's operation focus. Re-Form Heritage acquired Middleport Pottery, home of world-renowned Burleigh ware and the last continuously operating Victorian pottery in Stoke-on-Trent, traditional home of the British ceramics industry, in June 2011. Following a £9 million project to regenerate the Grade II* listed buildings, the site opened in July 2014 as a visitor attraction, creative business hub and educational centre. Middleport Pottery welcomes over 50,000 visitors a year, and our goal is to double this number across the next five years. The visitor experience at Middleport Pottery is supported by a team of 50 volunteers, and comprises tours of the site and Burleigh factory, regular events and activities, a base for independent creative businesses, the Packing House Café, and the Burleigh Factory Shop. Middleport Pottery also provides a developing private functions business and is a successful filming venue. The site is a busy working environment, with workshop, retail and office spaces let out to independent businesses alongside the fully operational pottery factory.

A recent addition to Re-Form Heritage is Harper Street. The £2.6m Harper Street: Engagement in Heritage project, which is nearing completion, involves the renovation of eleven Victorian terraced houses adjacent to Middleport Pottery. The project transforms these original workers' houses into a new heritage attraction, studio and workshop space, publicly accessible archive, and community centre for local residents. The project has been made possible due to the generous support of the National Lottery Heritage Fund, Historic England, Architectural Heritage Fund, Bernard Sunley Charitable Foundation, Charles Hayward Foundation, Denise Coates Foundation, Foyle Foundation, Garfield Weston Foundation, Hazelhurst Trust, The Pilgrim Trust, Derbyshire Environmental Trust, Stoke-on-Trent City Council, and other funders who wish to remain anonymous.

Re-Form Heritage also owns the Grade I listed building, Old Duchy Palace, in Lostwithiel, Cornwall. Over 700 years old, it once formed part of a much larger complex central to the management of the Duchy of Cornwall and the county's tin industry. Following sensitive restoration, the building was opened by their Royal Highnesses the Duke and Duchess of Cornwall. Re-Form Heritage's partner, the Cornwall Buildings Preservation Trust, oversees the day-to-day operation of the building, which houses an independent business.

About The Role

Reporting directly to the Chief Executive, you will be our first full-time Fundraising Manager. Re-Form Heritage has ambitious plans to grow over the coming years, as outlined in a new 2023-2027 strategic plan. You will play a key role in developing the fundraising offer to support specific sites, new regeneration opportunities, and the work of the broader charity.

Your responsibilities will include:

- Developing and implementing a fundraising strategy – including strengthening our patrons' programme, creating a regular giving programme, corporate sponsors and grants.

- Developing and executing fundraising ideas - looking to maximise the net income for the charity.
- Acting as the key donor contact and building strong relationships that include (but are not limited to) patrons, donors, corporate sponsors and grant-making bodies.
- Developing and building on our current systems to ensure every donation is processed, tracked, and thanked.
- Working with the Marketing and Communications Manager to create, and then manage all mass fundraising communications both digital and online. This includes, for example, social media, event announcements and a regular e-newsletter.
- Both proactively identifying grant application opportunities and supporting grant applications from other staff who wish to develop specialist grant applications to support specific projects.
- Ensuring all our fundraising activity is compliant with all relevant legislation, including GDPR compliance for all fundraising activities.
- Ensuring all our fundraising data and databases are kept to a high standard.
- Fundraising budget management and financial reporting to the Chief Executive and Finance Director.

Key competencies include:

- Ability to build rapport and relationships with people quickly, in-person or via appropriate media.
- Strong writing skills with an ability to write in an engaging manner.
- Strong public speaking and presentation skills.
- Strong organisational self-starter skills
- Excellent data and numeracy skills
- A fundraising qualification (or equivalent training / experience).
- Previous experience in charity fundraising; experience in the heritage sector is desirable, but not essential.

The role is full time and office-based at Middleport Pottery in Burslem, Stoke-on-Trent. Re-Form Heritage is willing to discuss flexible hybrid mixed office and home working arrangements.

How to Apply

Application is via submission of a cover letter (of no more than three pages) and CV.

Application deadline: 17:00 BST, 3 June 2022

Please send applications and any queries to aldasair.brooks@re-form.org. Please put 'Re-Form Heritage Fundraising Manager' as the subject header of application and query e-mails.