



Job Description: **Individual Giving & Legacies Manager**

ABOUT JW3

JW3 Trust is a community charity, known for running JW3, the only Jewish Community Centre and cultural venue of its kind in the UK - open to all, regardless of race, religion, belief, gender, sexuality, ability or age. We opened our doors in October 2013 and before the first lockdown in 2020 had welcomed over 200,000 visits each year to our purpose-built venue in London, NW3. Our Cinema, Auditorium, Bar, Café, Nursery, and over a dozen other studios and spaces play host to a diverse, year round programme of events and activities in pursuit of our charitable mission, including adult education, language classes, theatre, music performances, youth activities, workshops and demonstrations, parties, talks and debates, films, family programmes, a Food Bank and more.

JW3 Development is a registered charity, the purpose of which is to raise funds to support the charitable work of the JW3 Trust.



Our Vision is to be at the heart of a vibrant, diverse, unified British-Jewish community, inspired by and engaged with Jewish arts, culture, learning and life.

Our Mission is to increase the quality, variety and volume of Jewish conversation in London and beyond.

We aim to achieve this by creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community; and by offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief.





We believe we can make a transformational impact on the British-Jewish community by increasing the range and number of Jewish people engaged with positive Jewish experiences and expressions of Jewish life; bringing greater numbers of Jews into positive contact with other types of Jewish people across divides, strengthening sense of community; and fostering closer relationships between Jewish people and other communities, breaking down barriers.

Our Core Values:

These six values shape our culture, guide how we behave and inform our decision-making. They are at the heart of the way we work, driving how we act as individuals and as an organisation:

<i>Kehillah</i>	קהילה	Community
<i>Hachlalah</i>	הכללה	Inclusivity
<i>Yitsiratiyut</i>	יצירתיות	Creativity
<i>Chesed</i>	חסד	Lovingkindness
<i>Shituf Peulah</i>	שיתוף פעולה	Collaboration
<i>Dugma Ishit</i>	דוגמה אישית	Leading by Example



ROLE DETAILS



LOCATION: London, NW3 (some home/remote working possible)

REPORTS TO: Development Director

SALARY: £35,000-40,000 (commensurate with experience)

BENEFITS: JW3 staff enjoy working in a dynamic, vibrant community centre environment. You will have access to discounted and free tickets to a wide range of cultural, educational and other events and activities that take place under our roof, including free cinema tickets (subject to availability) for our gorgeous boutique cinema.

You will enjoy eating and drinking in our cafe with their staff discount, taking a break on the JW3 Beach in the summer or coming for a skate on the JW3 Ice Rink in the winter. You will also benefit from a best-in-class proactive Employee Assistance Programme (EAP) which offers mental health support, 24/7 medical support through a free online GP, death in service 2x salary, and a physical and mental wellbeing app accessed through gamified technology which offers rewards and discounts. And you will have 28 days annual leave (including Bank Holidays) plus all Jewish holidays that fall on a working day.

ROLE DETAILS

PURPOSE OF ROLE:

This is a new role, responsible for developing and managing an Individual Giving fundraising strategy, and creating and implementing a Legacy Giving programme. You will focus on all aspects of Individual Giving, including gifts in wills and legacy fundraising, to our existing membership, audiences and visitors, and you will develop new ways to engage with the wider community to broaden our donor base. With the support of the Development Director you will determine the plans for individual donor and legator recruitment, retention and development. You will cultivate strong relationships with existing and potential supporters to secure four figure donations and future gifts in wills of five figures to support the mission and charitable activities of JW3.



KEY RESPONSIBILITIES

Individual Giving

- Lead on the creation and delivery of an ambitious, achievable Individual Giving strategy, ensuring the growth of our donor base of five-figure supporters
- Identify and build relationships with new individual supporters and prospects with a focus on securing at least four-figure donations, and ensure a consistent, healthy pipeline of new and prospective supporters
- Increase the number of Individual supporters making regular donations (annual multi-year, or monthly standing orders) year on year
- Employ a variety of personal engagement and communications mechanisms to ensure that prospects and supporters become, and remain, fully engaged with our cause - e.g. arrange and manage donor and prospect visits to JW3; create compelling, funding proposals to prospective and existing Legacy donors etc
- Research and identify new donors, logging all opportunities on the internal fundraising database and work with Development Director to move them through the donor cultivation cycle
- Ensure that our Individual Giving programme is delivering on an excellent return on investment

Legacy Giving

- Lead on the development and delivery of a new Legacy Giving fundraising programme that will grow Legacy income in line with ambitious annual targets, increasing both the number of people who leave a gift for JW3 in their will, and the total legacy income
- Act as an ambassador and champion of legacy fundraising to all stakeholders; both internal and external
- Work closely with Programming colleagues to identify opportunities for Legacy support for specific activities, programmes and projects
- Develop and utilise robust cases for support in the pursuit of gifts in wills
- Raise awareness of JW3's work amongst solicitors and other wealth management professionals involved in the will making process to ensure engagement and maximise legacy fundraising opportunities
- Plan and manage a year-round programme of cultivation and stewardship events for legators and potential legators
- Lead on the development of effective Legacy fundraising materials

KEY RESPONSIBILITIES

Other Responsibilities

- Oversee the effective use of internal systems to ensure that gift management adheres to the rules and regulations of legal/tax laws, including gift aid and JW3's gift acceptance policy
- Provide support where and when needed to the wider JW3 Development team; particularly at fundraising events, including outside of standard hours when needed
- Use JW3 audience data to identify prospects for cultivation for Individual Giving or Legacy fundraising
- Keep up to date with best practice in fundraising and comply with relevant legislation and regulation ensuring that good practice is observed
- Develop and maintain detailed knowledge and information on JW3 services, projects and priority areas in order to keep donors updated on our work
- Represent JW3 externally, communicating the vision, values, and case for support to the wider community at appropriate opportunities and external forums
- Build and manage appropriate relationships with relevant local and national organisations to strengthen our Individual Giving and Legacy Fundraising abilities
- Undertake any other reasonable duties as reasonably requested by your line manager or the CEO, commensurate with the level of the post to ensure the smooth running of the organisation.
- Attend all relevant staff meetings, supervisions, training days etc.

REVIEW ARRANGEMENTS:

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

PERSON SPECIFICATION

All staff must wholeheartedly buy into JW3's mission, vision, values and guiding principles. A belief in the importance of inclusivity and working cross-communally, and a commitment to high quality Jewish engagement, arts and culture, and community-building is critical. A sensitivity to Jewish cultural issues is vital.

Essential Skills, Experience, Knowledge:

- Minimum 5 years' experience in a professional fundraising role, including at least 2 years at the same level as this role
- Proven track record of soliciting four and five-figure gifts from individuals through relationship-building and preparing and personally making "the ask" from existing and new donors
- Proven ability to identify new donors, and to develop effective approaches resulting in donations
- Demonstrable understanding of the core principles of legacy fundraising
- Proven ability to develop an effective "case for support"
- Experience of successful fundraising within the British-Jewish community (which is where the majority of our donors do and are most likely to come from)
- Demonstrable experience of achieving fundraised income against agreed targets
- Experience of fundraising report writing
- Excellent communication, interpersonal, relationship, and influencing skills - able to engage effectively with a range of audiences, both internal and external.
- Experience of developing successful, effective relationships with lay leaders and working effectively and successfully with lay committees and boards
- Demonstrable understanding of the principles of the Data Protection Act, GDPR, ICO guidelines, and other relevant legislation and guidelines around fundraising and legacy giving, including of probate and tax planning
- Excellent written and verbal English communication, presentation and numeracy skills
- Extremely well organised, self-motivated, and proficient in creating and working towards plans and targets, with initiative and excellent time management skills
- Extremely thorough - with attention to detail, consistently high levels of followthrough (a 'completer-finisher') and strong organisational skills, being both efficient and effective
- Flexibility with a pro-active and creative approach to problem solving
- Excellent IT skills, including using Fundraising/CRM software; Databases; Spreadsheets (Excel), Word, PowerPoint, Internet, Outlook etc.

Desirable Experience

- Proven experience with successful legacy fundraising campaigns and achieving gifts in wills for a charity
- Strong fundraising copy-writing ability
- Experience of successful fundraising at a similar level specifically within the Jewish community
- Experience of successful fundraising at a similar level at a comparable arts or cultural organisation
- Able to think laterally and imaginatively
- Excellent networking skills
- A demonstrable personal interest in and experience of the arts, culture and Jewish community
- Experience in successfully using Spektrix CRM system.

Personal Qualities

We are looking for someone who:

- Has the proven ability to build strong personal relationships and networks, and to engage and influence people
- Understands and shows commitment to furthering JW3's vision, mission and goals
- Has a natural ability to effectively work in teams and form positive relationships.
- Has passion, drive, commitment and integrity
- Is articulate, charismatic, dynamic and patient.
- Is extremely well organized
- Is approachable with an assertive personality
- Shows us they are hungry to raise money for JW3's charitable activities
- Has a proactive and flexible approach to work, including a willingness to work outside regular hours where necessary – e.g. in the evenings, on Sundays.

Qualifications and memberships

Preference will be given to those with relevant qualifications in areas related to fundraising, or law



HOW TO APPLY

Please send your covering letter and CV to:

deborah@midfieldgroup.co.uk

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